

**ANIMAL
RESCUE
LEAGUE
of BOSTON**



**THANK YOU
FOR HELPING
ANIMALS IN
NEED.**

DIY Fundraising •

2018 GUIDELINES

**ANIMAL
RESCUE
LEAGUE
of BOSTON**



A Do-It-Yourself (DIY) fundraiser assists in funding ARL's many programs and services that benefit animals in need throughout Massachusetts. Every contribution is appreciated and will make a powerful difference to animals in need.

ARL receives many inquiries, which is why a formal DIY Fundraiser Guidelines and Application & Agreement form were created.

All DIY Fundraisers collecting donations on behalf of ARL, must meet the following criteria:

APPLICATION & AGREEMENT •

A completed DIY Fundraiser Application & Agreement form must be submitted at least 21 business days prior to the start of your fundraiser.

An ARL staff member will review the Application & Agreement form and provide approval for the proposed DIY fundraiser within 5 business days of submission. Please note that your DIY fundraiser is not authorized until you receive written approval from a staff member. ARL reserves the right to decline association with any event or organization for any reason.

MINIMUM DONATION FOR ARL TRADEMARK USE •

For the authorized use of ARL's logo, likeness, photography, and marketing materials for your DIY fundraiser, a \$500.00 donation will be collected upon approval of the event application.

MARKETING MATERIALS & EVENT PROMOTION •

To help promote your DIY fundraiser, ARL has created a marketing kit that will be supplied once your event has been approved and the \$500.00 donation for ARL trademark use has been made.

Please follow these important guidelines when marketing your DIY fundraiser:

1. ARL's logo should be used appropriately and not altered in any way.
2. The "Animal Rescue League of Boston" should be included as the beneficiary of your fundraiser on all marketing materials, either in copy or logo form.

3. A template invitation and flyer can be downloaded, edited, printed, and distributed by the DIY fundraiser organizer. Please note that these templates are only suggestions. You may use alternative layouts, images, copy, etc., so long as you have permission from the original photographer, designer, or source.
4. Materials about the ARL, its mission, its programs and services, and animal welfare issues that are important to us can be downloaded, printed, and distributed by the DIY fundraiser organizer.
5. Approved DIY events should be marketed in a manner that avoids the appearance of the ARL endorsing any product, firm, organization, or service.
6. As stated in ARL's Donor Privacy Policy, ARL does not rent, sell, or share our donor lists for marketing third-party events or promotions.

The priority of ARL's marketing is to share our mission, to encourage the adoption of our shelter animals, and to promote our community programs and services. Therefore, ARL cannot guarantee the promotion of your DIY event on ARL's social media outlets, website, email, etc.

ARL REPRESENTATIVE •

Due to the large volume of requests, ARL cannot provide staffing for third-party DIY fundraisers with respect to registration, collection of funds, distribution of materials, etc.

ARL ADOPTABLE ANIMALS •

ARL cannot provide adoptable animals for DIY fundraisers, as we find that most events are too noisy and overwhelming for our adoptable animals.

If you would like to promote the adoption of a specific ARL shelter animal(s) during your event, you can print the animal's profile from our website arlboston.org/adopt. Please note that adoptable animal information can change daily.

PERCENTAGE OF SALES/CLIENT REFERRALS •

ARL cannot accept a percentage of sales of a specialty retail item, book, or event; and prohibits use of its name or logo in relation to retail sales items or events of any kind. ARL does not promote business sales of any kind, therefore we cannot accept a percentage based on client referrals.

Local businesses looking to partner with ARL should contact Matt DeAngelis at mdeangelis@arlboston.org or (617) 226-5638.

TRIBUTE GIFTS •

Tribute gifts to celebrate life events, such as weddings, birthdays -or in someone's memory- are welcome and much appreciated! Due to the large volume of requests, however, ARL cannot promote or facilitate the *collection* of these donations.

ARL encourages those who wish to make a tribute gift with ARL as the beneficiary to set up their own fundraising page on a third-party site, such as Facebook, Eventbrite, or CrowdRise. All three online platforms will send proceeds directly to ARL. The official ARL CrowdRise page can be found at <https://www.crowdrise.com/animalrescueleagueof1> and ARL is an official charity listed on Eventbrite.

For assistance, please contact Jackie Smith at 617-226-5608. Please note, gifts can be made in honor or in memory on our donation form by selecting “I would like to make a tribute” at the bottom of the form.

PUBLIC PROMOTION •

If you plan to promote your DIY Fundraiser publically, through social media, or issue a press release, a \$500 trademark donation may be required.

PERMITS, LICENCES, & LIABILITY INSURANCE •

For some events and activities, it is necessary to obtain a permit, license, or liability insurance. Please check with your town, city, or state to determine if a permit, license, or liability insurance is required for your DIY fundraiser. Under Massachusetts State Law, you are required to obtain a raffle permit for each town in which the raffle is being held; and gambling events in any form are considered illegal.

ARL cannot apply for a permit, license or liability insurance on behalf of a DIY fundraiser, nor will the ARL incur any costs associated with obtaining said permit, license or liability insurance. ARL is not responsible for any fines or legal ramifications associated with not obtaining the proper permit, license or liability insurance for your DIY event.

COST •

ARL cannot cover expenses or assume any legal or financial liability associated with your DIY fundraiser. The organizer cannot use the ARL’s tax exemption in conjunction with the event.

PICK UP/ DROP OFF OF MATERIALS •

Due to the large volume of requests, ARL cannot provide staffing to pick up or drop off DIY fundraiser materials, donations, etc.

THIRD-PARTY ORGANIZATION DISCLOSURES •

The organizer must disclose if another organization will also benefit from your DIY fundraiser. ARL reserves the right to withdraw support of any DIY fundraiser, at any time, if activities that are not compatible with ARL’s mission and/or reputation are discovered.

TAX RECEIPTS •

By default, ARL will provide a single acknowledgment/tax receipt for your DIY fundraiser proceeds. In order for your event participants to receive a tax receipt, you must either:

- A. Send individual donations in the form of individual checks
- B. Use a platform such as CrowdRise or Eventbrite
- C. Direct event participants to make gifts with a credit card at arlboston.org with event information included in the comments
- D. Have event participants call Derek Stemmler at 617-226-5662 to make a credit card gift by phone

DONATION OF PROCEEDS •

Organizers of the DIY fundraiser will receive an invoice and should donate the balance of the net proceeds of the event to ARL within 30 days of the completion of the DIY fundraiser.

Donations may be collected and submitted two ways:

1. Check donations can be made by writing a check directly to “The Animal Rescue League of Boston”, with the name of your DIY fundraiser on the memo line, then mailed to:
Animal Rescue League of Boston
ATTN: Development
10 Chandler Street
Boston, MA 02116
2. Credit or Debit Card through our online donation form www.arlboston.org/donate or by calling Derek Stemmler at 617-226-5662.