



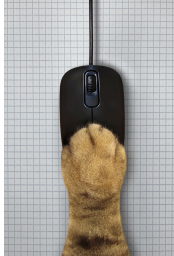
FUNDRAISING TOOLKIT TO START YOUR OWN CAMPAIGN

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Get Started Today!

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Tails of Hope, Inc. is a non-profit 501(c)3 public charity and all donations are fully tax deductible to the extent required by law. Tails of Hope's federal tax ID number is: 81-1070254





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INTRODUCTION

This toolkit will help guide you in your personal fundraising journey to support the lifesaving programs at Tails of Hope (TOH) with ideas you can implement any time of the year.

YOU can help stop suffering before it starts by investing in the Root Cause of pet suffering and abandonment at the lowest cost to the community.

**YOU CAN
BE A HERO**
FOR PETS & FAMILIES
IN OUR COMMUNITY!



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Start Your Own FUNdraiser Toolkit | 2



SOCIAL MEDIA FUNDRAISING IDEAS

- **Start your own GoFundMe:** Get started in just a few minutes with the #1 crowdfunding platform: gofundme.com.



- **Start your own Facebook Fundraiser:** Facebook fundraisers make it easy to support causes that are important to you. Quickly spread your story to build momentum and raise more money. Start at facebook.com/fundraisers





SOCIAL MEDIA FUNDRAISING IDEAS

SOCIAL MEDIA IDEAS, CONTINUED

- **Do a Fundraising Livestream:** Play video games, perform an act, host a cooking lesson, or do a Q+A! Get creative with entertainment for your viewers, and encourage them to 'tip' at different points in the livestream. The more they donate, the crazier the livestream will get! A great platform for this is Twitch.
- **Instagram Fundraiser:** Post graphics educating people (for example, about tipped ears of community cats) on your Instagram story and ask people to ('tip') donate. Repost the story and tag the donor over the gift they made!





CHALLENGE EVENT FUNDRAISING IDEAS

- **Create a Challenge for yourself:** “For every \$___ donated, I will ___!” This could be running a mile, sending a compliment, doing a pushup, ANYTHING! Combine the love for your pets in your activities!
- **Dime Challenge:** Fill up a 16 ounce bottle with your family’s change. One empty 16 ounce bottle, filled up with dimes, equals \$100!
- **5-5-5 Challenge:** Start your own challenge using the number 5. Do something crazy like 500 pushups in a day, or run a 5k. Once you’re done, donate \$5 to Tails of Hope and then tag 5 friends to do it, and have them donate \$5 once they’ve completed the challenge. Have them tag 5 more people, and watch magic unfold (You can do a 10-10-10 campaign too!)

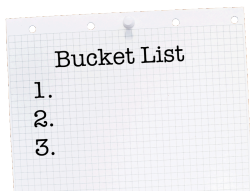




CHALLENGE EVENT FUNDRAISING IDEAS

CHALLENGES IDEAS, CONTINUED

- **Crazy Haircuts for Cats (or dogs):** Convince a person to shave their head or dye their hair if you hit a certain fundraising goal – or better yet, do it yourself!
- **Donation for a Vote:** Create 3-5 options of silly, crazy things for you (or a friend) to do. Encourage your family and friends to donate and vote on which activity they want you to do!
- **Create a Bucket List:** What have you ALWAYS wanted to do, but just haven't gotten around to? Tackle one or several things on your bucket list and have your peers donate to support you.





LIVE EVENT FUNDRAISING IDEAS

- **Dine-to-Donate:** Invite your friends and family to join you for your own Dine-to-Donate type event in honor of your four-legged family members. Ask each attendee to leave an additional 'tip' and make a collective gift to Tails of Hope.
- **Garage Sale:** Sell old/unwanted things and donate all the money to Tails of Hope! Encourage people to donate their stuff, or come by and shop! (Or, share the **Wish List** from our website and ask people to donate items they may have!)
- **Cat or Dog (Rubber Duckie) Race:** Buy a ton of cat rubber duckies on the Internet, and let donors 'adopt' one for a fee. Once each cat or dog rubber duckie has a person, head to your local river/creek and race them!

Livestream it –
whoever's "duckie" wins,
reward them with a prize!





ARTISTS FOR ANIMALS FUNDRAISING IDEAS

- **Create, Bake, Make & Sell:** Handmade and homemade jewelry, baked goods, stickers, etc.! Ship or drop them off at customer's houses, and donate the proceeds to Tails of Hope!





IN-KIND WISH LIST FUNDRAISING IDEAS

- **Collect Donations from our Wish List:** We are always in need of in-kind donations for everyday essential items for our clinic.
 - Host a Collection Drive at work!
 - Host a Collection Party at home!
 - Order items online and have shipped directly to Tails of Hope!
 - You may even have some of these items at home that you are not using but we can!
 - If you have items to donate but no transportation, please call our clinic at 724-346-4673 to arrange a pick-up.

SCAN
ME! >>



OR GO TO THE
DONATE PAGE ON
OUR WEBSITE TO
SEE THE FULL LIST
OF NEEDED ITEMS

TailsOfHopeWPA.org



MORE FUN FUNDRAISING IDEAS

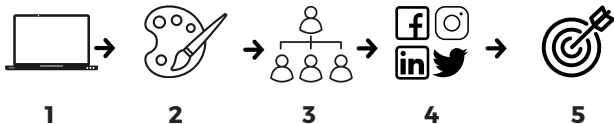
- **Recycling Campaign:** Ask your neighbors to leave their recyclable bottles on their porches once a week. Pick them up, turn them in to your local recycling center, and donate the money to Tails of Hope for our lifesaving programs!
- **Get Sponsorships:** Reach out to your employer or other businesses and ask if they will match donations for a certain time/up to a certain amount! This will encourage your donors and co-workers to donate, knowing that they will be doubling their impact.
- **Make a Birthday Wish:** Ask for donations to your fundraising page in place of gifts this year!
- **Small Jobs for Donations:** Ask around your neighborhood and let them know you're willing to shovel snow, babysit, or whatever you can do in exchange for a donation. Once they know about the cause, they may donate more!



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online

TIPS FOR SUCCESS



1 Create your event and set your personal goal!
Keep it realistic!

2 Personalize your posts, emails, or other as much as possible. Add a photo, tell your story, and talk about your experiences with TOH.

3 Directly call, text, or email at least 5 family members or friends. Tell them why you're fundraising and ask them to make a donation and to share with at least 5 of their friends!

4 Share on your Social Media and ask your followers to support you! Post pics & videos.

5 Reach your goal, thank donors, and celebrate!
Your success leads to happier, healthier pets staying together with their families, which changes lives "fur-ever."



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Pro Tip:

All social channels are good channels. Your network on Facebook will be vastly different from your network on LinkedIn, so don't be shy about sharing on all social media platforms!

SOCIAL POST TIPS

In addition to emails, you can use social media to expand your communication outreach. You can reach people who fall outside of your inner circle.

- Follow Tails of Hope on social media for posts that you can share!



facebook.com/tailsofhopewpa/



linkedin.com/company/toh-wpa

- Don't 'fur-get' to tag us @tailsofhopewpa
- Use hashtag #sPayItForward
- There are lots of resources on the TOH website you can link to your posts and/or download and share!



tailsofhopewpa.org





THE FINE PRINT

- All costs—like renting space, catering, decoration, etc.—must be covered by the organizer. Tails of Hope will not reimburse organizer for any costs.
- The organizer of the event is responsible for all sales tax requirements and obtaining all necessary permits, licenses or insurance.
- The organizer agrees to hold Tails of Hope harmless from all claims and liabilities in any way related to the event.
- The event organizer may not keep any portion of the proceeds as profit or compensation.
- The event organizer may not set up a temporary bank account in Tails of Hope's name, as this is illegal.
- All third-party events must be publicized and conducted in a manner that makes it clear that Tails of Hope is the beneficiary, not the sponsor or host of the event.
- Promotional materials must clearly state that the event is raising funds that will benefit Tails of Hope (e.g. "proceeds benefit Tails of Hope").
- You may not require or otherwise pressure your team to donate or support your fundraising.
- All event materials that include Tails of Hope's logo, including, but not limited to, advertising, press releases, posters, flyers, t-shirts, and public service announcements, must be reviewed and approved by the TOH at least 4-weeks in advance of distribution. All materials must be sent to: contactus@tailsofhopewpa.org for review. A response will be provided as soon as possible.
- DO NOT provide a donation receipt yourself or imply that anyone donating can claim a tax write off. Tails of Hope will provide all appropriate donation acknowledgment letters.
- DO NOT create any giving program that involves purchasing Tails of Hope products or services.
- Cash donations are PROHIBITED for third-party fundraisers (including Venmo, checks, cash, credit cards and the like). All funds must be donated directly to Tails of Hope via Tails of Hope website or another method as organized in conjunction with the TOH team.



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FAQS

- **Where does the money go?**
 - Funds donated to Tails of Hope through your campaign can be 'ear-tipped' (designated) for the lifesaving program of your choice. Learn more about our non-profit and programs at: tailsofhopewpa.org. If no particular program is indicated, gifts will go towards General Funding.
- **Is my donation tax-deductible?**
 - Yes, Tails of Hope is a non-profit 501(c)3 public charity (EIN 81-1070254) and all donations are fully tax deductible to the extent required by law.
- **Will each of my donors get a receipt?**
 - Each donor who makes a donation on our website will receive a donation receipt sent to the email they provide online. Your contacts can make the gift 'in honor' of you and you will also receive notice of their gift.





ABOUT TAILS OF HOPE

As **THE FIRST & ONLY NON-PROFIT SPAY/NEUTER CLINIC** in Mercer County, PA, Tails of Hope (TOH) has served over 16,000 animals from Western PA & Eastern OH since its doors opened in 2017 - 2024 to honor the legacy of love of animals and service to the community of Thomas M. O'Brien (1947-2011).

OUR VISION:

TOH believes the world would be a better place when it values and ensures the well-being of companion animals, treating them with kindness and compassion.

OUR PURPOSE:

TOH exists to address the Root Cause of pet overpopulation and the reason many animals are homeless or enter shelters in the first place.

OUR MISSION:

TOH serves as an active member of a lifesaving community by addressing the Root Cause of pet over-population through low-to no-cost Spay/Neuter programs, TNR (Trap-Neuter-Return) programs & supporting other animal welfare organizations while bringing awareness to animals in need.

