

SAN DIEGO HUMANE SOCIETY

 WALK FOR ANIMALS

# Fundraising Guide

This guide is your toolkit for success. Use the tips provided to be inspired and start your fundraising off on the right foot. We are here to help you every step of the way! Thank you for helping Create a More Humane San Diego™ and happy fundraising!

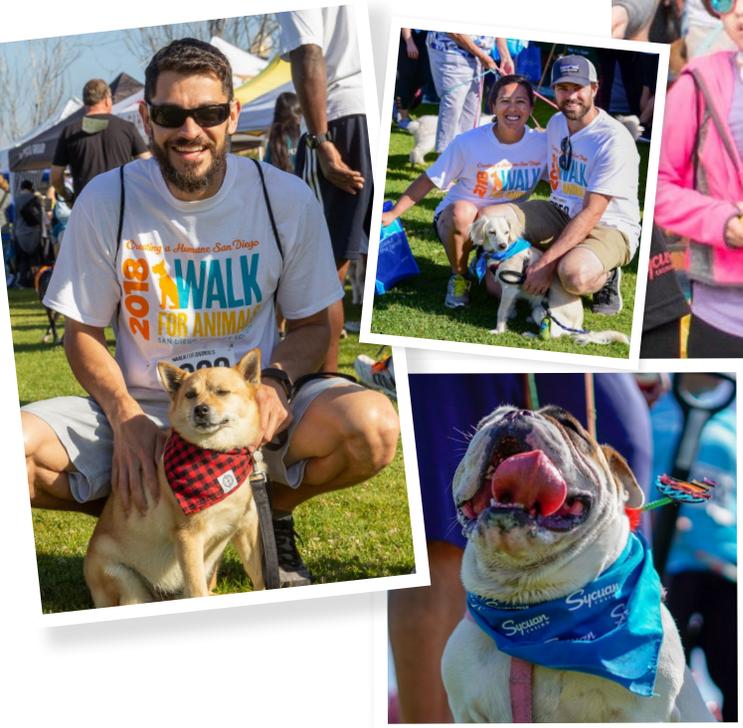


## START WITH YOUR PAGE!

When you register for Walk for Animals you will have access to your own fundraising page known as the Participant Center. Start by adding a photo that you like and share why you are participating in the Walk for Animals. From the Participant Center you can set your fundraising goal, use our prepared email and social media templates and so much more!

## DONATE TO YOURSELF!

It might seem strange to donate to your own fundraising page but making a self-donation shows dedication to your cause. Collect your loose change and skip buying your coffee for a few weeks. Even a small contribution makes a difference.





### MAKE THE ASK!

Decide who you will be asking to donate. To get started, make a list of people to ask for support, such as:

- Family
- Friends
- Neighbors
- Coworkers
- Members of groups you're a part of
- Businesses you frequent

Although asking for support in person or by phone is more personal, emails are also very effective. Send an email to all of your contacts; you may be surprised by who wants to support you! A mass email definitely works but individual emails will really stand out. To help you get started, we've provided a sample message on the last page of this guide and a ton of options in your Participant Center!

## SHARE WHERE THE MONEY GOES!

Tell your friends and family what their donations can provide, and they'll be more likely to help:

- **\$15** provides a microchip
- **\$30** provides a comfy bed and toy for one shelter animal
- **\$50** provides vaccinations for one animal
- **\$100** provides spay or neuter surgery for one animal
- **\$500** provides specialized medical treatments





### **SOCIAL MEDIA IS KEY!**

Sharing your story and fundraising goal in social media posts is a great way to get support. Most donations from social media are made through Facebook, but don't forget about Twitter, Instagram or even LinkedIn! Use the messages in your Participant Center to create personalized posts and link to your fundraising page. Posting regular updates about your progress for your friends and family will ultimately encourage even more donations.

### **ASK A FEW MORE TIMES!**

You probably feel like you're being a bother by reminding someone that you asked for a donation, right? **DON'T!** **Nearly half of the people you ask won't donate the first time.** In fact, we heard that the third time is the charm! Life gets in the way sometimes and a friendly reminder can be key! Make sure to provide updates on your fundraising goal so that people can see how close you are. Your family and friends want to support you - so don't give up!

## SAY THANK YOU!

Whether you do it face to face, through a hand-written card, via email, or by tagging someone in a social media post, don't forget to say thank you! You can find thank you emails in your Participant Center that make this part quick and easy. Don't forget a personal note to make your donors feel special. Remember, saving 50,000 animals this year would not be possible without generous donors, and of course - YOU!



*More ideas to put the Fun in Fundraising!*

## PUT THE SELF IN SELFLESS

Have a birthday or anniversary coming up? Or just want to honor a special pet in your life? Ask your family and friends to donate in lieu of purchasing a gift!

## MATCHING GIFTS

Many companies offer matching gifts to employees fundraising for an amazing cause. This is a great way to double the money you raise. Reach out to your Human Resources department and check with your friends and family to see if their company does this.

## THROW A PARTY OR A FUNDRAISER

Gather your friends and family and ask them to support your cause. Host a wine tasting night at home or dinner at a restaurant in exchange for a portion of the proceeds. For more information on ideas and opportunities, reach out to: [Rmarie@sdhumane.org](mailto:Rmarie@sdhumane.org)

## HOST A BAKE SALE

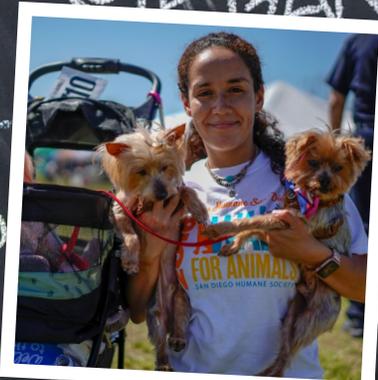
Whip up some tasty treats for work and encourage your coworkers to make a purchase!

## DOG PARK

Share your story with other pet lovers at the park you frequent most and ask them to support you or join your team!



LEARN MORE AT  
[SDWALKFORANIMALS.ORG](http://SDWALKFORANIMALS.ORG)





Dear

I'm excited to be participating in San Diego Humane Society's Walk for Animals. Although the event isn't for a couple of weeks I am already fundraising in support of vulnerable animals that rely on our community to give them a chance at health and happiness.

Will you support me as I work on behalf of the many animals that need our help? Your gift will help rescue animals in emergency situations, investigate animal cruelty, rehabilitate wildlife, feed and care for companion animals awaiting new homes and educate the community about responsible pet ownership.

You can make a tax-deductible donation online now by going to the Walk for Animals website and then searching for my personal page, or you can send your contribution to the address listed below. Your gift, whatever the amount, will have a positive impact on the animals that rely on San Diego Humane Society's care every single day.

On behalf of the many animals who will be touched by your kindness, thank you for your support!

If you would like to make a donation via check, please write my name and Walk for Animals on the memo line and make it payable to San Diego Humane Society.

Send it to:

San Diego Humane Society  
Walk for Animals  
5500 Gaines St.  
San Diego, CA 92110