

Fundraising Tips:

You will find that fundraising is easy and efficient when you have a goal and plan!

- 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.
- Set a fundraising goal and think big- the clearer you are about your fundraising goal, the more likely you are to achieve it! Share your goal with friends, family, and coworkers so that they can help you achieve it.
- Create a list of people to contact; include everyone you can think of. Ask the businesses you frequently visit for a donation- hair stylist, grocery store, dry cleaner, doctor, dentist, gym, coffee shop, favorite restaurant, etc. Most people love animals and are willing to help support a worthy cause. And if not, there are many people who will simply want to support you.
- Personalize the Pledge Sample Letter with details about yourself and the reasons you're walking - you might even want to include pictures of your pets! Remember your audience when you are crafting your letter - tailor it to fit friends, family, business owners, colleagues, etc. Consider enclosing a self-addressed, stamped envelope to make it easier for them to contribute (you'll find your response rate is much better). You can also use the Pledge Sample Letter to call contacts on your list which will provide an even more personal touch. **
- Check to see if your employer offers matching gifts. This is a great way to double the money you raise.
- Lastly, remember to send a thank you note or email when you receive a donation.

Fundraising Events & Ideas:

1. Change Jars and Bottles:

Keep change/donation jars or bottles in high traffic areas at work. One regular-size water bottle full of dimes adds up to \$100!

2. Fill a Boot for Homeless Pets:

Dig your galoshes out of the closet and put them to good use! Ask friends, family, and coworkers to help you fill it with donations for homeless pets.

3. Throw a Bingo or Board Game Party:

Prizes can be silly! Get them donated or find knick-knacks you don't mind parting with. Charge an entrance fee to play. Remind guests it's for a good cause.

4. Host a Wine & Cheese party:

Gather an assortment of wines and cheeses. Invite your friends and family over for a special party for \$20 per person.

5. Host a Fun Food Fundraising Event:

Host a Chili Cook-Off, Cookie/Cake Baking or Guacamole Contest. Sell tickets for \$5 each for a vote for the tastiest item and raise funds at the same time! Food is a great way to raise money, especially with hungry co-workers.

6. Garage/Yard Sales:

Clean out your closets and garages and do a weekend sale.

7. Host a Fundraising Night at a Restaurant or Bar:

Many restaurants and bars have fundraising programs for charities.

8. Create a game tournament:

Pick a favorite board game and invite friends and family to play in your tournament. Create teams and entry fees that will go towards your fundraising. Have a grand prize for the winner as an incentive to participate.

The Internet is filled with creative and easy ideas to fundraise. Take a bit of time to research even more ways to fundraise than in this packet. Ask others for ideas as well.

The more creative you can be, the more opportunities you have to reach and exceed your fundraising goals!

Remember, you can't raise money to help the animals if you don't ask for support. Be proud of what you're doing and your supporters will be proud to help you 😊