



EVENT POLICY

GENERAL PROCEDURES:

All third-party event organizers/lead contacts will be asked to fill out an event form and submit it on the Morris Animal Foundation website. Based on the extent of the event, location and needs from Morris Animal Foundation (Hereafter the Foundation), the donor relations specialist will direct inquiries based on needs. The donor relations specialist also will provide a copy of the independent event agreement to the volunteer organizer.

The donor relations specialist will approve each event and assign it to the appropriate category. The event category will determine event handling. Categories are defined below.

EVENT DEFINITIONS:

MARKETING EVENTS – events that the Foundation participates in **primarily** to raise awareness and disseminate information. These events may range from small local events to national events. Some examples of marketing events include trade shows/pet expos, art/food/cultural festivals and veterinary conferences.

THIRD-PARTY FUNDRAISERS – include events led by third-party organizers whose **primary** purpose is to raise money for the Foundation. Some examples of third-party fundraisers are Pawsfest in Erie, Penn., and Concert for Canines in Denver.

PARTNER FUNDRAISERS – some Foundation major donors have developed annual fundraisers in partnership with Morris Animal Foundation. Examples of these are Fort Worth/Tarrant County Animal Foundation Golf Tournament, Pepper Memorial Classic, Reach the Beach, Golden Jubilee, and the Scottsdale Arabian Show.

CULTIVATION EVENTS – include events whose **primary** purpose is to move existing major donors toward higher levels of giving and to develop new major donors.

EVENT HANDLING:

The donor relations specialist will determine event handling based on the event category that each event falls under.

MARKETING EVENTS

The donor relations specialist will delegate marketing events to the Marketing and Brand Strategy team for handling. Event handling may include mailing out marketing materials,

shipping event booth materials, coordinating media and public relations efforts, and/or assigning additional staff to participate. The level of support will be determined by the Marketing and Brand Strategy team.

THIRD-PARTY FUNDRAISERS

The donor relations specialist will delegate third-party events based on fundraising goal and event needs. Event support will be based on attendance or fundraising goal. Event support may include some consulting, mailing of marketing materials, getting marketing approval for event collateral, coordinating with marketing regarding media and public relations support, participation in the event, and/or assigning additional staff to participate.

Levels of support for third-party fundraisers

50 attendees or less (\$2,499 and under):

- Post event to the third-party fundraiser's website
- Provide appropriate promotional materials, i.e. handouts, brochures, stickers, etc.
- Use of Morris Animal Foundation supporter logo on event promotional materials

50 – 100 attendees (\$2,500 - \$4,999)

- All the above
- Morris Animal Foundation will send a regional email to our donors notifying them of your event
- Two dedicated social posts

100+ attendees (\$5,000 and above)

- All the above
- Upon request and dependent on staff availability, the Foundation will provide a representative at the event

GOLDEN RETRIEVER LIFETIME STUDY FUNDRAISERS

The donor relations specialist will delegate Study fundraisers to the external engagement associate for handling. Event handling may include coordination with regional Golden Outreach volunteers, mailing out marketing materials, shipping event booth materials, coordinating media and public relations efforts, and/or assigning additional staff to participate. The level of support will be determined based on attendance or fundraising goals.

PARTNER EVENTS

The development coordinator will assist the team lead of these partner events as needed to ensure that we provide the appropriate level of support at these events. These will be handled on a case-by-case basis.

CULTIVATION EVENTS

The development coordinator will partner with the major giving officer who will be the lead for these events and oversees inviting donors and prospects, establishing the location, leading the event and developing the program. The development coordinator may work in conjunction with the major giving officer when logistics support is needed.