GIVE HUMANE
San Diego Humane Society's Day of Giving

CAPTAIN'S TOOLKIT

Thank you for stepping up as a team captain and leading the charge for
Give Humane: San Diego Humane Society's Day of Giving this year!

By growing and guiding your team, you will make a huge impact on the success of this important campaign — not to mention a meaningful difference in the lives of the animals we care for and the people who love them! Here are tips to help you build a strong and engaged fundraising team that will be excited to participate in Give Humane!

STEP #1

Visit Your Participant Center!

First things first: Login on the Give Humane website to see your fundraising dashboard in the Participant Center. There you can customize your personal and team fundraising pages, set your fundraising goals, communicate with teammates, start your Facebook fundraiser, send emails to supporters, track your team's progress — and more!

LET'S GET READY TO FUNDRAISE!

STEP #2

Recruit Your Team!

Now it's time to build your team! Start by connecting with the colleagues and volunteers you regularly work with. Let them know you're a Give Humane captain and invite them to join you in fundraising for the department or program you're supporting!

Pro Tip: Consider reaching out to staff in departments without a specific fundraising team, including Admissions, Adoptions, Employee Engagement, Facilities, Finance, Guest Relations, IT, Licensing, Operations, Philanthropy & Communications and Volunteer Engagement.

Offer to help new team members get registered for Give Humane at givehumanesd.org. Share that their efforts could help them — and your team — win some great prizes! And be sure to thank them for making a difference for animals!

STEP #3

Get Them Started!

- Ask your teammates to log in to their Participant Center within three days of registering to set a fundraising goal and personalize their page!

- Tell your team about the awesome tools in the Participant Center, including emails that can be personalized and sent directly to their contacts.

- Encourage your teammates to link their personal fundraising page to Facebook fundraiser from their Participant Center. With a few clicks, their fundraising page will be shared with their friends and family, making it easier than ever to support our work — and win great prizes!

- Prompt them to use the sample social media posts, graphics, photos and more that can be found at sdhumane.org/tools to make it easy and fun to promote their fundraising efforts.

- Recommend that they post on social media once a week (or more!) Let them know their posts don't all have to be fundraising "asks." Sharing the impact of our amazing programs is just as important because it can lead to even greater support from friends and family!

- Remind your teammates to thank their donors! It's super important that our supporters are thanked in meaningful and thoughtful ways. We have email templates they can personalize in their Participant Center, but encourage them to get creative with their own "thank you" ideas!

STEP #4

Engage Your Teammates!

- Communication is key! Create a Facebook or WhatsApp Group to help your team stay connected, get organized and share fun ideas. This can be very helpful if your team is large, includes volunteers, or has teammates at different campuses.

- Send regular updates to keep your team excited! Share fun stories of success, update them about the team's fundraising progress, encourage healthy competition with other teams and more!

- Give shoutouts to those going above and beyond in their efforts and ask them to share their tips with the team!

- Gather your team to brainstorm ideas for fundraising. Be open to their ideas and suggestions to make it a fun, inclusive and supportive team environment!

Have questions? Need help or ideas?
#TeamDOG is here for YOU!
Reach out to us at
givehumane@sdhumane.org