

Why do a Business-Based Fundraiser?

1. Employee Engagement

Recruiting top-performing employees and keeping them happy is a priority of all thriving corporations. Charitable giving improves employee engagement by boosting productivity, ethical behavior, gratitude to the organization, and pride in their work.

2. Boost Morale

Involving employees in something non-work related creates fun and enthusiasm... that spills over into their work. Happy employees are more productive employees, which translates to less time and productivity lost to "illness", tardiness, or extended breaks and lunches, as well as lower turnover rates.

3. Teamwork

Business based community fundraisers involve everyone from the janitor to the boardroom – everyone feels like they are working together toward a common goal. This feeling of effective teamwork will extend beyond the fundraiser to positively influence other aspects of everyone's work.

4. Great Public Relations

Customers appreciate businesses that are involved in a positive way in their community. Appreciative customers = More Referrals. More referrals = More Revenue. BIG WIN!

5. Free Advertising

We will post your event(s) on our Facebook page, both during the event(s) if it is customer-facing, and post event with our heartfelt thanks, letting our supporters know that your business is "one of the good guys" and tremendously generous! This means that you will reap the benefits of extremely positive social media coverage.

6. Corporate Image Enhancement

Customers appreciate businesses that are involved in a positive way in their community. They make buying decisions based on how they feel about a particular company and their products. Being a supporter of a strong, reputable, non-profit like PCHS can bring more customers to you, which means more revenue. BIG WIN!



Ideas for a Successful Business-Based Fundraiser

1. Support the Somerset-Pulaski County Humane Society's "Cans for Critters" Program.

- Place a bin in your employee break room, designated smoking area, or customer waiting area Labeled "Aluminum Cans Only", AND "Pulaski County Humane Society Cans for Critters". (Or, Place a bin in ALL THREE AREAS!)
- Designate an individual to monitor the fullness of the cans and a place to store the cans when the bin gets full.
- Together, we will determine a suitable pick up schedule, or, you can just call us at 606-451-2103 for pick up when you have at least 2 full bags!

2. Host a "Sweet Paws" Bake Sale! (GREAT even on Fridays!)

Do you have employees that like to bake? AWESOME!

- You can choose to have your bake sale for employees only, or, if your business is customer facing, you can even have customers enjoy the goodies!
- All you need to do is:
 - ◆ Choose a day for your "Sweet Saturday"
 - ◆ Designate a "co-ordinator" (So that you don't get 67 dozen chocolate chip cookies and nothing else.)
 - ◆ Employees bring in their goodies on the designated day.
 - ◆ Set a price for each item. (Suggestion: 3 cookies for \$1, Brownies & Cupcakes \$.75 each, Cake Slices \$1).
 - ◆ You will only need a table on which to set the goodies, and a jar to collect the money if you choose to do "honor system" or designate a "cashier".
 - ◆ Concerned about Covid-19 and serving food to the public? Make the public piece a "Doggie Treat Bake Sale!" We would be happy to provide recipe ideas!



Ideas for a Successful Business-Based Fundraiser (continued)

3. Host/Sponsor "Taco Tuesday"

- This is a great way to enhance teamwork! Ask for a group of volunteers to serve/collect money and/or bring in supplies.

You will need:

- ◆ Ground Beef &/or Pulled Chicken
 - ◆ Taco Shells
 - ◆ Shredded Lettuce
 - ◆ Diced Tomatos
 - ◆ Onions
 - ◆ Sour Cream
 - ◆ Fancy Shredded Mexican Cheese Blend
 - ◆ Tortilla Chips
 - ◆ Salsa
 - ◆ Paper Plates and Napkins
 - ◆ Crock Pot & serving bowls/utensils
 - ◆ 6' table with vinyl table cloth (for easy clean-up)
- You can choose if you'd like this to be entirely employee funded, or if you'd like to supply the meat, veggies, cheese, etc. and/or cooking and serving tools.
 - Have the team determine the price per taco, or per plate, and whether they want to do honor system with a collection jar on the table, or whether they want to designate a person/people (perhaps in one hour shifts) to collect the money, the time (perhaps 11:30am - 1:30pm) and which Tuesday(s) they'd like to have the event. Perhaps choose one or all 4 Tuesdays in a month!
 - Promote this super fun, festive event internally, with a reminder sent out the prior Friday and Monday.

4. Host a Raffle

Some of our partners donate products that your employees would LOVE! Talk with us about putting together a gift basket to raffle off.



Ideas for a Successful Business-Based Fundraiser (continued)

5. Sell paper puppy/kitty faces.

This one is great for public-facing businesses like banks, restaurants, shops, but works in office based businesses too! (Doesn't every employee that has pets have a photo of their pet on their desk?)

Each purchaser contributes \$1 and the name of their pet is written on the paper face and posted on windows/doors/desk fronts/cubicle walls. Whatever works in your environment. (Just ask us for templates, or create your own).

6. Host a "Membership Month" Contest

The Somerset-Pulaski County Humane Society REALLY NEEDS supporting members! We truly value one-time donations to help with specific animals and/or projects too, but our members allow us to cover overhead expenses, like utilities and insurance for our building, preventatives and food for animals in our foster program, etc. Membership is a commitment to an annual (minimum \$20) or monthly donation (minimum \$10/month).

All you have to do is keep a list for the month of which employee's told you they signed up to be a member via our website, or you can choose to ask employees to print out a hardcopy of their form so that you can keep a tally. At the end of the month, you just provide us the list, we'll confirm via our new members that month, and the prize is yours!

If you have a current matching gift program, or choose to do an in-kind donation for this event, even better!

7. Focus the fundraiser around an event.

Perhaps an employee just adopted a new puppy, or is crazy about cats and has a birthday coming up — in lieu of a birthday cake or luncheon, host a pot-luck fundraising luncheon, and charge \$5/plate.



Ideas for a Successful Business-Based Fundraiser (continued)

9. Challenge another branch/location/department of your company to meet or exceed the funds you raise.

This is fun, healthy competition at its finest! It's north against south, east against west, brand X against brand Y, Sales vs Service, etc. The branch/location that raised the most funds could win lunch on us, in the form of a donation from one of our restaurant supporters or "Animal Champion" coffee mugs or water bottles imprinted with your logo! (Prizes will vary based on the types of prize items available to us.)

10. Do you have a different idea to help support us?

We'd LOVE to hear about it! We will help you to help us in any way we can!



Tips for a Successful Business-Based Fundraiser

1. Communicate

Tell EVERYONE about your fundraiser. Tell both customers and employees. Tell them via email, your face book page, in person, tell them in meetings, at luncheons. After you tell them, tell them again, then tell them what you told them! (Basic rule of presentation, re-applied!) While the event is underway, be sure to communicate status... everyone want to be part of a winning team effort!

2. How do we put on a successful fundraising event?

The key to having a successful nonprofit fundraising event is by encouraging engagement while still keeping it fun. If employees/ customers feel pressured, they won't participate. You want to encourage participation, and fun, combined with camaraderie is the best recipe for success!

3. Set a Goal

Whether you are holding a bake sale, Taco Tuesday or Membership Drive, set a goal. The goal doesn't have to be dollars raised — (It surely will equate to dollars, but sometimes its more fun to set a different type of target!) it could be number of new members for the Somerset-Pulaski County Humane Society, or number of plate lunches served, or ????. Pick something fun, and make sure it is an achievable goal. If you event is a month long event, publicly post progress to encourage participation.

4. Offer a Matching-Gift Program

This could be a one-time thing for this fundraiser, or could be an existing employee benefit. Request that employees give their donation to a designated person, who will record it for the matching gift. Alternatively, if the company is willing to match the proceeds from a bake sale or luncheon, all the better! Just collect the funds from the event and provide the total to the designated person.

