



## Independent Fundraiser Guidelines

Thank you for your interest in hosting a fundraising activity to benefit Dakin Humane Society. Please review the information below to determine if your activity fits within Dakin's guidelines.

### Requirements

- **Overview:** Events and promotions should maintain the integrity of Dakin's mission and values, as well as maintain public goodwill and trust.
- **Timeline:** If you wish to carry out a fundraising activity, we ask that you complete our Independent Fundraiser Application at least 21 days in advance of the proposed fundraising activity.
- **Social Media:** The person or organization coordinating the independent fundraiser is responsible for all marketing, including social media. We schedule our promotional content far in advance to highlight our adoptable animals, corporate sponsors, programs and services, and annual events, and are therefore unable to promote third party fundraisers on our Facebook and other social media pages.
- **Dakin Logo:** Use of the Dakin name or logo must be approved in advance, and the logo must be provided by a Dakin employee to ensure print quality.
- **Referencing Dakin:**
  - Approved independent fundraisers should be referred to as "benefitting Dakin Humane Society," rather than "sponsored by Dakin Humane Society" or "a Dakin Humane Society event."
  - Participants must be informed of the exact amount their participation will benefit Dakin (for example, 10% of total sales, \$5 from each ticket sold, etc.).
- **Staff Participation:** Due to the large number of independent fundraisers held on Dakin's behalf, staff and volunteers are not available to assist with the planning, promoting, or day-of-operation of third party events. On occasion, Dakin volunteers may be available to run an informational booth at an event. Our volunteer availability is very limited, so please submit requests for volunteer attendance as soon as possible.
- **Animal Participation:** Dakin does not take animals offsite or provide adoptable animals for events.
- **Raffles:** All raffle permits are the responsibility of the person or organization coordinating the independent fundraiser. Dakin cannot assist with the application process, and raffle permits may not be applied for under Dakin's name.
- **Tax receipts:** Dakin will issue tax receipts to donors, provided the following conditions are met: donors have not received any goods or services in exchange for their donations, all checks are made out to "Dakin Humane Society," and we receive a legible list of each donor's name, address, and donation amount.
- **In-Kind Donations:**
  - Before organizing a supply drive, please refer to Dakin's Wish List for a complete list of the items we can accept.
  - We receive many inquiries from schools and community groups wishing to contribute handmade toys, blankets, and treats. While we are grateful for the offers, we unfortunately cannot accept these items due to dietary and safety restrictions in our adoption centers.
  - Please contact Dakin if you have any questions about donating an item not included on our Wish List.
- **Monetary Donations:** All checks should be made out to Dakin Humane Society and mailed to Dakin Humane Society, PO Box 6307, Springfield, MA 01101. Donations can also be made by credit card online, or dropped off at Dakin's Springfield or Leverett Adoption Center during business hours.
- **Donation Drop Off:** We would like to be able to pick up donations in the community, but we are unable to take staff away from their assigned duties for collections. We ask that all donations be mailed to Dakin, submitted online, or dropped off at Dakin's Springfield or Leverett Adoption Center during business hours.



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### Approval Process

Please submit the Independent Fundraiser Application at least 21 days prior to your fundraising activity. Staff will review the application and contact you as soon as possible to discuss the proposed fundraiser and any assistance we can provide.

In general, Dakin will not approve:

- Events that raise money from the sale of meat
- Events that are controversial in nature or do not align with Dakin's values
- Events that are close in date or location to a Dakin event
- Events that require Dakin staff or animal attendance

### Contact Us

If you have any questions about Dakin's guidelines, please contact us at [development@dakinhumane.org](mailto:development@dakinhumane.org) or 413-781-4000 x3.