WANT TO HOST YOUR VERY OWN FUNDRAISING EVENT?

One of the most exciting ways to raise money for Give Humane is to host a fundraiser of your own! Below are some easy steps to help kick-start your planning.

STEP #1

CREATE A CONCEPT!

We recommend choosing a fundraiser that fits the size, interests, talents, goals, time and availability of your team. Keep in mind that all fundraisers should align with the mission and image of San Diego Humane Society.

Get creative! Write down your ideas, brainstorm with your team, figure out who wants to be involved and what their roles will be. Some past events include: rummage sales, bake sales and fundraisers at restaurants and breweries. The possibilities are endless!

Consider a virtual fundraiser! There are lots of activities and events that we can host virtually! #TeamDOG has resources available, including a Zoom account that can help make your virtual fundraiser a success.

LET'S GET READY TO FUNDRAISE!

STEP #2

SUBMIT A PROPOSAL!

Once you've decided on your fundraiser, please submit an Event Proposal form. This will help get the ball rolling on planning and will help keep #TeamDOG in the loop about your needs for the event.

Visit sdhumane.org/eventform to get started.

Want to join forces with a local business? If you're planning to cohost a fundraising event with a local business, please be sure to submit a Partner Proposal form before finalizing your event plans. This will allow #TeamDOG to provide you with the tools you need to make your public event a huge success!

Visit sdhumane.org/partnerform to get started.

FUNDRAISING TIPS!

STEP #3

START PROMOTING!

- Create a flyer!
  - Design a flyer to showcase your event and help spread the word! Be sure to check out the flyer guidelines before getting started, then submit your flyer to #TeamDOG for review.

- Use social media!
  - For public-facing fundraisers, create a Facebook Event and send a "co-host request" to SDHS's Facebook page. This is a great way to get the word out there!
  - Announce your fundraiser on the SDHS Employee and Volunteer Facebook pages.
  - Don't forget other social media platforms like Twitter, Instagram, and even LinkedIn and TikTok. If your fundraiser is public, feel free to tag SDHS in your posts!

- Use word-of-mouth!
  - If your event is open to the public, try passing around flyers to local businesses to raise awareness.
  - Talk to your friends, family and colleagues and encourage them to attend and help hype up the event!

- Use your resources!
  - #TeamDOG can help promote your fundraiser in several ways, including on Fetch Events Calendar, in the Events section of the Give Humane website, and in internal emails like The Inside Scoop and Feel Good Fursday.

STEP #4

HAVE FUN!

With the right planning and teamwork, your fundraiser will be a lot of FUN! We are here to help support you when possible, even if it's just to take photos!

STEP #5

TALLY UP THAT MONEY!

- Review the "How to Process Give Humane Donations" toolkit to make submitting your earnings a breeze!

- We kindly ask that all donations be submitted no later than 7 days after your event.

Have questions? Need help? #TeamDOG is here for YOU! givehumane@sdhumane.org