



## **THIRD-PARTY EVENT TOOLKIT**

Thank you for considering Morris Animal Foundation as the beneficiary of your next event. We welcome you and your support of advancing the health of dogs, cats, horses and wildlife. Together, we can help animals everywhere have longer, healthier lives.

### **ABOUT THE FOUNDATION**

Morris Animal Foundation is a nonprofit organization that invests in science to advance the health of animals. Since our founding in 1948, we have invested more than \$155 million toward 2,700+ studies that have led to significant breakthroughs in diagnostics, treatments and preventions to benefit animals worldwide.

At Morris Animal Foundation, we work every day to improve and protect the health of animals through scientific innovation, education and inspiration. We are committed to fighting animal diseases worldwide in species ranging from cats and dogs to horses and alpacas; amphibians and wildcats to anteaters and elephants.

### **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 size/type of 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:**

**EDUCATIONAL 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** – 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, Pennsylvania, 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** – events for current and potential donors to learn more about the Foundation and ways to support our work.

### **EVENT ORGANIZER RESPONSIBILITIES**

The volunteer event organizer is responsible for planning, budgeting, marketing and hosting the event. The Foundation assumes no responsibility for expenses related to this event. The Foundation will help as able but assumes no responsibility for promoting this event or for acquiring event sponsors but reserves the right to do so. The volunteer event organizer holding the event to benefit the Foundation agrees to indemnify and hold the Foundation harmless from any and all claims that may arise as a result of this event.

The volunteer event organizer may request a Foundation representative at the event; however, the Foundation has limited staff resources and must prioritize which events staff is able to attend. We will consider requests to attend events on a case-by-case basis.

The volunteer event organizer agrees to deliver to the Foundation, 30 days after the completion of the fundraising event, proceeds from the event, including pledges, and to provide a written account of the fundraising event with photos if requested by the Foundation.

### **GETTING STARTED**

- Choose your event idea
- Pick a date, time and venue for your event
- Set a realistic goal in terms of dollar amount raised at your event (How will you raise funds, e.g. hold a silent auction, sell T-shirts, simply ask attendees to donate, etc.)
- Create an event budget, with an estimate of revenues and expenditures (What are you willing to spend on this event?)
- Submit an event application form to Morris Animal Foundation
- Once approved, build your registration page for attendees
- Promote, promote, promote
- Enjoy your event!
- Share your success

## EVENT IDEAS

What is the purpose of your event? Awareness? Fundraising? Community building? How is your event unique? Make sure you are focused and have a clear message for attendees. Here are some ideas:

**Auction**

**Bake Sale**

**Arts & Craft Sale**

**Gift-Wrapping Drive**

**Birthday Party with a Purpose**

**Work Department Challenge**

**Fashion Show**

**Concert**

**Raffle**

**Car Wash**

**Pet Wash**

**Book Sale**

**Pet Jubilee**

**Benefit Dinner**

**Golf Tournament**

## BUDGET

It is crucial to determine realistic expectations of how much you want to raise at your event and how much you want to spend on your event. Laying out how you are going to raise funds and listing your expenses will ensure you have clear expectations for your event. Where is your revenue coming from? How much are estimated expenses? Knowing how much you are willing to spend will help determine what kind of event you want to have and where you want to have it. Once you have your budget, stick to it throughout your event preparation and the event date.

## TAPPING INTO YOUR NETWORK

Don't be afraid to ask for help in the planning process. Recruiting volunteers to assist in planning will open your event to new ideas and networks. Ask for input from your friends and family and most importantly appreciate them for their help. A strong foundation of volunteers will be your greatest asset in planning a successful event!

## EVENT GUIDELINES

## FREQUENTLY ASKED QUESTIONS