



## Guide for a Successful Event

*A Community Fundraising Event Benefiting Blue Ridge Humane Society*

### What is Paws for a Purpose?

*Paws for a Purpose is a collaborative community event benefiting Blue Ridge Humane Society (BRHS). Businesses across the community are hosting fundraisers and activities, all in support of BRHS's mission. Guests can explore the event website at [www.blueridgehumanesociety.com/pawsforapurpose](http://www.blueridgehumanesociety.com/pawsforapurpose) to see the full lineup of fundraisers and scheduled events. **Thank you for joining us to make a difference for pets and people in our community!***

### How Can I Promote My Fundraiser and the Event?

#### Social Media Promotion

- Share and invite friends to BRHS's *Paws for a Purpose* Facebook event.
- Tag BRHS in your social media posts: @blueridgehumanesociety
- Use engaging visuals—photos and videos of your event setup, fundraiser items, or staff in action.
- Post updates leading up to and during your fundraiser to keep the momentum going.
- Consider going live or posting stories to engage customers in real time.
- Check out our Media Kit, for example social media posts!

#### Email Marketing

- Send an email to your customers announcing your participation.
- Include details about how they can support your fundraiser.
- Link to the BRHS event webpage and Facebook event page.
- Mention any special promotions or perks tied to the fundraiser.

#### In-Store and Word-of-Mouth Promotion

- Display event flyers in visible, high-traffic areas.
- Use the provided QR code so customers can easily access event details.
- Have your team mention the fundraiser to customers at checkout.
- Personally invite customers, friends, family, and other business owners to participate.

#### Business Spotlight Opportunity

- BRHS will feature participating businesses on social media.
- To be included, send BRHS a photo of your business, fundraiser setup, or donation display.
- If hosting a special event, let BRHS know so they can help promote it.

#### Friendly Fundraising Challenge

Encourage a little friendly competition with other participating businesses. Consider challenging a nearby business to see who can raise the most in donations or supplies for BRHS.

#### What's in the Host Bag?

- **Event Flyers and Table Toppers** – Display these in visible areas so customers can scan the QR code and learn more.
- **Business Window Decal** – To proudly display your support of animals year-round.
- **BRHS Brochures** – Inform guests about the programs and services BRHS offers.
- **Kitten Season Wish Lists** – BRHS needs specific items to care for the seasonal influx of kittens. Encourage guests to take a wish list.
- **Pet Helpline Cards** – Small cards with BRHS contact information for pet-related questions or concerns. Display them where guests can take one.
- **BRHS Stickers** – Optional giveaways for customers.
- **BRHS Cash Bank** (*if requested*) – If collecting monetary donations, place the bank in a visible, attended area such as the checkout counter.
- **BRHS Collection Tote** (*if requested*) – If collecting pet supply donations, place the tote in a high-traffic area with Wish Lists nearby for reference.
- **Additional Promo Items** – To give away to customers or to keep for yourself. We won't tell customers if you keep them!

#### Returning Items

If you have leftover materials after your fundraiser, please place them back in the Host Bag. A BRHS representative will collect them along with any cash banks or collection totes.

#### **How Do I Submit Donations to BRHS?**

##### Monetary Donations

If your fundraiser involves a percentage of sales or other financial contributions, please submit donations **by April 30** (or coordinate with BRHS if your fundraiser runs longer).

##### *Ways to Submit Donations:*

- **BRHS Pickup** – A staff member can pick up cash or checks.
- **Drop-off** – Deliver donations to our Admin Office: 100-B Chadwick Square Ct, Hendersonville
- **Mail** – Send checks to: BRHS, 1214 Greenville Hwy, Hendersonville, NC 28792
- **Online** – Donate at [www.blueridgehumane.org](http://www.blueridgehumane.org) and note *Paws for a Purpose* with your business name in the Special Notes field.

##### Supply Donations

If you hosted a pet supply drive, BRHS staff will contact you to schedule a pickup of collected items after your event.

#### **Who Do I Contact with Questions?**

Email: [events@blueridgehumane.org](mailto:events@blueridgehumane.org)

Thank you for supporting Blue Ridge Humane Society and making *Paws for a Purpose* a success. Your generosity and effort help provide care, shelter, and resources for animals in need.