

Humane Society for Greater Savannah

Third Party Event Toolkit

Thank you for your support of the Humane Society for Greater Savannah! Whether you decide to host a run, plan a benefit or sponsor a golf tournament you can have fun while helping the pets at HSGS! The continued support of our community enables us to achieve our mission of bettering the lives of pets and people.

HSGS defines a third party event as any fund raising activity by a non-affiliated group or individual, where HSGS has no fiduciary responsibility and little or no staff involvement.

There are many ways to raise funds for HSGS. Bake sales, wine tastings, birthday parties and special events are all popular fundraiser. The key to success is making your fundraiser simple – and fun!

1. Getting Started:

The most important step in fundraising is asking for support! Don't forget to ask your friends, family members and co-workers to donate.

Fundraising Ideas and Examples:

- Birthdays, holidays, weddings and other typical gift-giving occasions can become great fundraisers. Let your family and friends know that you'd prefer a donation to HSGS this year rather than a gift.
- Host a dinner party or wine tasting. Prepare a wonderful dinner, BBQ or wine tasting event for your friends and ask them to bring a donation to HSGS as their contribution.
- Organize your own neighborhood garage sale and donate the proceeds to HSGS.
- Get the kids involved and host a bake sale, car wash, dog wash or a lemonade stand!
- Are you a business owner? Consider donating a percentage of your daily sales to HSGS. Let your customers know that a portion of their purchase is going to help the animals in need. You can even put an HSGS donation jar on your counter.
- Host a cocktail party and include silent auction items.
- Casino nights, golf tournaments, 5K's.... the possibilities are endless!

2. Spread the Word

Promote your fundraiser via social media, press releases and grassroots outreach.

3. Your Event

HSGS will support you with...

- Tax receipts for donors (when provided with accurate donor information)
- Promotion via our social media outlets (when appropriate)
- HSGS logo for use in your promotion (approval of materials required)
- Collateral materials upon request
- HSGS donation jar



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HSGS is unable to:

- Solicit sponsors, prizes or publicity for your event.
 - Guarantee volunteer or staff support of your event.*
 - Share e-mail or mailing lists of donors, volunteers, vendors, staff or clients.
 - Provide funding reimbursement for event expenses
 - Guarantee promotion or advertising of your event.*
- *Depending on the size and scope of the event and lead time provided. Event information must be submitted to HSGS a minimum of 30 days in advance of the event date to be considered for promotional support.

4. Guidelines

As you plan your fundraiser, we ask that you follow the guidelines below...

All third-party event fundraising is done on *behalf* of HSGS. Please remember that your event is not an HSGS event, but an event to raise funds for HSGS. A suggested way to promote your event is: Funds raised will benefit the work of HSGS.

- Costs, Permits & Budgets
 - All costs must be covered by the event organizer(s)
 - The organizer(s) of the event is responsible for all sales tax requirements
 - The organizer(s) of the event is responsible for obtaining all necessary permits, licenses or insurance.
 - The organizer(s) agrees to hold HSGS harmless from all claims and liabilities in any way related to the event
 - If you are selling tickets to an event that includes food, entertainment or other benefits, you must calculate the fair market value and communicate this to your fundraiser participants. Only a portion of the ticket price will be considered a tax deductible donation.
 - If you are planning to hold a raffle, you should check and comply with the local gaming authority about any special conditions.
- Donations
 - Consult with HSGS staff prior to soliciting any event sponsorships
 - For fundraising, HSGS accepts donations by cash, check or credit card
 - All checks must be made payable to the Humane Society for Greater Savannah
 - All proceeds should be submitted to HSGS within thirty days following the event. Send donations to: The Humane Society for Greater Savannah, 7215 Sallie Mood Drive, Savannah, GA 31406
- Tax Receipts and Acknowledgements
 - Remember to thank everyone who helped to make your event a success – the donors, volunteers & sponsors!
 - Acknowledgement letters which serve as official tax receipts are only generated by HSGS
 - Please be aware that the following items are not tax deductible: raffles or payment for gaming-style activities, donations for goods, services or auction purchases.



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5. Who can I contact if I have more questions?

Please contact the HSGS Development team by phone, e-mail or in writing.

Phone: 912-354-9515 ext 114

E-mail: fundraising@humanesocietysav.org

Mail: The Humane Society for Greater Savannah
Attn: Development
7215 Sallie Mood Drive
Savannah, GA 31406

Thank you for helping us care for the more than 2,300 pets that are entrusted to our care each year!

