



You Can Help Brighten the Holidays for Homeless Animals!



Contact:
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Owners, Route 24 Ale House
on behalf of the Humane Society of Harford County

Katie@harfordshelter.org
www.harfordshelter.org





To Whom It May Concern:

My name is Katie Davis, and my husband, Jason, and I are the owners of Route 24 Ale House in Bel Air. Five years ago we came up with a little idea to make a big difference for one of our favorite charities – the Humane Society of Harford County. We knew how good it felt to host a holiday event and donate our proceeds – and we wanted our fellow business owners to feel the same!

With the holiday season right around the corner, we're inviting you to join us for the 5th Annual *Deck the Paws*, a collective group of businesses that raise funds for the care and comfort of homeless animals at the shelter.

Businesses like yours host a one-day event or month-long donation drive (it's your choice) and donate proceeds to brighten the holidays for all the animals who don't have homes and families this season. The shelter would love to do a check presentation photo with you for social media. Animal people love to shop and dine with businesses that support animals!

Like us, we know that your business has been turned upside down this year and you've been forced to adapt to the changes with lightning speed. But it's still vitally important to support the animal members of our community who've also been hit hard by the situation. Hosting a feel-good event is not only important to your staff's morale – it also shows the community that you care! Last year, the Harford County business community donated over \$10,500 for Deck the Paws!

This packet contains everything you need to get started: suggested fundraising ideas, a sample flyer, and even sample social media posts!

We are extremely excited about raising funds for the Humane Society, but can't do it without the participation of amazing business owners such as you! Please let us know if you have any questions, and we really hope to make this the largest fundraiser of the year for Harford County's homeless pets!

Thank you!

Katie & Jason Davis 

Volunteers, Humane Society of Harford County
Owners, Route 24 Ale House

Uniting Pets and People Since 1946

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Commonly Asked Questions



What is Deck the Paws?

Deck the Paws is a fundraiser hosted by you, and 100% of the proceeds will go directly to the comfort and care of homeless animals at the shelter. You are responsible for all the planning and marketing of the event or program, but please share any marketing materials with the shelter. You can hold your event or program any time between November 27 (Black Friday) and December 31 (New Year’s Eve).

Why should I have a fundraiser for HSHC?

Every year, the shelter takes in about 3,500 animals – not only dogs and cats, but also reptiles, birds, livestock, rabbits, horses, rodents, wildlife, and even fish! HSHC is the only municipal shelter in all of Harford County. That means not only do they take in animals from citizens of our county, but also any animals picked up as stray, or seized by animal control. HSHC is not affiliated with the Humane Society of the United States! Many people think they are a branch of HSUS, because the words “Humane Society” are in their name, but actually they are an independent 501c3 nonprofit, and do not receive funding from them. Please donate locally!

The shelter is always working hard to increase its live release rate through adoption promotions and innovative programming. With help from caring friends like you, their Live Release Rate has consistently reached 90% or more since 2016! Live release rate is the percentage of animals who left the shelter alive whether by adoption, returned to its owner, or transferred to a rescue. It reflects how well the shelter is performing to ensure that the community’s neediest animals are receiving the loving care and second chances they deserve.

Aside from contributing to a great cause, your business will be recognized as a participant in materials distributed by the Humane Society, including social media. At the end of your event, HSHC would like to arrange a check presentation with you for posting on social media. Additionally, if you are seeking any last-minute deductions for 2020, we encourage you to consider donating on behalf of your business.

I want to organize a fundraiser for HSHC but I’m not sure what to do.

Listed on page 6 are some socially distant ideas of the many ways that you can help raise funds and awareness for HSHC. This list is by no means exhaustive; let your creativity guide you!

We’ve found it’s helpful if you set a fundraising goal. We’re providing several incentives to help you meet your goal:

- Raise \$250, get a small plate on the Plaque of Hope in our lobby that shows your business name
- Raise \$500, get a large plate on the Plaque of Hope that shows your business name
- Raise \$1,000, get a Copper Leaf on the hand-carved donor tree in our lobby with up to 4 lines of text
- Raise \$2,000, get a Brass Leaf on the hand-carved donor tree in our lobby with up to 4 lines of text



- Raise \$5,000, get a Contributor Stone at the foot of the hand-carved donor tree in our lobby with up to 4 lines of text



I want to host a fundraiser, what should I do next?

If you are interested in participating with us in Deck the Paws, please email katie@harfordshelter.org, no later than Monday, **November 16.**

How do I promote my event?

We've provided a sample flyer as well as sample social media posts, an email template and an event hashtag for Twitter and Instagram. Make sure to use #DeckthePawsHarford and #HarfordCounty, tag @HSHCHumane on any social media posts, and add HSHC as a co-host of your Facebook event!



Twitter

We're raising funds for @HSHCHumane and out to score [INSERT YOUR GOAL] for homeless animals. We need your help: [INSERT LINK TO YOUR FUNDRAISER]

Help us raise a lot of money to brighten the holidays for homeless animals at @HSHCHumane. Learn more: [INSERT LINK TO YOUR FUNDRAISER]

Every homeless animal @HSHCHumane deserves a safe and warm holiday. Help out: [INSERT LINK TO YOUR FUNDRAISER]



Facebook

We're helping to raise funds for homeless animals at @HarfordHumane by [DESCRIBE YOUR FUNDRAISER]. Please help by giving what you can so the animals will have a safe and warm holiday.

It's the most wonderful time of the year...to start giving! Please visit [INSERT LINK OR BUSINESS ADDRESS] and give what you can to our fundraiser for homeless animals at @HarfordHumane. If we raise [INSERT GOAL], we'll get [INSERT PLAQUE OR LEAF]. Every donation makes a difference, no matter how big or small.



Instagram

We're raising money for @HSHCHumane! Help us [#DeckthePawsHarford](#) here in [#HarfordCounty](#) [#Maryland!](#) [INSERT DETAILS ABOUT YOUR FUNDRAISER & YOUR OWN HASHTAGS]





SUBJECT: Help Deck the Paws for Homeless Animals

[NAME],

We're really excited to let you know that we're working to provide a safe and warm holiday for homeless animals at The Humane Society of Harford County. You can play a major part in brightening the holidays for all the animals at the shelter.

{HERE YOU CAN GO INTO DETAIL ABOUT THE FUNDRAISER YOU'RE PLANNING}

Every donation makes a difference, no matter how big or small.

Thank you in advance for your support.

{YOUR ORGANIZATION NAME}

We encourage you to advertise your event on your website, on social media, local media, blog posts, etc. – this will show your customers that you are charitable, and who doesn't want to support a charitable business?! Share your event with the shelter as well (email any flyers to katie@harfordshelter.org) and we'll share on our social media too.

What do I do with all the cash and checks we raise?

Donations should be kept in a safe place, and we can either pick them up on an as-needed basis or at the conclusion of your fundraiser.

What if I have questions throughout the fundraiser?

If you have any questions throughout the course of the fundraiser, please email katie@harfordshelter.org.

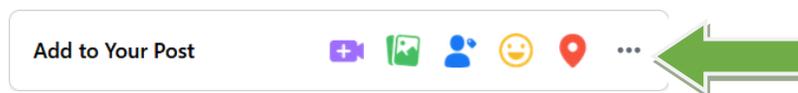


Deck the Paws Fundraising Ideas

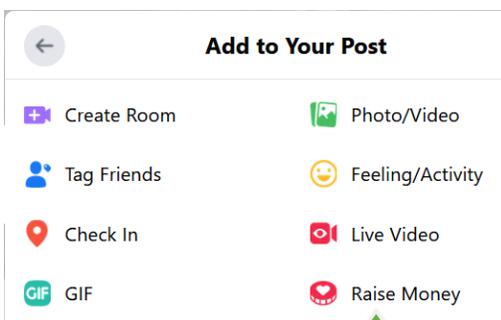
This list is not all-inclusive. Choose one of the suggestions below or feel free to be creative and come up with your own idea!

- The Humane Society of Harford County can provide a locked **donation jar** to put on your counter. This makes a secure and convenient way for customers to give their unwanted change.
- If you serve alcohol at your establishment, name a special beer and hold a “**Kick the Keg**” event.
- Host a **booster night** and donate a percentage of the day’s sales.
- Allow employees to pay \$5 (or more!) to **wear casual**.
- Hold a **50/50 raffle** or raffle off a **gift card** to your establishment.
- **I Won't Come Down Until....** Select a well-known member of your staff and keep him or her detained until a fundraising goal is met.
- **Raffle** off a gift basket or tickets to a concert or sporting event.
- **Sell paw prints**. We’ve all been asked to give \$1 at the local drugstore for a chance to put your name on a paper balloon that hangs on the wall. You just need to ask patrons at your register to purchase a paper paw print and display them on your walls.
- Hold a **Round-Up** where customers can round their check up to the nearest dollar and donate that change.
- Host a **Facebook Fundraiser**. Create a post, and click on the “...”, then click on “Raise Money”, select “The Humane Society of Harford County” and follow the prompts to create your fundraiser. Just share and promote and Facebook takes care of the rest! Funds raised are automatically deposited into the shelter’s bank account and Facebook does not take a percentage!

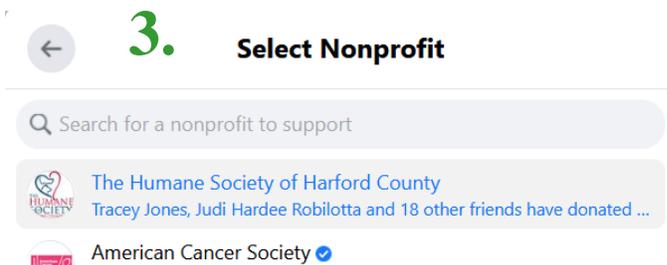
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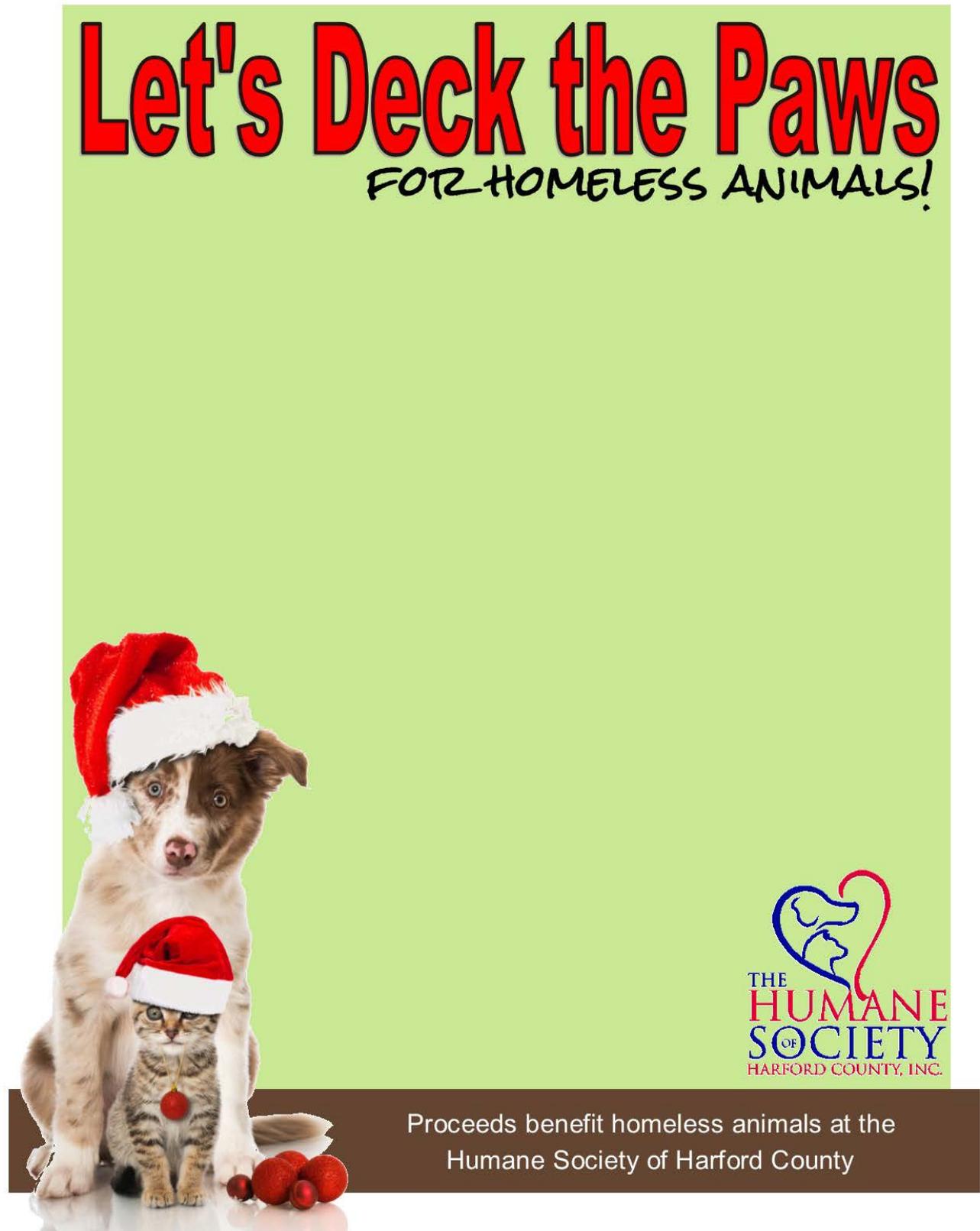


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Sample Flyer

You can create your own flyer or use the one provided to customize with your event details, logo and contact information. (We can send you this template.)



Let's Deck the Paws
FOR HOMELESS ANIMALS!

THE HUMANE SOCIETY OF HARFORD COUNTY, INC.

Proceeds benefit homeless animals at the Humane Society of Harford County