



Lawrence Humane Society Third Party Fundraising Policies

Thank you for your interest in making the Lawrence Humane Society a beneficiary of your fundraising efforts! We appreciate your interest in working to raise funds for our shelter's programs and for the more than 3,500 pets that enter our facility each year.

Individuals, partners, corporations, organizations, or any other entity seeking to initiate fundraising activities and events to raise money to benefit LHS will be referred to as the Third Party Fundraiser. A Third Party activity can be defined as any fundraising initiative brought forward by an individual, community group, service club, or business external to the Lawrence Humane Society.

LHS has created the following policies and guidelines to uphold the integrity of the LHS brand and provide clarity of communication to your donors and sponsors.

To ensure that your fundraising event is enjoyable, successful, and coordinated with current LHS events, and to make the best use of our limited staff resources, we ask that you complete and submit the Third Party Event Form on page 4.

Due to the number of requests we receive, LHS may not always be able to:

- Promote your event in our e-newsletter, Facebook, etc.
- Set up and staff a booth at your event
- Provide literature or signage for use at your event
- Supply adoptable animals for your event

Additionally, LHS cannot:

- Release donor, volunteer or other mailing lists for the purpose of additional solicitation of funds by outside groups
- Offer funding or reimbursement for expenses

- Be responsible for selling tickets to your event or acquiring sponsors, silent auction items or the in-kind donation of alcohol or other event needs
- Guarantee staff, volunteer, or LHS donor attendance at the event

We welcome your phone calls to clarify our policies and requirements. Please contact Meghan Scheibe, our Director of Development and Marketing, at 785-843-6835 or mscheibe@lawrencehumane.org for additional information.

Third Party Event Policies & Procedures

In order to assure that the LHS's name, image, and reputation are properly represented, we ask that all third-party fundraisers abide by the following policies. Your cooperation will help us guarantee consistency and quality in the events that ultimately benefit our shelter.

Policies and Procedures

1. To request that LHS have a presence at your event (booth, adoptable animals, etc.), contact the Lawrence Humane Society Volunteer & Community Engagement Manager at volunteer@lawrencehumane.org with the event details a minimum of 21 days in advance of the event (30 days preferred).
2. While we may be able to provide guidance for your event, we do not have the personnel to handle the organizational and administrative tasks associated with third-party events. Therefore, you are responsible for all details of the event including: underwriting all of the related costs, recruiting volunteers to help out at the event, creating flyers to publicize the event, and working at the actual event.
3. The event must be promoted in a manner to avoid statements or the appearance of LHS endorsing any product, firm, organization, individual, or service. The Lawrence Humane Society is not the sponsor, but the "beneficiary" of the event.
4. The name and logo must be used in accordance with LHS graphic standards.
5. All promotional materials must clearly state the percentage of proceeds or dollar amount that will benefit LHS. (i.e. "20% of the proceeds" and NOT "a portion of the proceeds.")

6. LHS should receive a list of targeted sponsors for the event before they are approached to minimize overlap with other LHS events and/or fundraising campaigns that may be underway, if applicable.
7. LHS can provide informational materials promoting the organization, its goals and accomplishments. Advance notice is needed regarding the quantities needed for the event.
8. Event organizers are responsible for obtaining all permits, especially those for raffles and/or games of chance.
9. Event organizers must obtain their own liability insurance to cover the event. LHS is not financially liable for the promotion and/or staging of third-party events.
10. Under no circumstances should third-party event revenue and expenses flow through LHS books. Only the final net proceeds from the event are to be processed by LHS.
11. The event must support the mission of the organization. (Anything that promotes breeding or the sale of animals will not be sanctioned. Lawrence Humane Society reserves the right to determine which activities do not support our mission.)
12. It is up to you to understand the federal, state and local laws governing fundraising. (Remember, the Lawrence Humane Society cannot bear any liability or responsibility for your event.)
13. The logo for the Lawrence Humane Society or any of its events cannot be duplicated without expressed, written consent and can never be altered either by color, font or image. For a copy of our logo, please email Meghan Scheibe at mscheibe@lawrencehumane.org.

If you have any questions, please contact Meghan Scheibe at mscheibe@lawrencehumane.org

Lawrence Humane Society Third Party Fundraising Event Application

CONTACT INFORMATION

Applicant/Organization Name: _____

Street Address: _____

City/State/Zipcode: _____

Preferred Phone: _____

Email Address: _____

EVENT INFORMATION

Name of Event: _____

Type of Event: _____

Date and Time of Event: _____

Location: _____

Description of Event: _____

What is your fundraising goal? _____

Projected donation to the Lawrence Humane Society (\$ amount or % of proceeds): _____

How will you publicize this event? _____

Please list any other organizations benefitting from the event: _____

AGREEMENT

By signing this document, I/we acknowledge receipt of Lawrence Humane Society's Policies and Procedures for Third Party Fundraisers and agree to comply with all provisions in organizing and holding our fundraising event. I/we further attest that all of the information provided on this form is correct and accurately describes the proposed event. I/we also agree that Lawrence Humane Society is not responsible for any expenses, losses, claims or damages resulting from the fundraising event or the noncompliance with any term or provisions of Lawrence Humane Society Policies and Procedures for Third Party Fundraisers.

SIGNATURE: _____

DATE: _____