



FUNDRAISING GUIDE

This guide is your toolkit for fundraising success! Use the tips provided to get inspired and be creative. We are here to help you every step of the way. Thank you for helping to create a more humane San Diego. Happy fundraising!



PERSONALIZE YOUR PAGE!

When you register for the Walk for Animals, you will have access to your own personal online fundraising dashboard known as the Participant Center. People will be more inclined to donate if they know why the Walk is important to you. Tell people why you're passionate about raising money for the animals at San Diego Humane Society. You can even post a photo or video of you and your furry friends! You can also set your fundraising goal, use our prepared email and social media templates, and so much more!

Tip: Participants who personalize their fundraising page are more likely to raise money because they are sharing why making a difference for animals is important to them.

DONATE TO YOURSELF!

The easiest way to jump-start your fundraising efforts is to be the first to donate! It's easier to ask for a donation if you can speak from experience, and it shows a dedication to your cause. Collect your loose change and skip buying takeout for a few weeks. Even something small will be impressive!





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:

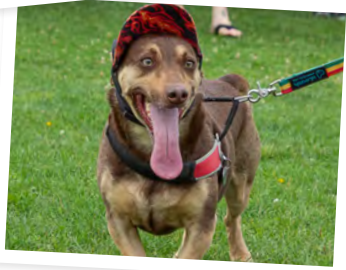
- Family.
- Friends (and friends of friends)!
- Neighbors.
- Co-workers.
- Members of groups you belong to.
- Businesses you frequent.

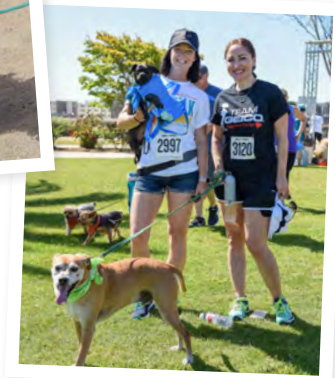
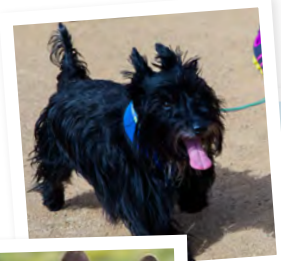
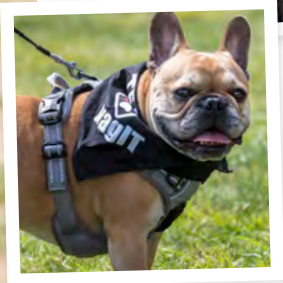
Although asking for support in person or by phone is more personal, emails are also very effective. Send an email to all of your contacts — you may be surprised by who wants to support you! A mass email definitely works, but individual emails will really stand out. To help you get started, we've provided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

HIGHLIGHT THE IMPACT!

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

- Every dollar raised makes a lifesaving difference for more than 40,000 animals who will rely on us this year.
- More than 30,000 homeless pets will have the chance to find new families.
- More than 13,000 wild animals will be cared for by our Project Wildlife program.
- Our Humane Law Enforcement officers will respond to more than 20,000 animals in need.
- More than 17,000 spay/neuter surgeries will be performed by our veterinarians.
- More than 3,000 fragile kittens under 8 weeks of age will find a safe haven through our Kitten Program, which includes the first 24-hour Kitten Nursery in the country.





SOCIAL MEDIA IS KEY!

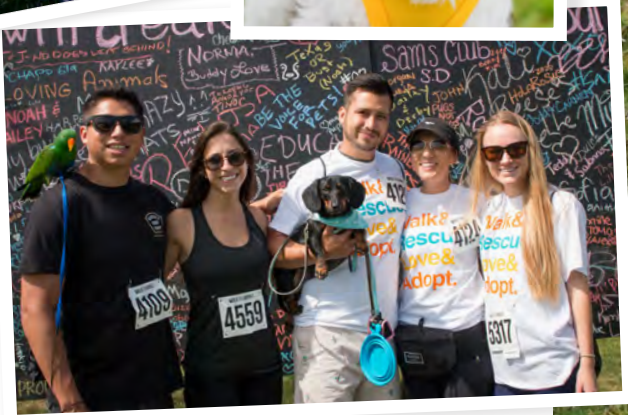
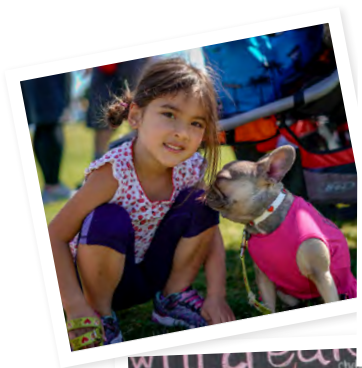
Sharing on social media is one of the best ways to get support! Most donations from social media are made through Facebook (we highly recommend starting a Facebook fundraiser!), but don't forget about Twitter, Instagram, TikTok and LinkedIn! Use the messages in your Participant Center to create personalized posts and link to your fundraising page. Post regular updates about your progress for your friends and family to encourage even more donations.

ASK A FEW MORE TIMES!

You probably feel like you're bugging someone when you remind them that you asked for a donation, right? DON'T! Nearly half of the people you ask won't donate the first time. In fact, the third time is often 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 — remember, saving animals feels so good — so don't give up!

SAY THANK YOU!

Whether you do it through a handwritten card, face to face, 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.



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 companies do 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.

HOST A BAKE SALE

Whip up some tasty treats for work and encourage your co-workers 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!

GET CRAFTY!

There are so many ways to raise funds for the animals. Are you crafty? Skilled at knitting dog sweaters? The possibilities are endless when you get creative!

For questions, info or more fundraising ideas, email walk@sdhumane.org or call **619-243-3493**.

LEARN MORE AT
SDWALKFORANIMALS.ORG

