



DIY Fundraising Guidelines for Lowell Humane Society

Thank you for your interest in supporting the animals at Lowell Humane Society by hosting a DIY fundraising activity! Please review the information below to ensure that your activity fits within our guidelines. We ask that you complete our DIY Fundraising Proposal at least 30 days prior to your event for consideration, 14 days for supply drives. This application process is so that we can support you to the best of our ability and give you credit for your contribution.

Event Proposal

Your event coordinator should contact Lowell Humane Society and submit an event proposal form:

- 14 days prior to the start of a Supply Drive (please refer to our Wish List for a complete list of items we can accept)
- 30 days in advance for all other fundraising events

Event Promotion

- Events and fundraisers must maintain the integrity of Lowell Humane Society's mission as well as maintain public goodwill and trust
- You are responsible for all marketing including social media. Our promotional content is scheduled far in advance to highlight adoptable animals, shelter programs, services, and annual events. Therefore, we are unable to promote third party fundraisers on our Facebook and other social media pages
- Use of Lowell Humane Society's name and logo must be approved in advance. The logo must be sent to you and approved by LHS staff in order to ensure quality
- Approved fundraising activities shall use the following language when promoting: "benefiting Lowell Humane Society"
- Our name is to be listed as "Lowell Humane Society" on any promotional advertisements

Event Proceeds

- Participants of your event must be informed of the exact amount their participation will benefit Lowell Humane Society (i.e. 10% of sales, \$5 from each ticket sold, etc.)
- Lowell Humane Society can provide tax receipts to donors providing the following conditions are met: donors have not received any goods or services in exchange for the donation, all checks are made out to "Lowell Humane Society", and we receive a completed tracking form with a legible list of donor names, emails or mailing addresses, and donation amounts
- While we would like to be able to pick up donations in the community, we are unable to take staff members away from their assigned duties for collections. We ask that donations be mailed to Lowell Humane Society or brought directly to the shelter between the hours of 12-4 pm.

Lowell Humane Society Participation

- **Staff:** We are happy to provide advice and guidance, but due to the large number of DIY fundraisers held for Lowell Humane Society we are not able to promote, coordinate, or provide administrative support for your fundraiser
- **Animals:** Lowell Humane Society is generally unable to take animals off-site for several reasons: animals are adopted very quickly, making it impossible to guarantee an animal's availability in advance, traveling to a new location can be a very stressful experience for an animal, and animals stand their best chance at meeting potential adopters when here at our facility. If we are able to bring an animal with us to your event and you have requested it, we will determine the day of the event if it is possible weighing all of the factors and the animal's status on that date



- **Volunteers:** On a case-by-case basis, our volunteers may be able to set up an informational booth during your event/speak about Lowell Humane Society's programs and services. Volunteer participation depends on availability and we cannot guarantee the attendance or availability of our volunteers.

Donation Information

- **Tax Receipts-** Lowell Humane Society can provide tax receipts to donors providing the following conditions are met: donors have not received any goods or services in exchange for the donation, all checks are made out to "Lowell Humane Society", and we receive a completed tracking form with a legible list of donor names, emails or addresses, and donation amounts
- **Monetary Donations-** All checks are to be made out to "Lowell Humane Society" and mailed to Lowell Humane Society, 951 Broadway St, Lowell, MA 01854. Donations can also be made by credit card online or dropped off at Lowell Humane Society between the hours of 12-4 pm
- **Raffles:** All raffle permits are the responsibility of the person or organization coordinating the independent fundraiser. Lowell Humane Society cannot assist with the application process, and raffle permits may not be applied for under Lowell Humane Society's name

In general, Lowell Humane Society will not approve:

- 1) Events that are controversial in nature or do not align with Lowell Humane Society's values
- 2) Events that are in close date or location to a Lowell Humane Society event
- 3) Events that require promotion through Lowell Humane Society's social media, website, and newsletters
- 4) Events that require Lowell Humane Society staff or animal attendance

Thank you for coming up with creative and fun ways to support the animals and people in our community through fundraising! Your support makes a direct impact on the lives of hundreds of animals each year, and we truly couldn't do this work without support from the community.

If you have any questions, please reach out to our Development Team at events@lowellhumanesociety.org, or call (978) 452-7781.