



## **Third-Party Fundraising Guidelines**

**\*\*Disclaimer:** We are always grateful for any funds raised for APL. These guidelines pertain to fundraisers that will be requesting use of APL's logo or informational materials, promotional posts on any of APL's social media platforms, and/or attendance of an APL representative. In the event that your fundraising event will not require any of these things, you may forgo the guidelines and application with the understanding that use of our logo as well as promotional materials and assistance will not be available. Thank you for supporting APL's lifesaving work!

**Thank you for your interest in raising awareness and support for APL.** The Animal Protective League of Springfield and Sangamon County is dedicated to caring for ill, injured and abused homeless animals and coordinating the adoption of those animals by responsible pet owners. We are further committed to ending companion animal overpopulation by offering high-quality, low-cost spay/neuter services. We receive no taxpayer funding at the city, county, state or federal levels. Nor are we affiliated with any other local or national organization. Therefore, we rely heavily on the generosity of people and organizations in our community.

Organizing a fundraising event or activity is a fun and satisfying way to make a contribution to the Animal Protective League. **It is important to read through this document before you start on your fundraising activity, as it contains fundraising rules and protocols and provides some helpful ideas to help you start planning your event.**

### **Plan your event**

#### **Decide what your fundraiser will be**

- Add a fundraising component to an existing event that you already partake in.
- Plan an event with your family, friends, school, business, social club or sporting group.

*Here are some ideas . . . .*

- Trivia Night
- Casual clothes day at work or school
- Organize a sporting event e.g. Management vs Staff or Teachers vs Students
- Have a ‘girls night in’
- Host a Pampered Chef, Scentsy, Paparazzi, or some other type of party
- Host a car wash
- Car Show
- Food Drive
- Dog wash
- Comedy Night
- Art Show

### **Decide on a date**

- Plan well in advance - Decide when is the best time, during the week, weekends, day or night?
- Ensure the date doesn't clash with other important dates such as public holidays and similar events.
- Keep in mind that in order to have your event listed in APL's event e-newsletter for promotion, you must have your event information submitted to our Event Coordinator, Jeff Cunningham (events@apl-shelter.org) by the 15th of the month prior to the event's date.

### **Select a venue**

- *Consider the following:*
  - attendance numbers
  - amenities required
  - cost of the venue
  - consider seeking out a reduced rate or sponsorship
- Permits may be required for events in parks, public areas or outside shop fronts. Contact the appropriate entity for more information.

## **Fundraising Guidelines**

### **General**

- An event or activity organized by a third party (individual, group or organization) external to the Animal Protective League is not an official Animal Protective League event. The Animal Protective League bears no responsibility for the management or conduct of a fundraising event organized by a third party. Furthermore the third party event organizer(s) agree to indemnify, defend, and hold the Animal Protective League and its affiliates, from all claims and liabilities that may arise from any acts or omissions of its agents, volunteers, or employees, or from any claim by it or anyone else relating to the quality, performance, or failure to perform during the specified time period of the event.
- Any individual, group or organization wishing to conduct a fundraising event to benefit the Animal Protective League must submit the APL Fundraising Event Application for review no later than four (4) weeks prior to the proposed event to be included in any APL promotions. Any event submitted less than 4 weeks in advance is subject to approval on an individual basis. Please allow seven (7) working days from the receipt of your application for a verbal response.
- The third party conducting fundraising activities to benefit the Animal Protective League is solely responsible for such events. This includes, but is not limited to, financial managing, marketing, promotion, public safety, insurance, food safety and sponsorship.
- Third parties approved to conduct external fundraising are not covered under the Animal Protective League's insurance policy for public indemnity. Legal requirements for any event held by a third party such as insurance are the responsibility of the third party organizer.
- The Animal Protective League will require a reasonable level of consultation and information about the proposed event.
- The Animal Protective League must be notified in writing of any changes that are made to details provided on the Fundraising Application Form within fourteen (14) days prior to the event commencement date.

- At no time will any person affiliated with the third party organizer of the external fundraising activity misleadingly present themselves as a representative or staff member of the Animal Protective League.
- At no time will any person affiliated with the third party organizer of the external fundraising activity conduct door to door solicitation or telemarketing on behalf of the Animal Protective League.
- If your third party fundraising event will include any type of raffle, please refer to the Illinois Gaming Board (<http://www.igb.illinois.gov>) and any other applicable state or municipal authority for appropriate licenses and permits.
- The Animal Protective League reserves the right to terminate the agreement relating to the fundraising activity at any time if it appears that there is a likelihood of the third party failing to adhere with all or part of these guidelines.

**As policy, The Animal Protective League cannot perform the following activities or functions for events it does not directly sponsor:**

- Extend our sales tax exemption.
- Issue receipts for donations not made directly to the Animal Protective League, which includes in-kind donations.
- Provide insurance coverage or secure permits.
- Provide mailing lists of donors, employees, or volunteers.
- Provide banking, funding, or reimbursement of expenses.
- Solicit sponsorship revenue for your fundraising activities.

**The Animal Protective League promotion of your event**

Animal Protective League receives numerous requests for third party fundraising events and we are grateful for our community's enthusiastic support. We are always grateful for any funds raised for APL. If your application has been approved you can submit your event for promotion to our event coordinator by the 15th day of the month prior to the event you are hosting. Our event e-newsletter is sent out on the first day of each month and we must receive all promotional materials well in advance.

- **Events generating less than \$500** will receive a promotional listing in APL's monthly event e-newsletter if submitted to our event coordinator, Jeff Cunningham via email ([events@apl-shelter.org](mailto:events@apl-shelter.org)) by the 15th day of the month prior to the event. If your event is submitted a couple or several months in advance, you will still only receive an event listing for the month of your event. You will also receive one promotional social media post in the form of a 24 hour "story" on APL's main Facebook page (@animalprotectiveleague) and Instagram page (@aplspringfield) if the event is submitted seven (7) weeks before the event occurs. If your event is submitted less than 7 weeks prior to the event, access to promotional benefits will be determined on a case by case basis.
- **Events generating \$500 or more** will receive a promotional listing in APL's monthly event e-newsletter including an optional photo and blurb about the event. If your event is submitted a couple or several months in advance, you will receive a basic listing in the e-newsletter for the months leading up to your event. During the month of your event, your event blurb and optional photo will accompany the listing. You will also receive four (4) total promotional social media posts. Two (2) on APL's Instagram page (@aplspringfield) and two (2) on APL's Facebook Page (@animalprotectiveleague) if the event is submitted seven (7) weeks before the event occurs. If your event is submitted four (4) weeks before your event, you may receive one social media post on APL's Facebook page and one post on APL's Instagram page.

Please note that in the event that your fundraiser does not meet the \$500 minimum and you and/or your organization have received APL promotional benefits to support your event, we may require a payment to be made to APL covering the difference. For example, if your event raises \$300 and you have received benefits in the form of promotional placement on APL's social media platforms that we only offer to events that have stated that their event will raise \$500+, you may receive an invoice from Animal Protective League for the remaining \$200. We have this guideline in place to ensure that we are using our platform mainly for the benefit of promoting the adoption of our animals and raising money for the care of the animals and the maintenance of our organization. Thank you for understanding.

### **The Animal Protective League Name and Logo Usage**

- Until written approval is received, please do not solicit contributions or business for your event or use the name “Animal Protective League,” “APL” or use the Animal Protective League logo for any purpose. Upon approval, guidelines for use will be supplied by The Animal Protective League. However, in general:
  - The Animal Protective League will provide your event with our black & white logo.
  - You may not take apart the logo in any way or add/remove anything from the logo.
  - Once your event has been granted approval, you are welcome to use the Animal Protective League logo on advertising, letters, brochures, flyers, press releases, and websites.
  - You may resize the logo to fit your particular application. However the logo must maintain aspect ratio and stay proportionate. The logo must also remain clear and sharply focused.
  - In the case of electronic usage, the only page you may link the Animal Protective League logo to is the Animal Protective League home page at [www.apl-shelter.org](http://www.apl-shelter.org).
  - You may not use the Animal Protective League logo in any way that reflects negatively on the Animal Protective League.
  - The Animal Protective League logo must stand by itself so as to avoid unintended associations with any other objects.

### **Financial Outcomes**

All financial aspects of the event including expenses associated with conducting the event, fundraising, raffles, record keeping and management of the event are entirely the responsibility of the individual or organization conducting the fundraising activity to benefit the Animal Protective League.

*No expenses are to be incurred in the name of the Animal Protective League.*

Please submit the proceeds of your fundraising activity within thirty (30) days of the event date. Checks may be made payable to **Animal Protective League** and may be delivered to the shelter located at 1001 Taintor Rd. Springfield, IL 62702 during normal business hours from 8:30-11am and 12-5pm or mailed to the same address. Please make sure you include the name and date of your event with your donation so we may correctly identify and thank you in our quarterly newsletter.

*For further fundraising enquiries, contact:*

Jeff Cunningham

Event Coordinator

Phone: 217/361-6212

Email: [events@apl-shelter.org](mailto:events@apl-shelter.org)

**Thank you for your support!**