



Business Fundraiser Requests

Thank you for your interest in supporting Concho Valley PAWS in our mission to save animals. This information packet is provided as a guide to help you achieve the best fundraiser possible and outlines our guidelines for PAWS name and logo usage. Please complete application and return it to Concho Valley PAWS, 4001 Sunset Dr., Suite 1072, San Angelo, TX 76904. You can also save the completed PDF and email it to us as an attachment at info@conchovalleypaws.org.

Pre-Event Information:

Contact us in advance of your event for:

- Flyers about PAWS programs and services
- PAWS logo in digital file formats for event flyers and other promotions
- PAWS Help promoting your event (online calendar, social media, etc.)

(Special note: we ask you to send copies of all materials that include the PAWS name or logo for our records. Please email items or drop them off at our Sunset Mall location)

Ideas for events:

- Celebrate your wedding, birthday or other special milestone by suggesting charitable donations as a gift option.
- Hold a special shopping day or event where a portion of sales benefits PAWS.
- Hold a yard sale or car wash.
- Have a Jeans/Dress Down day at the office and request that employees make a donation to participate.
- Host a neighborhood or block party.
- Organize a bake or crafts sale, lemonade stand or other sale and contribute the proceeds.
- Host a golf or other sports tournament.
- Hold a special seminar or class with proceeds going to PAWS.
- Distributors (Avon, Tupperware etc) – set up a special sale with portion of proceeds to PAWS.

Tips for Planning Your Event:

- Set up a Fundraising Committee of excited and dedicated people whose talents will help make your event a success.
- Choose the Right Event. Decide on just the right event/promotion/fund-raiser that best utilizes the unique pool of talent, skill and interests of your particular group.
- Identify Your Audience. Who do you want to participate in the event? Does it include public participation or is it geared only to your business' staff?
- Set a definite end date for your fundraising event. If your event is scheduled for outdoors, check with the weather service, to see if they're predicting good weather for the day of your event, and put a back-up plan in place, in case of bad weather. Be sure to check the community calendar for any conflicts.

- Set a budget. Identify upfront costs to manage them and to maximize donations.
- Get the word out about your event. Look at all the usual avenues for publicity (Public Service Announcements with your local radio, television and cable stations, flyers around town and in each donor's location, reminders in your newsletter and in the local paper), your Website, your city or community's Website, etc. Start a blog, or create a Website. Set up interviews on local, college or public radio stations. If your area has a local television station that lists public events or does interviews, see if you can get on as a guest.
- Make the event fun for everyone involved. There are a lot of creative ways of thanking your volunteers, staff and donors. Make sure that everyone understands how important their help and support is in the success of the event. Be sure to take lots of pictures so we can post them on our website.

Important Information:

- The event must be promoted in a manner to avoid statements or the appearance of Concho Valley PAWS endorsing any product, firm, organization, individual, or service.
- All requests require the approval of PAWS' Board of Directors.
- The name and logo must be used in accordance with PAWS' graphic standards. No changes to the supplied logos are allowed. All promotional materials must clearly state the percentage of proceeds that will benefit Concho Valley PAWS.
- Event organizers are responsible for obtaining all permits, especially those for raffles and/or games of chance.
- Event organizers must obtain their own liability insurance to cover the event. PAWS is not financially liable for the promotion and/or staging of third-party events.
- Only the final net proceeds from the event are to be processed by Concho Valley PAWS as donations.
- When mentioning our name in print or on air, please use Concho Valley PAWS .
- Donation checks should be made payable to Concho Valley PAWS.

After your event please be sure to call us at 325-656-PETS (7387) to schedule a time to drop of your donation.

We want to thank you personally for all the hard work you and your team put towards the event.

The lives of adoptable pets in the Concho Valley will truly be changed through your efforts to help them.

Concho Valley PAWS Business Fundraiser Request Form

Date: _____ Fundraiser Date(s): _____

Fundraiser Times: _____ Fundraiser Location(s): _____

Type of Fundraiser: _____

If the date of your fundraiser conflicts with another event already on our calendar, can it be moved? Yes No

Name of Organization or Individual Hosting the Event: _____

Contact Name: _____

Contact Title: _____

Street Address: _____

City, State, Zip: _____

Contact E-mail Address: _____

Contact Phone Number: _____

Organization or Event Website: _____

Name of Fundraiser: _____

Description of Fundraiser and Associated Activities (attach separate sheet if needed): _____

Will you require the assistance of PAWS staff and/or volunteers to be involved in the planning and/or execution of your fundraiser? Yes No

If yes, please describe involvement:

Is this event open to the public or by invitation only? _____ Fundraiser/Venue Capacity: _____

Has your fundraiser taken place before? Yes No

If yes, when? _____ If yes, what is the typical amount raised for your chosen charity? _____

Are there other beneficiaries besides Concho Valley PAWS? Yes No

If yes, please list other beneficiaries: _____

Will your donation be made based on a percentage of sales from your fundraiser or promotion? Yes No

If yes, what percentage of total sales will be donated? _____%

Is a company or organization providing financial support for your fundraiser? Yes No

If yes, please list company/organization name(s) and contact names:

Is your fundraiser is a store/restaurant promotion, please list all participating locations and addresses:

Please explain your publicity/promotion plans. For example, press releases, flyers, radio/TV, printed ads. _____

Please list any additional information about your fundraiser that will help us to make it as successful as possible:

I have read the above information and agree to all guidelines and usage.

I want to be a free PAWS Pal and receive the Furr-Email newsletter with rescue stories, tips, events and more.

Organization Contact

Date