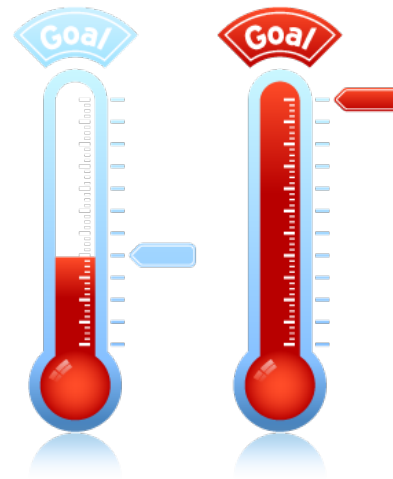

FUNDRAISER 101



Getting started is the hardest part!

Dear Future Client,

We want to start off by congratulating you in taking this step on moving forward in this journey. While raising funds you're also bringing awareness to your cause and helping educate the millions of people who don't particularly know about your cause. Many of our clients have never fundraised or even thought about starting on this journey as a financial source for their service dog. So where to start.....?

About 80%-90% of our clients do fundraising, it's a very successful way to raise funds for your new service dog.

The very first thing you want to do is get your “team” together this team is a group of people who will help you get the word out about your different fundraising events, sales or activities. A lot of the times these teams consist of family members, friends, neighbors, church groups, school groups etc... You’re going to need all the help you can get, and by having people who already know what you go through on a daily will help tremendously. Don’t be afraid to ask for help now when you’ll need it! They may have new ideas to bring to the table, and that’s always a huge help in diversifying your fundraisers.



THINK SHARE, SOCIAL MEDIA & WORD OF MOUTH!

Most of the time you’ll need to do more than one fundraiser and that’s okay because there are different types of fundraisers available. For example you can have an online fundraiser going while you’re having a bake sale, car wash, event etc... So the more ideas you have to work with the better! When evaluating ideas of possible fundraisers keep in mind the cost of the event vs the profit. As the old saying goes you’ll need to spend money to make money but you always want to make sure your budget is used wisely. You’ll want to be as creative as you can be with the fundraisers and get specific on what would work best in your area.

Fundraising should help bring attention to the cause, educating people on how your life has been impacted by Autism, Diabetes or Epilepsy etc... Will help them understand what you and others go through on a daily basis. For example a parent of a child with seizures lives in fear of their child having a seizure in the middle of the night when they’re alone. Or a person who’s had diabetes all their lives and has now become unaware of their highs and lows. Last but not least someone who is on the spectrum and wants the companionship of

**" I thought I
could never
afford a
service dog"**

**-Heather
Champion**

their service animal to feel safe and connect to the world in their own way. By bringing awareness to your fundraiser you’re also bringing awareness to the cause overall and helping people see things in a new light.

Adding information on how their donation can help is a good way to make the donor feel great about what they are donating. For example someone who’s fundraising for a diabetic alert dog may say that their service dog will be able to alert them of dangerous blood sugar changes 15-20 minutes before the meter is able to pick it up. Someone fundraising for a seizure service dog may say that their service dog will be

able to get them help in an event of a seizure when they’re unaware of their surroundings. Lastly someone fundraising for an autism dog might put that their dog will help them to prevent or stop self-harming. This way the donors can have an idea of what exactly they’re donating towards. You may do a poster on how the service dog can help you.

PROJECT WINSTON WAGGS & HUNTER

Community Comes Together For Jake and Heather Miley's Hope



Naming your fundraiser is a great way for people to keep track of your events. You can do posters or signs such as raising funds for Sam's' Autism (Diabetic, Seizure etc...) service dog or Help bring Jake and Heather together. You'll want your fundraiser name to appear on everyone of your events, so people can keep track of events and fundraisers. If you're planning on doing any fundraisers with goods such as wrist bands, t shirts, memorabilia etc.. You'll want to make sure to include you fundraisers name in it.

Make it personal! Adding names faces and places helps a ton to visually make an impact. Most of us would love to help out anyone in need especially if their local to our community. Telling your story should be unique and from the heart. People can relate a lot more to someone they have personally seen, been in contact with, or know.

Spreading the word is also easier when someone knows you and what struggles you go through on a daily basis.

Think about every outlet you can if your neighbor knows how to make an awesome cheesecakes and she's willing to donate one raffle it off! Or your best friend's husband has an old set of golf clubs, bowling ball, etc....Remember every dollar helps! Always be grateful for every contribution you get whether it's someone's times, donation, talent, or money.

These are just some idea's we've put together hit the internet, ask family and friends what else they can think of for successful fundraisers. Look around at what fundraisers have been successful in your area. The hardest thing is starting once you've started don't quit till you've reached your goal! Feel free to contact us if we can be of any help in your journey.

Best of luck!

-L.S.D Team

Loyalty Service Dogs

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www.loyaltyservicedogs.com

Here's a quick list of potential fundraisers you can get started on!

1. Online is a great place to start! Set up an account to receive online donations, here are some helpful suggestions: [Gofundme.com](https://www.gofundme.com) [Giveforward.com](https://www.giveforward.com) [Youcaring.com](https://www.youcaring.com) [Fundly.com](https://www.fundly.com)
2. Create a social media to help spread the word about what you are raising money for. Don't make it negative, you don't want to put the wrong impression on anyone who might be interested in donating.
3. Getting rid of your old stuff just got easier, have a yard sale to raise some funds. Make sure to let your community know what the cause of the yard sale is and we are sure you will get lots of supporters stopping by.
4. Being involved in your community is about to pay off. Ask your community for support in making a car wash, bake sale, tournaments, etc. Every town and city is unique and there are many different tournaments you can start depending on where you live. Example: If I lived in Las Vegas I would put together a poker tournament and if I lived in Hawaii I would put together a surfing competition.
5. If your child attends school, therapies, or any other program see if they can put together a fundraising committee.
6. Getting your family involved can be a great way to raise funds, ask if they would promote fundraisers wherever they live. Preferably ask family members that live in a different city or state than you.
7. If you are willing to invest money into your fundraising, selling things such as smencils, cookie dough, chocolates, etc. can help make a profit of 50%. Here is a useful website to get you started: [Easyfundraisingideas.com](https://www.easyfundraisingideas.com)
8. Reach out to friends and family that own businesses and ask if they are willing to help out. It would be a great way for them to solicit their customers and help you out at the same time.
9. Contact your local newspapers, TV, and radio. Ask if they are willing to donate a news story for a good cause like this.
10. Contact local clubs such as Lions Club, AMBUCS, Rotary Clubs, and Churches.
11. Put together a video to tell your story, some of the most successful fundraisers have started off with telling their story through a video and really connecting with people.
12. Make a blog so people can follow your story and see where your at in the progress.
13. Use the companies logo so they know where the money you're raising is going to.