



COMMUNITY FUNDRAISING TOOLKIT

There are so many ways to make a positive impact on your community and raise money to save animals at the same time. In this toolkit, we've provided some ideas to get your creative juices flowing and help you become an amazing champion for wildlife and Woodland Park Zoo as a community fundraiser!

You might try creating your own fundraising page, building a team of fundraisers to join you in a hike-a-thon, hold a plant-based bake sale, collect batteries or recyclables, or simply spread the word to friends and family for their help in supporting your community zoo and the animals you love!

Gifts of all sizes make a big difference for animals here at Woodland Park Zoo and around the world! Thank you for taking action!

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1. A MESSAGE FROM WOODLAND PARK ZOO'S PRESIDENT AND CEO, ALEJANDRO GRAJAL

Dear Zoo Supporters and Families,

I hope this letter finds you enjoying the wonderful summer season and creating beautiful memories with your loved ones. As the President and CEO of Woodland Park Zoo, I want to express my deep gratitude for your generous efforts in fundraising for the zoo! **Your unwavering support allows us to continue our vital work in protecting forests and wildlife, both locally and globally.**

We are tremendously fortunate to have such a passionate and caring community supporting our zoo. Your decision to engage in fundraising helps us in our mission and also shares with the community our values of empathy, compassion and stewardship for our precious wildlife. **Your support underscores the essential leadership role the zoo is playing as an urban forest and oasis within Seattle, safeguarding forest habitats here at home and worldwide.**

The enthusiasm and dedication our community has for the zoo is truly inspiring. It is through the collective efforts of families like yours that we can continue to provide the highest level of care for our animal residents, support meaningful species- and forest-saving conservation programs around the world, and offer educational experiences that ignite a lifelong love for animals and their habitats.

Once again, I extend my heartfelt appreciation to you, your family and friends and our wider community for your exceptional efforts. Together, we are creating a brighter future for our animal friends and the forests we need to thrive while fostering a deep appreciation for the natural world in all our hearts.

With sincere gratitude,

A handwritten signature in black ink, appearing to read 'A. Grajal', with a stylized, flowing script.

Alejandro Grajal

President and CEO, Woodland Park Zoo

2. COMMUNITY FUNDRAISING FREQUENTLY ASKED QUESTIONS

What exactly is “community fundraising?”

Community fundraising is a term used to describe fundraising taken into the hands of passionate people like you! Philanthropy can take many forms and folks who love the zoo can create their own small, eco-friendly events like a bake sale to raise money for Woodland Park Zoo. This harnesses the power of many people in our zoo community to make a big impact for animals and habitats in the Pacific Northwest and beyond.

What do I need to do to get started?

Getting started as a community fundraiser is easy! Simply start your own fundraising page (see Section 3 of this document), review the community fundraising event guidelines (Section 10 of this document), and if you plan to raise more than \$5,000 *or* you think your event will be attended by more than 50 people, please submit a Community Fundraiser proposal (Section 11).

Do you accept matching gifts from companies?

Yes! On the donation form, you may search for your company and follow the instructions to submit for a matching gift. You can also visit our Double the Donation site here <https://doublethedonation.com/match/woodland-park-zoo-Rr9O5> to check if your employer matches donations!

What other ways can I support the zoo?

You can help by sharing your love of the zoo with others! Share your community fundraising page or information about giving events like All for Animals Giving Day or Giving Tuesday on your social media accounts!

How can I reflect donations I've earned offline (through activities) on my fundraising page?

If you reach out to us at donations@zoo.org and let us know the amount you raised and the name of your fundraising page, we can add any offline donations into your fundraising total behind the scenes.

Can I use a raffle to raise money for the zoo?

Per the Washington State Gambling Commission, only certain bona fide charitable or nonprofit organizations can offer a raffle in Washington state. A private individual or commercial business cannot offer a raffle, even if the money raised is given to charity. If you are interested in hosting a raffle at your event, we encourage you to review the Washington State Gambling

Commission's web page about raffles and determine if you are eligible to host a raffle.
Washington State Gambling Commission: www.wsgc.wa.gov

3. HOW TO CREATE YOUR FUNDRAISING PAGE

- Click "Start Fundraising." Then click on one of three options: "Become a Fundraiser," "Join a Team" or "Create a Team."
 - If you want to fundraise as an individual, click "Become a Fundraiser." If you want to create a team of fundraisers to work towards a goal together (inviting friends and family), click "Join a Team." If you want to join an existing fundraising team, click "Join a Team" and search for the team name when prompted.
- After registering, **check your email inbox for instructions** on how to create your individual fundraising page or set up your fundraising team's page.
 - Please email us at donations@zoo.org if you have trouble locating your email, or call 206-548-2491.
- Following the link in your emailed instructions, you will be brought to your individual or team's fundraising page where you can **personalize the page**.
 - Add photos, edit your story to tell others why you're fundraising for the zoo, or edit other details like your fundraising goal and your own personal URL.
- **Start inviting your friends, family, and colleagues to make a donation** to your individual fundraising page or to join your fundraising team.
- **If you're collecting offline donations**, make sure to collect your donations and notify our staff.

4. HOW TO GAIN SUPPORT FOR YOUR FUNDRAISING PAGE

INVITE YOUR FRIENDS, FAMILY AND COLLEAGUES TO MAKE A DONATION TO YOUR FUNDRAISING PAGE

- **Sample email to send:**

Dear [Name],

I am very excited to share with you that I am supporting Woodland Park Zoo as a community fundraiser to help save endangered animals, protect precious habitat and provide world-class animal care!

I have created my own fundraising page to help spread the word and raise resources for the species-saving work of Woodland Park Zoo. Will you join me by donating \$[50] to my campaign? Your support not only helps me reach my goal of \$[500], it helps Woodland Park Zoo continue to discover new ways to ensure the animals in their care are thriving, connect people with the wonder and joy of the natural world and save the animals we love in the wild.

Thank you for your consideration of supporting my campaign! Gifts of all sizes make a difference for animals.

Sincerely,
[Your Name]

- **Sample social media post:**

I am supporting Woodland Park Zoo as a community fundraiser to help continue their critical mission of saving wildlife and inspiring people to make conservation a priority in their lives! Will you join me and donate to my fundraising page? Gifts of all sizes make a difference for animals. Thank you!

INVITE YOUR FRIENDS, FAMILY AND COLLEAGUES TO BECOME A FUNDRAISER ON YOUR TEAM

- **Sample email to send:**

Dear [Name],

I am very excited to share with you that I am supporting Woodland Park Zoo as a community fundraiser, joining the critical mission to save wildlife and inspire our community to make conservation a priority in their lives.

I have created my own fundraising team to help spread the word and raise resources for the meaningful work of Woodland Park Zoo. Will you join me by becoming a member of my team? If [9] people join me and raise \$[250] or more, we will reach our goal of \$[2,500]. Support like this helps Woodland Park Zoo discover new ways to ensure the animals in their care are

thriving, connect people with the wonder and joy of nature, and support species-saving conservation programs here at home and worldwide.

Thank you for your consideration of joining my team or making a donation to support this important work! Together, we can make a difference for animals.

Sincerely,
[Your Name]

- **Sample social media post:**

I am supporting Woodland Park Zoo as a community fundraiser to help continue the critical mission of saving wildlife and inspiring people to make conservation a priority in their lives! Will you join me and become a member of my fundraising team or by making a donation? Together we can make a difference for animals. Thank you!

5. THANKING YOUR SUPPORTERS

THANK YOUR SUPPORTERS FOR MAKING A DONATION OR JOINING YOUR TEAM

- **Sample email to send:**

Dear [Name],

Thank you for joining me in supporting my fundraiser for Woodland Park Zoo! Together, we raised \$[1,000] to support the zoo's mission of saving wildlife and inspiring our community to make conservation a priority in their lives.

Support like this means Woodland Park Zoo can push their animal care standards even higher, protect more of the animals we love in the wild, and connect people of all ages and backgrounds to the wonder and joy of wildlife and nature.

Thank you again for making this great work possible.

Sincerely,
[Your Name]

- **Sample social media post:**

Thank you to all of you who joined me to fundraise for Woodland Park Zoo! Together, we made a big impact for animals both living at Woodland Park Zoo and in the wild.

6. COMMUNITY FUNDRAISING ACTIVITIES PLEDGE FORM

Whatever you like to do, whether it's hiking, biking, birding, and so much more, you can do it while helping Woodland Park Zoo! Write in the activity you choose below and collect the name and pledge amounts for your supporters. Make sure to complete your activity, collect your pledges and report your total to our staff!

Activity Description	Name of Donor	Street Address (city/state/zip)	Amount Pledged	Date Paid

7. WHAT YOUR DONATION CAN DO FOR THE ANIMALS WE LOVE

A donation of \$10 could...

Provide fresh fruit and mealworms for a golden lion tamarin for one day.

A donation of \$15 could...

Plant one early blue violet to sustain endangered Oregon silverspot butterflies.

A donation of \$20 could...

Feed our two snowy owls fresh rodents for a day.

A donation of \$30 could...

Feed Carson the red panda fresh bamboo, herbivore biscuits and fruit for one week.

A donation of \$50 could...

Feed a North American river otter fresh fish, meat and eggs for a week.

A donation of \$100 could...

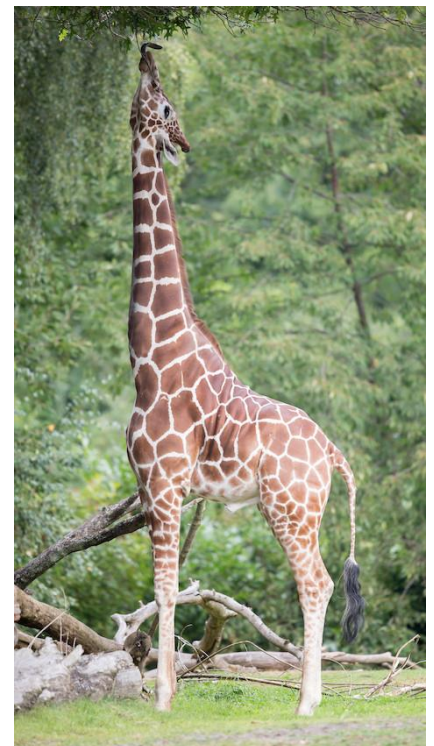
Feed reticulated giraffe, Dave, fresh browse plants, hay and grain for a week.

A donation of \$250 could...

Feed our pack of red ruffed lemurs for a week.

A donation of \$1,000 could...

Feed all of the Humboldt penguins at the zoo fresh fish for a month!



8. FUN ECO-FRIENDLY FUNDRAISING IDEAS FOR RAISING MONEY

It can be hard to find time in our busy lives to fundraise, but with community fundraising, you can turn any fun summer activity you were planning to do into raising support for the incredible animals you love. Whether you're hiking mountains, collecting recycling, having a yard sale, or hosting a backyard barbeque, with a little creativity and some support from family and friends, you can help Woodland Park Zoo at the same time!

Use the community fundraising pledge form on page 10 to help keep track of what you do and how much money you raised from different people for these activities. Keep the money in a safe, secure place and bring it to the zoo to donate, mail a check to our offices or contribute to your online fundraising page in the amount you collected! Here are some ideas to get you started:

Collect Pledges for Good Work:

- **Clean-a-thon:** Get some heavy-duty gloves, stick grabbers and garbage bags, then go around your neighborhood and clean up trash! Ask your supporters (friends, family) to pledge a certain amount for every wrapper (or pound of trash, if you're ambitious) that you collect.
- **Old-fashioned Bottle and Can Drive:** Ask your network to save their bottles and cans for you all summer, then collect and recycle them at your local recycling center. Take your refund and donate it to the zoo!
- **Change Drive to Drive Change:** Put a call out for any coins your family or friends have laying around. Decorate recycled glass jars and hand them out to your friends and family, asking them to fill the jars with coins and return them. Turn in your coins at a local bank or through a CoinStar machine and donate the cash!
- **Battery and Electronics Drive:** Ask your network to hold their old batteries and dig through the cupboards for old electronic chargers, cellphones, etc. Ask for a pledge for each battery/electronic device you collect, then recycle them at the zoo!
- **Bird-a-thon:** Ask your network to pledge a small donation for each new species of bird you spot this summer. Watch the donations grow as you learn more about birds!
- **Hike-a-thon:** For each mile you conquer this summer, collect pledges. See the abundance of nature up close while earning donations for the animals you love.
- **Read-a-thon:** Use our All for Animals Activities Pledge Form to collect donations for each page or book you read this summer!

Make and/or Sell Something:

- **Yard Sale:** Collect used clothing, shoes, books, and household items from your family and friends, then have a yard sale. Not only does this raise money to protect animals,

but it helps keep stuff out of landfills and curbs resources needed to produce new items!

- **Pet Rock Adoption:** Collect a bunch of rocks from your backyard. Wash them, then decorate with paint, yarn and googly eyes. Write a little card with a name and some information about their interests, then hold a “pet rock adoption” event. Charge a small fee to adopt a rock!
- **Eco-friendly Car Wash:** Find some biodegradable soap and reusable sponges and offer to wash your family’s and neighbors’ cars for a small price.
- **Seed Bomb Sale:** Use the zoo’s special seed ball recipe to make balls of seeds and soil that can be scattered to grow pollinator-friendly gardens anywhere. [Find directions on our website!](#)
- **Flower Sale:** Grow a garden of beautiful blooms this summer, then harvest and sell bouquets to your friends and family. Donate the proceeds of your sale to save animals.
- **Art or Card Sale:** Get your art supplies out and make as many beautiful creations as you can. Then host an art sale!
- **Origami Sale:** Make a whole menagerie of origami animals and find them great homes for a modest donation.
- **T-shirt Decoration Fundraiser:** Find donated old T-shirts or buy some from a thrift store for cheap, then decorate with fabric paint to make one-of-a-kind designs. Sell these to friends and family and donate the money!

Host Your Own Fun Event:

- **Host a Neighborhood Talent Show:** Bring some friends together to show off their unique skills and abilities. Charge a small admission price and sell concessions while showing off your unique talents to the neighborhood!
- **Host a Field Day:** Set up interesting sports and activities in a field or your backyard, like hacky sack, jump rope, Frisbee, or an obstacle course and invite kids (or adults) to participate for a small fee.
- **Host a Board Game Night:** Invite friends and family and charge a small fee to play board games all night long.
- **Give Your Birthday to the Animals:** If you have a summer birthday, consider having a party and inviting your friends to bring a donation to help care for animals rather than a gift! Or use your birthday to share your Fundraising page online and invite support from friends near and far.

9. STAFF CONTACT

Feel free to reach out with any questions through our customer service email at donations@zoo.org, or by calling 206-548-2491 and leaving us a message. A member of our team will get back to you as soon as possible!

10. COMMUNITY FUNDRAISING EVENT GUIDELINES

General Guidelines

As a Community Fundraising Event organizer, you are responsible for planning and executing your event, including staffing. Woodland Park Zoo will provide an online fundraising page to help you collect donations. Our Development team staff will also be available to answer your questions by phone and email and help you make your event a success!

All fundraising events that benefit Woodland Park Zoo must be approved by Woodland Park Zoo's Philanthropy office BEFORE you begin any promotional activities or advertising that uses our name, logo or marks. Requests can be made by filling out the proposal in section 11 and submitting it to donations@zoo.org

Approval of Community Fundraising Events is within the discretion of Woodland Park Zoo's Development office. Proposed events will be reviewed by our team and then event organizers will be notified by email about the status of their proposed event.

Woodland Park Zoo as your event beneficiary

Because approved Community Fundraising Events are not produced by Woodland Park Zoo, Woodland Park Zoo may only be identified as the beneficiary of the event and cannot be listed as the event sponsor. If another organization will also benefit from the event, all promotional materials should disclose that the event will benefit multiple organizations.

Event donations

All donations should be given to Woodland Park Zoo immediately after the event and no later than three months after the event date. If you have checks made out directly to Woodland Park Zoo, those should be submitted as close to the date written on the check as possible. Please mail all donations to: Woodland Park Zoo, Attention Donations, 5500 Phinney Ave. N., Seattle, WA 98103

Woodland Park Zoo can only provide a written acknowledgment for tax purposes for a donation (monetary or donated/in-kind goods) if the donation is made payable to Woodland Park Zoo and received directly by Woodland Park Zoo.

Please note:

- If donations from the event are deposited into an account outside of Woodland Park Zoo and then donated as a single sum (i.e., one check), only the individual or entity whose name appears on the check is eligible to receive a tax-acknowledgment letter for the donation. It is the responsibility of the event organizer to ensure that their event donors understand that a gift will not be acknowledged as a tax-deductible donation by Woodland Park Zoo in this instance.
- If a donor pays in cash and would like to receive a tax acknowledgment, the event organizer must submit full contact information for the donor along with the cash contribution.
- Under federal income tax law, if goods or services are received by a donor in return for a donation (such as an auction purchase, meal, or gift), the portion of the donation that is deductible for tax purposes is limited to the amount by which the donation exceeds the value of the goods or services received. Event organizers are responsible for communicating this information to all event attendees and donors.
- We encourage donors to consult tax advisors regarding the deductibility of contributions.

Designating event donations

Most fundraisers direct their donations to fulfill the areas of greatest need at Woodland Park Zoo, as determined by Woodland Park Zoo. This ensures that every dollar goes to work where it's needed most. You may also designate to a specific area such as animal care, conservation, education or sustainability. If you would like to designate your fundraising to something very specific, please contact us for assistance. All event promotions, including invitations, flyers, online ads, or television or radio spots, must include language about the donation designation so that donors understand what their dollars will support. Donations that are not specifically designated before being received by Woodland Park Zoo will be directed to the general fund.

Event permits

As the event organizer, you are responsible for obtaining all necessary licenses and permits relating to the event and ensuring it is conducted in accordance with all applicable laws and regulations. Woodland Park Zoo's name cannot be used on any permits.

Liability and insurance

Woodland Park Zoo is not financially or otherwise liable or responsible in any way for the promotion or staging of any Community Fundraising Event or for any claims, damages, liabilities, injuries, losses, or expenses that arise out of or relate to a Community Fundraising Event. The event organizer, at their own expense, agrees to maintain liability insurance that is appropriate and acceptable to Woodland Park Zoo. If necessary, Woodland Park Zoo may request proof of insurance.

Raffles

Woodland Park Zoo's raffle license number cannot be used for any Community Fundraising Event. Per the Washington State Gambling Commission, only certain bona fide charitable or nonprofit organizations can offer a raffle in Washington state. A private individual or commercial business cannot offer a raffle, even if the money raised is given to charity. If you are interested in hosting a raffle at your event, we encourage you to review the Washington State Gambling Commission's web page about raffles and determine if you are eligible to host a raffle. Washington State Gambling Commission: www.wsgc.wa.gov

Event marketing and promotion

The event organizer is fully responsible for marketing and promoting the Community Fundraising Event to benefit Woodland Park Zoo. Some events may qualify for supplemental marketing support. All materials and publicity for Community Fundraising Events must be approved by Woodland Park Zoo's Philanthropy office prior to printing or production. This includes any commercial art, posters, press releases, flyers, TV/radio spots or advertising. Please ensure the materials meet our brand guidelines and obtain final approval. Requests may take several business days to process, so please submit all materials early.

Woodland Park Zoo logo and marks

The name "Woodland Park Zoo," our logos, and other promotional materials or photographs relating to Woodland Park Zoo (including any that appear on our website) are trademarked and copyrighted materials. These materials cannot be displayed, copied, or used in any manner without prior written consent. Consent to use any logos or collateral is at the discretion of Woodland Park Zoo. We will notify you about permissions when your Community Fundraising Event proposal is reviewed.

11. COMMUNITY FUNDRAISING EVENT FORM

If you think your Community Fundraising Event will be attended by more than 50 people and/or raise more than \$5,000, please fill out the following form and return it to us two weeks prior to your event. Please email completed forms to donations@zoo.org.

Thank you for your interest in supporting Woodland Park Zoo through our Community Fundraising Event program! To get started, please fill out the information below. If you're sending this form by email or on paper, you can attach extra pages if needed.

Primary contact: _____

Event date and time: _____

Organization/Company: _____

Event location: _____

Type of event (e.g., auction): _____

Number of expected attendees: _____

Address: _____

City: _____

State: _____

Zip: _____

Phone: _____

Email: _____

Website(s): _____

Social media site(s) and handle(s): _____

Describe your event:

How do you plan to promote your event – for example, with invitations, solicitation letters, web pages, social media or advertising? Please remember that all promotional materials must be reviewed and approved by Woodland Park Zoo's Philanthropy office. _____

Do you intend to solicit for sponsorship of your event? If yes, please describe the businesses and individuals you plan to contact: _____

Please identify your sources of income (check all that apply):

- ☐ Ticket sales/entry fee
- ☐ Sponsorship (e.g., corporate or individual sponsorships)
- ☐ Auction sales (such as auction items, fund-a-need gifts)
- ☐ Donation
- ☐ Other: _____

Reminder: Raffles are not permitted per the Washington State Gambling Commission.

Itemize your estimated expenses. (Please note that expenses may not exceed 30% of the gross proceeds.)

Will Woodland Park Zoo be the sole beneficiary of the event? __Yes __No

If splitting proceeds with another entity, please note the other beneficiary(ies) and the percentage of proceeds designated for each beneficiary: _____

What is the gross contribution you hope to raise for Woodland Park Zoo?

What is the net contribution you hope to raise for Woodland Park Zoo, after expenses?

Will you submit one donation for all event income or multiple donations? __ one donation
__multiple donations

Will the donation(s) from the event be directed to: __General fund (area of greatest need)
__ Restricted to a specific purpose (e.g., conservation).

Donations may only be restricted to a specific purpose if the event organizer promotes the fact that donations will be directed for that purpose in advance on all promotional materials. If the donations will be restricted, please describe the specific purpose for which the donations may be used: _____

By entering my name below and submitting this proposal and agreement to Woodland Park Zoo, I, as the event organizer, agree to comply with all Community Fundraising Event guidelines. The event will be promoted and conducted in strict accordance with these

guidelines, and the event organizer will obtain all necessary approvals from Woodland Park Zoo.

Accepted and agreed to: _____

Event organizer signature: _____

Event organizer name (please print): _____

Date: _____

Please email completed form to donations@zoo.org

Or mail to: Woodland Park Zoo, Attn: Development, 5500 Phinney Ave. N., Seattle, WA 98103