



Events Criteria Chart

Donation Amount	Houston SPCA Logo Usage*	Event Agreement Required	Social Media Recognition	Featured on Houston SPCA's website	Volunteer Assistance	Staff Assistance	Access to CEO
\$500 - \$4,999	X	X					
\$5,000 - \$14,999	X	X	X	X			
\$15,000 - 24,999	X	X	X	X	X	X	
\$25,000+	X	X	X	X	X	X	X

Special notes:

- Social media recognition excludes posts or campaigns that generate “likes or followers.”
- Houston SPCA does not provide staff and/or volunteers to run third party events or promotions.
- Staff and/or volunteer presence at an event is not guaranteed and is determined on a case-by-case basis. Presence is usually based on the criteria presented above.
- Event presence on Houston SPCA’s website or social media is never guaranteed and is decided on a case-by-case basis.
- Houston SPCA will not share or sell its internal list of donors or supporters to our Third-Party Fundraiser hosting organizations.
- Houston SPCA will not send mail or e-blasts to constituents on behalf of third parties.
- The Third-Party Organizer will be responsible for all ticket sales, marketing and promotion of the events. Houston SPCA may assist in promotion, but on a case-by-case basis.

*Please note that all fundraising activities that involve use of Houston SPCA’s name or logo must be reviewed and approved in advance by Houston SPCA’s Marketing and Communication Department at Events@HoustonSPCA.org. Please allow 3-5 business days for approval.