San Diego Humane Society
Day of Giving

2022 VOLUNTEER TOOLKIT

YOU'RE INVITED!

Help us put the FUN in fundraising by participating in our seventh annual Day of Giving campaign. Read on for more information and tips, or visit sdhumane.org/register to get started today!

WHAT IS DAY OF GIVING?

Day of Giving (DOG) is an annual fundraising movement that unites our entire community to make an impact for animals in need by supporting the work of San Diego Humane Society. Thursday, June 30 will be our seventh annual Day of Giving, when we conclude and celebrate our collective fundraising efforts.

This year, we have an ambitious goal to exceed the success of previous years by raising $800,000 through this important fundraising campaign — but we can't do it without the support of our dedicated volunteers and staff!

WHEN IS DAY OF GIVING?

While DOG is celebrated on June 30, efforts to fundraise for our lifesaving work begin much earlier. Starting in April, volunteers and staff members can join teams representing their favorite programs and support them by fundraising through midnight on Day of Giving. Whether by email, social media, or an in-person chat, the easiest way to fundraise is by sharing your passion for helping animals with your friends, family and community. As the very best ambassadors of our work, volunteers and staff members have had amazing success each year, including raising more than $114,000 in 2021!

What's more? Every dollar you raise while participating in DOG will have TWICE the impact thanks to generous donors who will match up to $200,000 in gifts. With over 40,000 animals relying on us for help this year, your participation in Day of Giving is more important than ever. Please join the fun to help us create a more humane San Diego!

HOW YOU CAN HELP!

There are many ways you can get involved and support this exciting fundraising movement!

Join a Team

We encourage you to join the team of a program or area you feel a special connection to, and show your support by fundraising for it. This could be a department you already volunteer for, a program you want to explore or even team you just think could use a little extra support. All of our programs make a life-changing difference for animals, so choose the one that speaks to you! Visit sdhumane.org/register to join one of the following teams:

- Animal Care
- Behavior Center
- Community Engagement
- Foster
- Humane Law Enforcement
- Kitten Nursery
- Project Wildlife
- Veterinary Care
- General Support
- ECC El Cajon Campus
- ESC Escondido Campus
- OSC Oceanside Campus
- SDC San Diego Campus

Recruit Team Members

Just like kittens, raising money is better with a buddy! Ask others to join your team for some friendly competition. Bragging rights and prizes can be yours, but the animals will be the true winners!

Make a Donation

Making a donation to yourself will inspire others to support you, too! Not fundraising this year? Support your favorite program by making a gift on its team page at sddayofgiving.org.

Participate in a Fundraiser

DOG teams hold dozens of fundraising events, activities and sales each year. For upcoming opportunities to participate, visit sdhumane.org/fundraisers. To host your own fundraiser, view guidelines at sdhumane.org/tools, then contact your team captain for next steps.

HOW YOU CAN HELP!

Refer Community Partners

To give our entire community the opportunity to get involved, we are inviting local businesses to be part of our DOG fundraising efforts. If you own, work for or know of a business that might want to get involved, please refer them to Bobbie Barnes at bbarnes@sdhumane.org or 619-243-3401. You can also visit sdhumane.org/communitypartnerships to learn more.

Spread the Word

DOG is a collective effort — the more people involved, the bigger impact we can make for the animals in our community. Even if you aren't fundraising, you can help the animals by spreading the word about DOG! Visit sdhumane.org/share for sample messages and images to share on social media. Be sure to tag your social posts with #sddayofgiving.

SUPPORTING YOUR SUCCESS

To help make fundraising as easy — and fun! — as possible, we have tools to help you reach out to your networks, promote your participation and thank your generous supporters.

Your Participant Center

Registering for DOG creates your very own online fundraising dashboard, the Participant Center. You will be able to customize your personal fundraising page, send emails to potential supporters, set and track your fundraising goal, and connect your fundraising page to Facebook to make it easier than ever for friends and family to support you!

After you register, you can sign into your Participant Center anytime at sddayofgiving.org.

Templates and Tools

Visit sdhumane.org/tools for copy-and-paste social posts, branded graphics, a full Fundraising Guide and more! These tools can make fundraising easier, while still allowing you to tailor your messages for your family, friends and community.

Have questions? Need help? #TeamDOG is here for YOU!
dayofgiving@sdhumane.org