



FUNDRAISING Toolkit



Coulee Region Humane Society

911 Critter Court Onalaska, WI

(608) 781-4014

www.couleehumane.com

We can't do it without you!



The Coulee Region Humane Society (CRHS) could not do the meaningful work that we do without the support of our amazing community. Fundraisers that are hosted by businesses, local clubs and individuals raise much needed financial support for animals in our care.

You can make a difference for animals in need, please read our guide to hosting a successful fundraiser and how CRHS can help!

Planning a Successful Fundraiser

Brainstorm - What kind of fundraiser would work best for you or your group? How much time can you spend planning? What materials will be needed? How will you cover expenses? Will you need volunteers? What are your goals?

Who is your Audience - Who will attend your fundraiser? How many people do you want to reach? What kind of space will you need?

Goals - How much do you hope to raise for animals in need at CRHS?

Date, Time, and Location - When and where will you have your fundraiser?

Promotion and Publicity - How can you let people know about your fundraiser? Word of mouth, social media, public boards?

Fundraising Ideas

Here are some examples of different kinds of fundraisers you can host for CRHS!

Round up at the Register

Happy Hour Event

Percentage Night

Benefit Bike or Motorcycle Ride

Car or Dog Wash

Benefit Concert

Wine and Paint Night

Car Show

Tailgate party

Birthday Fundraiser

Silent Auction

Jeans Day

Fill out our Fundraising Information Form on our website couleehumane.com/start-a-fundraiser

How CRHS can Help

Please submit the Fundraiser Information Form online at least six weeks before your event. Once submitted CRHS agrees to do the following for each public, monetary fundraiser:

- Promote the event on the CRHS website under events
- Share the event on the CRHS Facebook page (over 27,000 followers!)
- Create 1-3 social media posts (this is dependant on the number of events and other shelter happenings)
- Include the event in our PawPrints E-Newsletter
- Offer an opportunity for a check presentation and photo at CRHS

If your event will raise \$1,000 - \$5,000, CRHS also agrees to:

- Have a CRHS Representative attend your event for up to four hours to speak briefly and/or host an information table.
- Assist with the creation of promotional materials for the event

If your event will raise over \$5,000, CRHS also agrees to:

- Recruiting volunteers to assist with your event (subject to availability)
- Having Ambassadors of Love Pet Therapy teams attend your event (subject to availability)

Due to the high number of smaller, personal fundraisers each year and limited staff time, CRHS is not able to:

- Recruit staff or volunteers to attend, table or coordinate the fundraiser.
- Assist in finding venue spaces, sponsorships, auction items or vendors for the event.
- Host adoption events or have CRHS animals present at the fundraiser.



CRHS Independent Fundraiser Guidelines

CRHS Policies and Positions

All events hosted to raise funds for CRHS must align with Our Mission, Our Goals and Our Values. Fundraisers may only use CRHS's name in marketing materials if the event directly supports CRHS.

Name and Logo

Have Coulee Region Humane Society or CRHS on all promotional materials

Location

If you plan on having a CRHS representative at your event or are in need of CRHS event volunteers, your event must take place in La Crosse County.

Monetary Donations Preferred

CRHS prefers events that raise monetary donations for CRHS instead of donation drives. Monetary donations allow CRHS to meet the immediate needs of the animals that we care for.

Promotional Materials

When you submit your Fundraiser Information form online, please email all images of logos, posters, photos and any other promotional materials for your event to matt.dougherty@couleehumane.com.

Event Expenses and Tax Exempt Status

CRHS cannot contribute financially to any independent fundraiser expenses, we are also unable to extend our tax exempt status to include independent fundraisers as well.

Donation Drives

Events that raise monetary donations have the biggest impact at CRHS. We are unable to provide full promotion assistance for in-kind/donation drive only events, but can share a photo on our social media platforms as a thank you once the donated items have been delivered to CRHS. **Please note that only items that are on the CRHS wish list will be accepted. Due to very limited space we are not able to accept additional items that are not included on that list.** You can see the CRHS wish list at www.couleehumane.com/wish-list

Donation Completion

Checks can be made out to Coulee Region Humane Society or CRHS and sent to

Coulee Region Humane Society
Attn: Erin Olson
911 Critter Court
Onalaska, WI 54650.

All proceeds from fundraisers must be received by CRHS within 30 days of the event.

Fill out our Fundraising Information Form on our website couleehumane.com/start-a-fundraiser

Coulee Region Humane Society FAQ

*Our mission is to promote the humane treatment of all animals
and to foster positive human-animal relationships.*

Does CRHS receive government funding?

CRHS is a private, non-profit organization and is not affiliated with any government agency or national animal welfare organization. We do hold three contracts from our local municipalities that are for Animal Control services that we provide to our community.

Is CRHS a “No-Kill” Shelter?

CRHS is a Managed Admissions shelter for La Crosse County residents. This means that we take in all stray animals from young to old, healthy to sick, friendly to aggressive, small to large, etc., allowing every animal a safe refuge regardless of its circumstance. However, we manage our intake by scheduling owner surrenders by appointment to make sure there is room in our facility for the new animal.

What Animals can be found at CRHS?

Each year CRHS cares for over 3,500 animals. This includes domestic pets and ill, orphaned or injured wildlife.

Does CRHS do anything else besides animal adoptions?

Yes! CRHS offers Humane Education programs for youth and adults, a very active Ambassadors of Love Pet Therapy program, dog training classes and so much more.

Learn more about CRHS at www.couleehumane.com

