

# **The Animal Welfare Association's**

## **Event Request**

Thank you for your interest in supporting the Animal Welfare Association by hosting a fundraising event! We do not receive local or federal government funding and are truly reliant on the generosity of supporters like you.

If you're not sure what type of event you'd like to have, some ideas of what others have done are:

- Yard sales
- Bowling parties
- Beef and beers
- Restaurant profits
- Dress down day at work

### **AWA's Role in Your Fundraiser:**

#### **How we help:**

- Provide you with AWA info packet for your fundraiser
- Advertise your event via AWA's Facebook
- List your event on AWA's event calendar on our website
- Provide AWA volunteers to table the event upon request and availability

#### **What we can't do:**

- Create and reproduce marketing material for your event
- Pre-purchase or sell tickets
- Purchase supplies for your event
- Staff your event with AWA staff
- Utilize AWA's mailing list, existing donors, sponsors or media contacts

Please fill out the attached form and return by e-mail, fax or regular mail to AWA. If you have any questions in the meantime, please contact Maria Clarke, AWA's Director of Events, Business & Community Relations at 856-424-2288, ext. 113 or at [mariac@awanj.org](mailto:mariac@awanj.org).

# The Animal Welfare Association

## *Event Agreement*

**Please complete the Event Agreement and return it to:**

Maria Clarke, Director of Events, Business & Community Relations  
509 Centennial Blvd.  
Voorhees, NJ 08043  
E-mail: [mariac@awanj.org](mailto:mariac@awanj.org)  
Phone: 856-424-2288, ext.113 Fax: 856-424-8318

Event Organizer: \_\_\_\_\_ (company and/or person)

Event Host (if different from above): \_\_\_\_\_

Mailing Address: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Website: \_\_\_\_\_

Phone #: \_\_\_\_\_ Cell# \_\_\_\_\_

Date & Time of Event \_\_\_\_\_

Where will the event be held? \_\_\_\_\_

Name of Event: \_\_\_\_\_

Would you like to request to have AWA volunteers to table at your event? \_\_\_\_\_  
(We cannot guarantee availability but will do our best to accommodate your request)

For legal reasons, we prefer to have it be your event and adding, “*Benefiting the Animal Welfare Association*”- not an “*Animal Welfare Association event.*” Also, best to be specific about how your event will help the AWA; for example, “50% of each ticket sold will be given to the Animal Welfare Association.”

### **Event Do’s & Don’ts:**

#### **Do:**

- Set a goal
- Set a date, find a location, create a budget
- Advertise - create posters, place ads in community calendars, use social media etc.
- Make sure you have necessary licenses and permits
- Communicate with us – Be sure to keep AWA in the loop.

#### **Don’t:**

- **DO NOT** go door to door to solicit from strangers
- **DO NOT promise tax receipts.** Not all donations are eligible for a charitable tax receipt. If you have donors who require tax receipts, you will be asked to fill out a donation form (one sheet per donor) after your event. AWA’s donor processor will issue the tax receipts for each individual donor. **Thank you!!**

### **Tips: How to Raise Awareness**

Flyer – try to keep it simple with no more than 7 words. Make sure our name and website are visible.

Social Media – Facebook threads