



PROVIDENCE
ANIMAL RESCUE LEAGUE



Fundraise for the Animals!

PARL's Community Fundraiser Procedures



Fund-Raising for PARL Guidelines

Thank you for considering organizing a fundraising activity to help the thousands of animals in need at the Providence Animal Rescue League. (PARL) To help you plan your fund-raising activity, we have developed the following guidelines for your fundraiser:

1. Before you begin your fundraiser, we request that the organization or individual provides an outline of how it will raise funds for the Providence Animal Rescue League by completing the *Fundraising Agreement* document. We will send you an acceptance or declination letter from the PARL. You must receive this communication first before you start fundraising on behalf of PARL.
2. You must be responsible for all sales, marketing and promotion of the event unless otherwise agreed upon by the Executive Director. This is important so that PARL can minimize its time spent on these activities and focus on the core fund-raising strategies, education programs and the important care for the animals.
3. If you are seeking your own sponsors, please provide the PARL with a list of targeted corporate sponsors. PARL reserves the right to exclude solicitation of specific sponsors. The donor should not use the PARL name to solicit its own sponsors, but can say the PARL is the beneficiary of its activity.
4. If you would like to publicize your event via promotional materials (brochures, etc.) or advertising/public relations released to the mass media (newspapers, magazines, radio, TV) and reference the PARL as a beneficiary of funds, please first contact our development office to review the materials to make sure they comply with our policies.
5. PARL will not supply any funding for your event and will not be responsible for any debts incurred.

Please note that it is important that these criteria be followed if the fundraiser is conducted on behalf of the Providence Animal Rescue League.

We appreciate your understanding and support!





PROVIDENCE
ANIMAL RESCUE LEAGUE

Community Fundraiser Agreement Form

Sponsoring Organization: _____

Corporation: _____ Non-Profit: _____ Other: _____

Contact Name Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Tell us about the Event!

Name of Event: _____

Date of Event : _____ Time: _____

Location: _____

Event Description *(please include any ticket prices or entrance fee information if applicable):* _____

What is your estimated total revenue for this event/effort?: _____

What percentage of proceeds (after expenses) will PARL receive?: _____

Please name any other charitable organizations that will benefit from this event: _____

Will businesses be contacted for donations or assist in the event in any way? Yes No

If yes, please list these prospects for PARL to review to avoid duplicated efforts with businesses we might have already approached: _____



PROVIDENCE
ANIMAL RESCUE LEAGUE

Community Fundraiser Agreement Form

Do you plan to use PARL's name or program information in promoting the event? Yes No

If yes, please describe, in detail, the materials you plan to create: Please attach copies and email jpegs/PDF of the event's logo and/or links to the event's site for promotion.: _____

What other types of promotion do you plan to use? (Radio, TV, Telemarketing, Posters, etc):

Can PARL provide you with brochures on programs and/or upcoming PARL events either for your information or display at the event? Yes No

If yes, how many materials would you prefer and when can those materials be picked up by your staff?: _____

- PARL staff must approve the use of our logo or inclusion of the Providence Animal Rescue League name in advertising for your event.
- Community Fundraisers must coordinate all advertising, public relations and other forms of media with PARL before release of the event.
- Please include any requests regarding PARL staff attendance at the event and our role there if available. Due to our limited resources we cannot guarantee our participation with an event.
- All Community Fundraisers are greatly appreciated; however PARL reserves the right to refuse involvement with an event for any reason. Coordination with staff is crucial to a successful event.
- **Please return this form to the Providence Animal Rescue League for approval a minimum of 4 weeks in advance of the event: 34 Elbow Street, Providence, RI 02903; Fax: 401. 861.8086.**

If you have any questions or would like more information,
please contact us at 401.421.1399 or email development@parl.org.



We appreciate your support for the Providence Animal Rescue League