

### **Third Party Event Planning Process - Where do I begin?**

Prior to beginning work on a fundraiser to benefit The VBSPCA, your event must go through an approval process. Please note that events may not be advertised as supporting the shelter until this process has been complete.

1. Contact the Communications & Outreach Coordinator at [Jessica.Traynor@vbspca.com](mailto:Jessica.Traynor@vbspca.com) and a special events proposal form will be sent to you.
2. Complete the special events proposal form and return to the VBSPCA via email or fax (427-5939). It will be reviewed for consideration. The more information you are able to provide on the form, the quicker the review process will be.

### **Virginia Beach SPCA Guidelines**

1. The use of VBSPCA name and/or logo for publicity and fund-raising purposes by community groups and individuals is allowed only by permission through the development department. Once approved the VBSPCA logo will be sent to you.
2. The Virginia Beach SPCA must only be named as the beneficiary of the event, not as the host. For example, you should call your event "Golf Tournament to benefit The Virginia Beach SPCA" rather than "Virginia Beach SPCA's Golf Tournament".
3. All copy for advertisements, point of purchase materials and other event-related promotional materials must be approved by the development office at VBSPCA prior to use.
4. If you plan to solicit sponsorship support for your event, please discuss it with your VBSPCA contact.
5. No costs associated with special events that are sponsored by a community group will be incurred by VBSPCA (unless otherwise agreed to prior to the event).
6. Recognition for the sponsoring group's donation to VBSPCA will be in accordance with the established Donor Recognition Policy.
7. Proceeds must be presented to VBSPCA within 30 days after the event (unless otherwise agreed to prior to the event).
8. All staffing and volunteers for the special event will be provided by and will be the responsibility of the sponsoring group (unless otherwise agreed to prior to the event).
9. All aspects of approved events must be reflective of VBSPCA's reputation and mission.
10. All communication with the VBSPCA regarding your event must be done through your contact in the VBSPCA's outreach department.
11. You **MUST** request animals ahead of the event to assure we have volunteer handlers to accompany them for the entirety of the events (3 hours increments are the normal time-frame for animals)

### **What support does VBSPCA provide?**

Here's what we are able to do to support you as you plan your fundraiser:

- Provide event planning guidance and expertise
- Provide VBSPCA publicity materials such as newsletters and brochures
- Provide adoptable animals (only if agreed to prior to the event)
- Issue IRS-compliant receipts to donors as appropriate.
- Provide formal acknowledgement of a contribution to donors who make their check payable to VBSPCA
- Provide a copy of the VBSPCA logo
- Write a letter showing our support of your event

Unless otherwise agreed to prior to the event's approval, VBSPCA is not able to secure sponsorship or funding support, provide volunteers, obtain press/media coverage, provide reimbursements for expenses, secure celebrities to attend your event, offer a mailing list of donors, or guarantee attendance of VBSPCA personnel at your event. The VBSPCA is not responsible for the implementation, promotion or success of your event/fundraiser. When time/space allow the VBSPCA may post your event/fundraiser on social media or on our website.

### **Steps to a successful VBSPCA fundraising event**

- **Choose something that interests you, and then create an event around it.** Almost any interest or hobby can be turned into a fundraiser! The more you enjoy what you are working on, the better the event will be all around.
- **Contact VBSPCA to get the approval process started.** We'll provide you with your special events proposal form. Once the event has been approved, continue planning.
- **Assemble a planning committee.** Whether this is friends, family or co-workers – or all three!- you'll want to get together a group of people you know you can depend on to get the job done. The more support you have, the more successful you will be.
- **Plan your budget and establish an achievable fundraising goal.** This is especially important in an event's first year. Whether you are planning to raise \$500 or \$20,000, you want to make sure that you have the plans in place to realistically reach your goal.
- **Schedule your event.** Choose a date, location, and time to hold your fundraiser. Be sure to schedule around any major holidays or school vacations, and give yourself as much time as you'll need to make the event a success.
- **Promote your event.** Put a plan together for getting the word out about your fundraiser. If you do not have a budget for this, there are many ways to publicize what you're doing. Of course social media comes to mind, but don't forget about bulletins, posting flyers in the community, email marketing, and word-of-mouth advertising.
- **Hold the event and have fun with it!** Once all funds are collected, contact the Virginia Beach SPCA to coordinate next steps, particularly if you would like to do an official check presentation.
- **Thank your supporters.** From your committee members to your sponsors to your event attendees, make sure everyone knows how much you appreciate their support! Be sure to spread the word about how much you raised.

### **Contact Us**

For more information, contact the Communications & Outreach Coordinator by email at [Jessica.Traynor@vbspca.com](mailto:Jessica.Traynor@vbspca.com).