



Paws for a Purpose FAQ

A Community Fundraising Event Benefiting Blue Ridge Humane Society

Join Blue Ridge Humane Society (BRHS) for Paws for a Purpose, a signature fundraising weekend dedicated to raising awareness and funds to support our mission of ensuring the highest quality of life for animals in Henderson County and surrounding communities.

How Can My Business Participate?

Businesses are invited to host fundraisers during the weekend of **April 11th-13th**. Possible fundraising ideas include:

- Donating a percentage of sales during the event weekend.
- Hosting a pint night or yappy hour at your venue.
- Organizing an event with activities, raffles, or contests, with proceeds benefiting BRHS.

What Are the Expectations for Participating Businesses?

Participating businesses commit to hosting a fundraiser anytime between April 11th-13th. The type of fundraiser is entirely up to you—get creative! If you need inspiration, we'd be happy to provide suggestions. You may host an event for a single day or extend it throughout the entire weekend.

What Happens After I Sign Up?

Once you register, you will receive event promotion materials via email, including:

- Business Guide with recommendations on how to make the event a success.
- A Media Kit that features sample social media posts, press releases, and official Paws for a Purpose flyers for display at your business.
- Links to the event website and Facebook event page to share with your customers.
- A BRHS team member will personally visit your business and drop off a host bag that contains printed flyers, table toppers for your venue, additional promotional materials, and a donation bank.

We kindly ask that all event donations be submitted by **April 30, 2025**. If needed, BRHS staff will visit your business to collect any remaining event materials or donations.

What Do Participating Businesses Receive?

- Your business name and fundraiser details will be featured on the official Paws for a Purpose web page, including a link to your website.
- Event flyers will include a QR code linking to the event schedule, helping customers find and support participating businesses like yours.
- Your business will be highlighted on the Paws for a Purpose Facebook event page, with at least one dedicated social media tag before the event.

Additional Visibility

Paws for a Purpose will be promoted across multiple platforms, including:

- Local **magazines and newspapers**.
- **WTZQ's Local Focus** segment.
- **Community event websites**.
- The **BRHS bi-weekly e-newsletter** (reaching approximately **10,000 subscribers**).
- Event flyers will be prominently displayed at the **BRHS Thrift Store and Adoption Center**, as well as on community bulletin boards across Henderson County.

We aim to generate strong visibility and foot traffic for your business throughout this special weekend!

Interested in Becoming a Sponsor?

A tax-deductible sponsorship will showcase your business as a community leader while directly benefiting animals in need. Contact us to learn more about sponsorship opportunities!

About Blue Ridge Humane Society

Founded in 1950, Blue Ridge Humane Society is a 501(c)(3) nonprofit animal welfare organization dedicated to providing compassionate care, resources, and advocacy for animals and pet owners in our community.

Together, we can make a lasting impact—one paw at a time. Join us for Paws for a Purpose and help save lives while supporting local businesses!