



Community Fundraising Guide

Thank you so much for your commitment to **World Animal Protection**. We are extremely grateful for supporters like you who want to fundraise to help animals and spread the word about World Animal Protection's work and mission!

The following provides guidelines to not only help you in your fundraising efforts but also to keep us informed of all the good works that are happening on our behalf.

Getting started

Here are some ideas for the types of events you could organize to raise money for animals in need:

- Bake sale
- Car wash
- Yard sale
- Craft sale
- Silent auction
- Babysitting or Pet Sitting
- Wedding fundraising
- Birthday fundraising

Or – ask friends and family to **sponsor you** in an activity, such as walking, swimming, even running a marathon!

Consider planning your fundraising to coincide with a particular event, such as **World Animal Week** (October 4 -10 each year), or to raise awareness of an animal welfare issue you are particularly passionate about.

Fundraising Tips

- **Show your passion.** Explaining why World Animal Protection's mission is so near to your heart will inspire your friends and family to donate above anything else.
- **Work backwards.** If you are hosting an event, figure out who you will be inviting, and from there you can best determine what type of event would be the most successful and fun for everyone.
- **Get social.** Create a Facebook event, share updates on your progress, and use popular hashtags. You'll be surprised at how many people will be inspired by your efforts.
- **Express gratitude.** After the event, follow up with your donors to share your success and thank them again for their support. They will be touched by your thoughtfulness and more willing to donate again!

Let us know

Once you have decided what you want to do, let us know! You can do this by creating an online fundraising page through CauseVox at:

<http://fundraising-for-world-animal-protection-us.causevox.com>

We'll be in touch once your page is completed to see how we can help – whether it's sending brochures, helping with wedding favors, or anything else we can do!

Once your event is complete, please send us pictures or video, and let us know how it went! We'd love to hear about your efforts and creative ideas.

Your story may even be featured in our print or e-newsletter, or on our website, where it can inspire others to help animals in need.



Fundraising Proceeds

All funds received from your Community Fundraising Event will be considered **unrestricted** unless requested otherwise in writing in advance of the event. To facilitate your fundraising process, we would recommend that the organizer collect all monetary gifts and submit them all together to **World Animal Protection**. There are several ways that donors can make a gift. They are as follows:

1. **Credit card/PayPal** donations made directly on your CauseVox fundraising page – this is the easiest and most direct way to make donations
2. **Checks** made payable to World Animal Protection
3. **Credit Card** donation through our website (www.worldanimalprotection.us.org) or phone: 1-800-883-9772 – though **please note** when making these donations that they're for your fundraising event!
4. **Cash donation** (in order to meet IRS guidelines for tax-deductibility, please indicate the name, address and amount each individual has given)

All donations to World Animal Protection are tax deductible to the full extent of the law and may be sent to:

World Animal Protection
450 7th Avenue, 31st Floor
New York, NY 10123
Attn: Meghan Brennan

Marketing Materials

Depending on the nature of the event and number of participants involved, **World Animal Protection** may be able to provide materials for distribution.

Email us at

meghanbrennan@worldanimalprotection.us and we can help you determine what is most appropriate for your event.

For more information:

Thank you again for your interest in joining the movement and for supporting the work of World Animal Protection through a Community Fundraising Event. If you have any questions about these guidelines, please contact us at meghanbrennan@worldanimalprotection.us or 1-800-883-9772.

If you develop advertising or promotional materials for your event, it is OK to state that the proceeds of an event will benefit World Animal Protection, but you should **not imply or state** that World Animal Protection is the host, sponsor or endorser.

Please note that World Animal Protection owns the registration for the World Animal Protection name and logo. Use of our name, logo, or any of its licensed marks is prohibited by third parties without World Animal Protection's prior consent.

Legal Responsibility of Event

World Animal Protection is unable to assume any **risk, expense or liability** for your event. World Animal Protection defines a Community Fundraising Event as any fundraising activity by an individual or a group (third party) that meets the following conditions:

1. The individual or group has no formal affiliation with World Animal Protection (i.e. they are not an agent, an independent contractor, or an employee of World Animal Protection)
2. World Animal Protection has no fiduciary or financial responsibilities to the individual or group
3. There is no involvement by World Animal Protection staff in your fundraising event