



Third-Party Fundraising Toolkit 2020



1705 South Hanley Road, St. Louis, MO 63144
314.645.4610
apamo.org



Dear Friend,

Thank you for your interest in supporting the Animal Protective Association of Missouri (APA) by hosting an event to benefit animals in our care. Friends like you make it possible for the APA to make a pawstitive impact in the lives of homeless pets in our community and beyond. At the APA, we envision a world where every adoptable pet has a safe, loving home of their very own. Until that happens, we do all we can to provide for their well-being through daily care, enrichment, medical care, and more. Your support makes this work possible.

The APA receives many requests throughout the year from individuals, organizations and businesses who love animals as much as we do and want to help by volunteering to host third party fundraising events with proceeds benefitting homeless pets. We are so grateful to the kind-hearted folks who help in this way! Enclosed in this packet you will find an event proposal form, tips and tricks for hosting a great event, and guidelines regarding how the APA can support your efforts. Please keep in mind that, due to limited resources, we must carefully consider our level of involvement in each event. We ask for and appreciate your understanding.

As you set forth on your event planning journey, remember to have fun – after all, it is FUNdraising! Get creative and let your imagination lead the way. Once you have established an idea, fill out the event planning proposal and the APA will review your request and contact you to confirm. Please be as specific as possible when you fill out the form, as this will help us know how to best support your efforts.

The APA is a charitable, non-profit organization founded in 1922. We are dedicated to bringing people and pets together, advancing humane education and creating programs beneficial to the human/animal bond. We do this through our foundational pillars of Adoption, Wellness and Education. Each year we place over 4,000 pets into safe, loving homes and help thousands more through wellness initiatives and outreach. Thanks to the extraordinary support of the St. Louis community and the dedication of our expert team of staff, volunteers and partners, we are saving lives and reducing pet homelessness.

Again, we sincerely appreciate your interest in supporting the APA. Please let us know if you have questions.

Gratefully,

A handwritten signature in black ink, appearing to read "Sarah".

Sarah Javier
President & Executive Director



GETTING STARTED

About the APA

Serving the St. Louis area since 1922, the Animal Protective Association of Missouri (APA) is an open-admission shelter that takes in abandoned, abused, homeless and unwanted animals in search of hope, healing and a second chance at finding a permanent home.

We help animals in a number of ways through our three foundational pillars — Adoption, Wellness, and Education. Each year we place over 4,000 homeless pets into safe, loving homes. We help thousands more through education programs that prevent animal cruelty and improve safety, as well as wellness initiatives that increase the health and well-being of owned pets.

As an open-admission shelter, our doors are open to any pet who needs us. At the APA, we are committed to a socially conscious framework which allows us to more fully understand and define our role in creating the best, most appropriate outcomes for all pets in our community, not just those who enter our doors. It means finding a place for every healthy, treatable and community compatible animal. It is supporting pets throughout our community by providing access to high quality, affordable veterinary care. It is transparency. It is collaboration. It is thoughtful policy making. It is creating a safe community for all who live here. Everything we do, every decision made, supports this framework.

What is a third-party fundraiser?

A third-party fundraiser is any fundraising activity by a non-affiliated group, organization or individual which benefits the APA. The APA has no financial responsibility for third-party fundraising events, and there is minimal or no involvement from APA staff.

We work hard to support third-party fundraising events to the greatest extent possible with the resources we have, however, we kindly ask that all such events be approved in advance and follow all APA guidelines detailed in this toolkit. After reviewing the guidelines, a third-party fundraising proposal should be submitted to the APA no less than 30 days prior to the activity. Approval must be received before advertising/promotion is permitted. Each proposal will be carefully reviewed to ensure alignment with the APA's mission. The APA reserves the right to decline approval or association with an event for any reason including but not limited to 1) the event does not support the APA mission, 2) no system is in place to ensure accountability of funds raised, 3) the proposal would conflict with existing philanthropic relationships, 4) the event would conflict with a marketing or public relations campaign, or 5) the proposal is considered unethical, inappropriate, or conflicts with APA organizational values.



GETTING STARTED

Guidelines and Policies

In order to ensure the integrity of the APA name, image and reputation are properly maintained, we require all third-party fundraisers to abide by the following policies. Your cooperation will help us guarantee consistency and quality in all events.

1. Third-party fundraising proposals must be submitted no less than 30 days prior to the event/activity. Each proposal will be carefully reviewed and a written response provided within 10 days of receipt.
2. Approval must be received before advertising/promotion of fundraiser is permitted.
3. Proposals are valid for one-use only. If an event is to take place annually, a new proposal must be submitted and approved each year.
4. The APA reserves the right to decline approval or association with an event for any reason including but not limited to 1) the event does not support the APA mission, 2) no system is in place to ensure accountability of funds raised, 3) the proposal would conflict with existing philanthropic relationships, 4) the event would conflict with a marketing or public relations campaign, or 5) the proposal is considered unethical, inappropriate, or conflicts with APA organizational values.
5. Once a proposal is approved, permission will be given to use the APA logo on event-related materials. Please note that all event-related materials must be preapproved before use and the logo cannot be used for any other purpose other than what is described in the third-party proposal. You may not alter or recreate the APA logo, or create your own logo to represent the APA, including but not limited to change of color, stretching or removing words from the logo.
6. All promotional material must clearly state the percentage or portion of proceeds benefiting the APA. You must notify the APA if another organization will benefit from the event.
7. The event must be promoted in a manner to avoid statements or the appearance that the APA endorses any product, firm, organization, individual or service.
8. All promotional material must clearly state that the event is sponsored by you or your organization with proceeds going to the APA of Missouri.
9. Due to the privacy of our donors, adopters and volunteers, the APA does not provide mailing lists or access to our database for promotion of third-party events.
10. All sponsors must be disclosed to the APA in order to ensure there are no conflicts with APA philanthropic efforts or relationships.



GETTING STARTED

Guidelines and Policies

11. The APA can provide informational materials about the organization and our programs/services. Advance notice is needed with quantity and types of information requested in order to provide materials. The APA does not provide custom signage for events. Event signage is the responsibility of the third-party organizer.
12. Due to the number of requests received, the APA may attempt but cannot guarantee promotion of your event in publications or on our website, staff/volunteer support at your event, distribution of promotional materials for your event, or attendance of APA animals at event.
13. The APA does not post any third-party fundraisers on our organizational social media pages. You are, however, welcome to tag the APA.
14. While the APA may be able to provide guidance for your event, we do not have the personnel to handle the organizational and administrative tasks associated with third-party events. Therefore you are responsible for all details of the event, including underwriting or providing all of the related costs, recruiting volunteers, creating flyers, obtaining permits and liability insurance (if applicable), and implementation of all event logistics.
15. The APA cannot process or reimburse any expenses incurred as a result of a third-party fundraising event. It is the responsibility of the third-party organizer to settle all expenses prior to submitting final net proceeds to the APA.
16. Third-party and community fundraising events cannot be held at the APA unless approved by the Executive Director exclusively.
17. The APA is happy to provide acknowledgements to individuals and businesses who have made donations to the APA through your event. To do this, we require the full name of each person/business, address, donation type and amount. A third-party donation tracking sheet is provided for this purpose within this toolkit.
18. Tax receipts can be provided to donors who make checks payable to “Animal Protective Association of Missouri” or “APA Adoption Center” only. Donations made directly to the third-party event are not tax-deductible.
19. The APA is not responsible for financial loss and may withdraw support of any event should activities be discovered that undermine the APA mission or reputation.
20. The APA requests that final net proceeds to benefit the APA be submitted within 30 days of the event.



MAKING A DIFFERENCE

Donation Impact

By supporting the APA, you are helping provide hope, healing and a second chance for thousands of homeless pets being cared for at the APA. Any donation made to the APA directly helps animals in the following ways:

- Providing food, shelter, vaccinations, and medical care at the APA
- Providing spay/neuter surgery to prevent unwanted litters and reduce homelessness
- Educating the community on how to properly care for animals and reduce cruelty
- Creating healthier pet communities through vaccine clinics and other wellness initiatives

What does my donation do?

Every gift, no matter the size, matters. The APA is grateful for your support. Below is a chart that provides an idea of how each donation can make a difference.

Donation	How an animal is helped at the APA
\$1	Gives a dog a “Kongsicle” - a favorite frozen treat
\$5	Supplies toys and a blanket for a litter of kittens
\$10	Provides one vaccination that helps keep a pet healthy
\$25	Provides one microchip that can help a lost pet get home
\$50	Covers the cost of 5 new leashes for our dog walking and training programs
\$100	Covers the cost to train one Play Group supervising volunteer
\$250	Provides 3 spay/neuter surgeries
\$500	Pays for 33 hours of dedicated time from our cat enrichment specialist
\$1,000	Provides complete care for a nursing dog and her litter of puppies



NEED IDEAS?

Get creative!

When planning your event, get creative! After all, this is FUNdraising! You're also hosting an event that will really help animals in need. That is something to be proud of.

To help you get started, we've included some fundraising event ideas that have worked for others. The ideas are endless and only limited by your imagination.

- **Game/Bingo/Bowling Night** — Invite your friends to participate in games, donations, & prizes.
- **Party with a Purpose** — Invite all of your friends (and their friends) over and ask them to donate a few dollars to a great cause. Make it a block party!
- **Lemonade Stand or Bake Sale** — Whip up some delicious treats or tasty beverages and put them to work helping animals!
- **Charity Night** — Host a charity night at a local restaurant or coffee shop.
- **Car or Dog Wash** — Great for students. Instead of charging a specific price, ask for donations instead.
- **Coin Drive** — Set up coin jars at your school or office and start collecting! For more fun, make it a competition.
- **Craft Fair** — Use your crafting talents to help animals.
- **Garage or Yard Sales** — Declutter your house and help animals all at the same time!
- **Email** — Raising money doesn't have to be complicated. Sometimes the easiest thing to do is ask!
- **Concession Stands** — Have a local sports team concession stand and donate a percentage of the proceeds to the APA.
- **Brown Bag Lunch Day** — Ask everyone in the office to bring a bagged lunch and donate what they would have spent eating out to the APA.
- **Ice Cream Social** — Great for work, school or a community event.
- **Yappy Hour** — Ask a local restaurant or bar to host a happy hour benefiting the APA.
- **Percentage of Sales** — Donate a percentage of sales from a product you create, such as a t-shirt or piece of jewelry.



TIPS FOR SUCCESS

We want your event to be a big success, so we have included some tips below to help you with your planning journey.

- **Start early.** The sooner you start asking for donations, the more time you'll have to grow your fundraising efforts.
- **Think of a catchy name.** Get creative with your fundraising names. They can be cute, funny, or full of animal puns. No matter what you choose, you'll want to make sure it conveys what your event is all about. When selecting a name, please be sure that you do not use a similar name to any event the APA already produces in order to avoid any confusion.
- **Set a goal.** Give yourself something to aim for. When people find out what your goal is, it makes them more likely to get involved and support you. Be sure to identify your expenses and any potential sources of donations (monetary and items you'll need for your event).
- **Keep your expenses low.** One of the best ways to increase the amount of money you raise is to keep your expenses low. Ask people or businesses to donate or discount event-related items.
- **Involve family and friends.** Ask for help brainstorming ideas, sharing the work load, or making connections with others who can help or get involved.
- **Send emails.** Send emails to your family, friends and coworkers so they know what you are working on. People who care about you will want to hear your message.
- **Reach out on social media.** Send messages and share your fundraising progress with those who follow you. Ask them to support your efforts.
- **Let the APA know!** While we cannot guarantee any promotion, we may be able to hang up a flyer or include it on our events page on our website. At the very least, tag us in your Facebook event. We do not post any third-party fundraisers on our social media pages, but you can tag us for greater exposure.
- **Ask your employer about matching gifts.** Many companies match their employees' donations, which is a great way to double your impact.
- **Say thank you.** Remember to send letters to everyone who supports and volunteers for your event.
- **Stay organized.** Keep up-to-date lists, including contacts and information related to the event. This makes future planning super easy!



EMAIL & SOCIAL MEDIA

Email and social media make it really easy to share your message and all of the exciting things you have planned. Below are some simple tips and templates you can use, but be sure to use your own voice when sharing.

Send out emails to family, friends and coworkers, asking them to contribute to your efforts. For best results, send multiple emails. In many cases, people want to support what you are doing, but it may slip their mind. Reminders are helpful. When promoting your event, whether it is through email or social media, provide pictures and share your own personal story. This is the 'why' for doing this fundraiser. Speaking from the heart and sharing your story is the most compelling way to engage others.

Facebook

- Post information about your fundraiser on your profile. Include details so your friends can get involved.
- Like the APA Facebook page.
- Share posts from the APA page on your personal Facebook page.
- Create an 'event' on Facebook and invite your friends. Be sure to tag the APA.

Twitter

- Follow the APA on Twitter.
- Retweet the APA tweets.
- Promote your event on your personal Twitter account and use #apaevents and #apaadopt.

Instagram

- Follow the APA on Instagram.
- Regram the APA posts and use #apaevents and #apaadopt.
- Promote your event on your personal IG page.
- Post in your Insta Story about why you are so passionate about helping the APA.

Sample Posts

- Did you know that the APA helps over 4,000 pets find homes every year? Sometimes a pet's first warm bed or nutritious meal comes only when being cared for by the APA. I'm doing my part to help provide hope, healing and second chances to animals in need. Will you help?
- I'm excited to be hosting an event for the APA and I could use your help. Please support my efforts!
- I'm raising money to support the APA in honor of (insert your personal story). Support me today!



Can you bring puppies or kittens to my event?

We receive a large number of requests for appearances by our adorable pets. Unfortunately, due to limited resources, we cannot fulfill every request. We ask that you please know we wish you every success with your event and are there with you in spirit, even if we (or our pets) can't be there in person. In the event we can accommodate a request for an adoptable pet to be present, we cannot guarantee a particular type or age of animal. We also will not be able to bring multiple animals to your event. Typically, visits from an adoptable pet are limited to just one for safety.

Will a staff member or volunteers be able to attend my event?

With the large number of requests we receive, we unfortunately cannot guarantee that a staff person or volunteer will be able to attend or assist you with your event. When completing your third-party event proposal, please include the help needed and we will do our best to make someone available to you.

What items are needed the most?

To see what items we are in need of the most, please visit our website to view our Wish List. We update this list regularly to reflect items of greatest need.

What is the most beneficial, items or money?

We accept all donations, no matter what form, and it all makes a difference. Typically, a monetary donation will make a greater impact as we can use it to provide direct care to an animal in need. If you wish to donate items, we ask that you use our Wish List in order to ensure the items provided can be used. *Please note that we are a Purina shelter, which means all treats and food must be made by Purina.*

What do you do with the money donated?

Please see the donation impact section of this packet for specific ways your donation helps.

Will you share my event on your social media pages?

We do not post any third-party events directly to our social media pages. You are welcome to tag us in your event, which will increase your exposure.



Third-Party Proposal Form

Thank you for choosing to support the Animal Protective Association of Missouri (APA). Please complete this proposal form and submit to the APA at least 30 days prior to your event. *Please note the APA cannot do adoption events at your location and cannot guarantee staff support or a visit from an adoptable animal.*

Section 1: Event Host Information

Name or person/group hosting event: _____

Contact Person: _____

Address: _____

City/State/Zip: _____

Email: _____ Phone: _____

Website: _____

Section 2: Event Information

Name of Event: _____

Event Type: Community Event Fundraiser Supply Drive Other

If other, please describe: _____

Description/Event Summary: _____

Date of Event: _____ Time of Event: _____

Location of Event: _____

Expected Number of Participants: _____

Are there any other organizations associated with this event? YES / NO

Fundraising Goal (after expenses): _____

How will you promote this event? _____



Third-Party Proposal Form

Section 3: Financial Information

How will funds be raised? _____

If you are selling goods/services, please indicate what will be sold and what portion (if any) of the proceeds will benefit the APA: _____

Are you approaching sponsors? YES / NO

If yes, please list organizations/vendors being approached: _____

Will the proceeds from your event be donated only to the APA? YES / NO

If no, please list who else will be benefitting and what percentage each organization will receive: _____

Section 4: APA Participation

What assistance would you like to see the APA consider? _____

Would you like an APA representative at your event? YES / NO

Would you like materials and information from the APA for your event? YES / NO

If yes, please detail the type of information and quantity needed: _____

Are you requesting adoptable animals at your event? ** YES / NO

***Please note we cannot guarantee animal attendance as this requires an APA staff person or volunteer to attend. We also consider comfort and safety to be our number one priority, so specific conditions are necessary.*

Will you require the APA logo for promotional purposes? YES / NO

If yes, please indicate what type of promotional material you will produce: _____



Third-Party Proposal Form

Section 5: Fundraising Agreement

By completing and signing this document, I/we acknowledge receipt of the policies and procedures for third-party fundraisers benefiting the Animal Protective Association of Missouri (APA). The signature below indicates agreement to comply with all provisions in organizing and hosting our fundraising event. I/we also agree with the collection of any and all information the APA deems necessary to evaluate the event. I/we further attest that all of the information provided on this form is correct and accurately describes the proposed event.

I/we also agree that the APA, employees, volunteers and members are not responsible for any injuries, damage or theft sustained during the event and cannot assume any type of liability for the proposed event, participants, volunteers or employees. I/we understand that the APA cannot provide liability insurance or coverage for third party events and fundraisers.

I/we understand and agree that net proceeds from the proposed event will be forwarded to the APA within 30 days of the event conclusion. A donation will be considered tax-deductible only when made directly and entirely to the APA.

I/we understand that this form is a proposal only, and that this proposal does not obligate the APA to enter a fundraising event with me. I/we understand that approval is given only upon a complete review and written confirmation of approval by a representative of the APA.

Signature _____ Date _____

Printed Name _____ Title _____

Please return this form and proposal by mail or email to:

Animal Protective Association of Missouri (APA)
Attention: Development Department
1705 South Hanley Road
St. Louis, MO 63144
Email: events@apamo.org
Phone: 314.645.4610 x115



APA USE ONLY:

Received on: _____ Approved? Y / N
Reviewed by: _____



**Thank you so much for considering the
Animal Protective Association of Missouri (APA)
as the beneficiary of your fundraising event.**

**Because we receive no government support,
we rely on the generosity of people like you to
continue our mission. We envision a world where
every adoptable pet has a safe, loving home of their own.
With the help of the community, we believe we can fulfill that vision.**