

Tips for Successful Fundraising

Central Vermont Humane Society's 2018 Walk for Animals



We appreciate your commitment to help the animals and families of our community. CVHS relies on generous donations and participation from people like you. We simply can't do it without you. Thank you!

Each dollar from you and your family and friends will help to save hundreds of homeless animals. It will enable us to provide shelter, medical treatment, exceptional care and behavioral training, and to find new, loving adoptive families for these precious animals.

Fundraising is not only good for the animals, but it can be fun too! Please take a few minutes to review this guide for tips and ideas to help you reach your fundraising goals. If you have questions or need support, please visit <https://centralvermonthumane.org/2018/03/walk-for-animals2018/>.

How to raise \$500 in 5 days!

Day 1 – Sponsor yourself with a donation of \$50. If people see that you are willing to donate to your own cause, they are more likely to donate than not.

Day 2 – Ask 3 of your family members to sponsor you for \$50

Day 3 – Ask 5 friends to sponsor you for \$20

Day 4 – Ask 5 co-workers to donate \$20 each

Day 5 – Ask 10 other people to donate \$10 each

Fundraising Preparation

You will find that fundraising is easier and more successful when you have a goal and plan. Think about your strategy before you begin.

- **Set a fundraising \$ goal.** Aim high and motivate yourself and your donors. (Imagine what we could do for animals if everyone raised \$500 or more!)
- **Create a list:** Put together a list of everyone you could ask and how you might do that (i.e. email, social media, personal letter, in person)

Tips for asking for donations

- **Ask early and follow-up.** People may need time to get you a check or to visit the website to donate. And some people may need friendly reminders.
- **Share your story** about why you want to help animals and why CVHS is important. People give when they are moved to care.
- **Carry CVHS brochures or handouts** with you.

- **Tell everyone about the Walk.** The more you share your participation in Walk for Animals with those around you, the more people will be aware that they can contribute to your efforts and to this important cause.
- **Ask your company for support:** Many workplaces offer a matching gifts program to match employee donations. Check with your Human Resources (HR) department to see if this program exists in your workplace. Use this program to double the money you donate to your own campaign. If you receive donations from coworkers, ask them to take advantage of the matching gift program.
- **Hold creative fundraising events** with your friends or co-workers.
- **Prepare and send a thank you note** to your supporters.

Online Fundraising

Create your personal online fundraising page at <https://give.classy.org/2018WalkforAnimals>

- **Enter your fundraising goal.** You can always go back and adjust your goal. Aim high!
- **Personalize your information,** include why you are participating in Walk for Animals and what it means to you.
- **Choose a donation deadline** to ensure all funds reach you before the event.
- **Email the link** for your fundraising page to friends, family, colleagues, local businesses, clubs, etc.
- **Post your link to your social media** pages such as Twitter, Facebook and blogs to let your online network know about your participation in Walk for Animals and how to help.
- **In your personal email signature, add a note about your participation.** Everyone who receives an email from you will see that you are participating in the Walk and will have a link to your fundraising page.
- **Check your webpage to see who has donated.** Send thank you notes to these individuals.
- **Update your page often** to keep people checking back.

Not an online person? No problem

Letter, email, and in-person asks are also effective ways to gain support. Use the paper pledge sheet and return it along with any checks or cash donations at the Walk. We encourage you to mail or deliver all checks and cash to CVHS by 2:00 pm on June 1 – but you can also bring donations to the event on June 2.

Can't attend the June 2nd Walk? Be a virtual fundraiser!

You can still collect cash, checks and online donations. Just drop off your funds along with any paper pledge sheets at the CVHS Adoption Center by 2:00 pm on June 1. Your donations will be added into the grand total for the event. If you collect a lot of donations, you could be in the running for a prize for top fundraiser.