

# Tips for Successful Fundraising

## Central Vermont Humane Society's 2019 Walk for Animals



We appreciate your commitment to help the animals and families of our community.

Each dollar that you raise will help to save hundreds of homeless animals. It will enable us to provide shelter, medical treatment, exceptional care & 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.

Please visit <https://centralvermonthumane.org/2019/01/2019-walk-for-animals-is-may-11/> if you have questions.

### Suggestions for easy ways to raise \$500!

|   |              |
|---|--------------|
| Sponsor yourself with a donation of \$50. If people see that you are donating to the Walk, they are more likely to support you. | \$50         |
| Ask 3 family members to sponsor you for \$50 each   | \$150        |
| Ask 5 friends to sponsor you for \$20 each  | \$100        |
| Ask 5 co-workers to donate \$20 each  | \$100        |
| Ask 10 other people to donate \$10 each   | \$100        |
|   | <b>\$500</b> |

## 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!
- **Choose a deadline** to ensure all funds reach you before the event.
- **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)

Optional tools [on our Walk website](#) that you might find helpful:

- Paper pledge sheet
- Walk handouts

For a Walk brochure – contact [Linnea@centralvermonthumane.org](mailto:Linnea@centralvermonthumane.org) 802-476-3811 x110

## 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.
- **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.
- **Double your money with Employer Match:** Many workplaces match employee donations. Check with your Human Resources (HR) department to see if your company will match your gift and any made by your co-workers.
- **Hold creative fundraising events** with your friends or co-workers.
- **Prepare and send a thank you note** to your supporters.

## Online Fundraising

Go to <https://give.classy.org/CVHS-2019-Walk-for-Animals> to create your personal online fundraising page.

- **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.
- **Email the link** for your fundraising page to friends, family, colleagues, local businesses you patronize, clubs you belong to, anyone you have a connection with, 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 online fundraising page frequently to see who has donated.** And be sure to send a prompt thank you note to each donor.

## Not an online person? No problem

Letter, email, and in-person asks are also effective ways to gain support. Use the paper pledge sheet which you [can download from our website](#) or pick up copies at the shelter. You can turn it in along with any checks or cash donations at the Walk – or we encourage you to mail or deliver all checks and cash to CVHS by 2:00 pm on May 10 to be entered into our Early Bird Raffle.

## Can't attend the May 11<sup>th</sup> Walk? Be a virtual fundraiser!

You can still make a difference by collecting cash, checks and online donations even if you can't be at the event. If you want to do online fundraising you can get started here: <https://give.classy.org/CVHS-2019-Walk-for-Animals>