

Fundraising Tips:

You will find fundraising 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 it, 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. Many people will support you.
- Personalize the Pledge Sample Letter with details about yourself and your pets - you might even want to include pictures of your pets! Remember your audience when crafting your letter - tailor it to fit friends, family, and colleagues. Consider enclosing a self-addressed stamped envelope to make it easier for them to contribute. You can also call contacts on your list, providing 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.

Remember, you can only raise money to help the animals if you ask for support. Be proud of what you're doing, and your supporters will be proud to help you.