



# GIVE HUMANE

San Diego Humane Society's Day of Giving

## TEAM MEMBER GUIDE

This step-by-step guide is your road map to Give Humane fundraising success! Use the tips in this guide to help you get started, boost your fundraising, make an impact — and win some great prizes!

### STEP #1: SELECT A TEAM!

#### What Do You Want to Support?

You can select a program that's already near and dear to your heart — or maybe choose an area you want to get more involved in. All of our teams make a life-changing difference for animals, so choose the one that most speaks to you!

#### Give Humane Teams



Animal Care



Project Wildlife



Behavior Center



Veterinary Care



Community Engagement



El Cajon Campus



Foster



Escondido Campus



Humane Law Enforcement



Oceanside Campus



Kitten Nursery



San Diego Campus



General Support



### STEP #2: REGISTER NOW!

#### Ready to Get Started?!

Have fun, raise money and inspire compassion for the animals and people we serve by visiting [sdhumane.org/register](https://sdhumane.org/register).

Once you're registered, you will have access to your very own online fundraising dashboard called the Participant Center. There you can customize your personal fundraising page, send customized emails to family and friends, set your fundraising goal and so much more!

You'll be able to access your Participant Center by signing in at [givehumanesd.org](https://givehumanesd.org).

#### Pro Tip:

Bookmark your Participant Center for easy access!



## STEP #3: STRATEGIZE!

### Let's Get Planning!

Now that you have registered, start strategizing. Make a list of people you can ask to support your fundraising efforts, including:

- Family.
- Friends.
- Neighbors.
- Members of groups you belong to (book clubs, community groups, etc.).

Break your fundraising goal up into smaller amounts.

Want to raise \$100 (and earn your 2023 Give Humane shirt)? Try this:

1. Ask two family members to give \$25.
  2. Ask two friends to contribute \$15.
  3. Ask two neighbors to donate \$10.
- ... and you'll reach your goal in no time!



### Tell Your Story!

As part of the SDHS family, you probably have tons of stories about the work you do and the difference it makes. Share your unique personal experiences and why you support San Diego Humane Society to inspire others to give! If you're posting on social media or sending an email, include your own photos or choose one available at [sdhumane.org/tools](https://sdhumane.org/tools).

### Highlight the Impact!

Tell your friends and family what their gifts will help accomplish:

- More than **40,000** animals will be given safe shelter and a second chance.
- Nearly **13,000** injured or orphaned wild animals will receive care through our Project Wildlife program.
- **Thousands** of orphaned kittens will grow healthy and strong through our Kitten and Foster programs.
- San Diego County will **Stay at Zero** euthanasia of healthy and treatable shelter animals.
- Humane Law Enforcement Officers will respond to more than **20,000** animals in need.
- More than **2 million** pet meals will be distributed to families in need.
- ... and so much more!



# FUNDRAISING TIPS!

## Make the Ask!

Asking for support by phone, over email and on social media are all great ideas. Your Participant Center already has emails you can customize and send to your contacts. We also have sample social posts that you can find at [sdhumane.org/tools](https://sdhumane.org/tools). Give it a shot — you may be pleasantly surprised by who wants to support you!

## Fundraise on Facebook

Go to the “Home” tab of your Participant Center and click the “Connect Fundraiser to Facebook” button on the right side of your screen. This will link your personal page to Facebook and help jump-start your fundraising!



The image is a teal-colored graphic with white text. At the top, it says "REACH YOUR GOAL FASTER" in a large, bold font, followed by "RAISE MONEY DIRECTLY ON FACEBOOK" in a smaller font. Below this, there are three numbered steps: 1. Connect this fundraiser to Facebook. 2. Invite friends, share updates and collect donations on Facebook. 3. Keep track of your progress. The money you raise on Facebook will count toward your goal. At the bottom of the graphic is a white button with a blue Facebook icon and the text "Connect Fundraiser to Facebook".

Get the most out of your Facebook fundraising page by using the “Invite Friends” feature. You can also share your page to your News Feed or post updates, like donor shoutouts and stories of animals helped by San Diego Humane Society. This will keep your page fresh on everyone’s feed and inspire others to give!

## Mix It Up!

Most donations from social media are made via Facebook, but you can also ask for support on Instagram, Twitter, TikTok or even LinkedIn! Share a picture or video and message of your choice, or mix-and-match with the Give Humane branded graphics and customizable sample posts you can find at [sdhumane.org/tools](https://sdhumane.org/tools).



# FUNDRAISING TIPS!

## Follow Up!

Your family and friends want to support you, so be sure to follow up! People spend lots of time online and they WANT to help organizations that are doing good in the community! Posting regular updates about your progress for your friends and family — as well as to thank your donors — will ultimately encourage even more donations.

## Say THANKS!

Whether you do it through a handwritten card, via email, sending a text or by tagging someone in a social media post, don't forget to say thanks when you receive a donation. You can find a thank you email template in your Participant Center that makes this part quick and easy. Personal notes of any kind are always a great way to make your donors feel special.



## READY TO KICK IT UP A NOTCH?!

### Donate to Yourself!

Making a self-donation shows dedication to your cause and inspires others to give, too!

### Put the Self in Selfless!

Have a birthday or other special occasion coming up? Ask for donations instead of gifts!

### Host an Event!

Have a fun idea for an event? Let us know! You could host a trivia night, hold a yard sale or teach friends how to make a dish you're famous for!

### Get Crafty!

There are so many ways to raise funds for the animals. Love to bake? Are you crafty? Have a special talent or skill you can share? The possibilities are endless when you get creative!

### Use Your Tools!

Visit [sdhumane.org/tools](https://sdhumane.org/tools) to access sample social media posts, graphics and photos and find additional resources to help you successfully meet your fundraising goals!

### Reach Out!

Not sure what to do next or have a great fundraising idea you want help developing? Reach out to your team captains or #TeamDOG for support at [givehumane@sdhumane.org](mailto:givehumane@sdhumane.org).