



PEOPLE HELPING PAWS DOG RESCUE

FUNDRAISING GUIDE

Tips and inspiration for donation drives and fundraising



Welcome, and thank you for supporting PHPDR!

This DIY Fundraising Guide is designed to help you in raising vital funds or gathering resources to help us in our work caring for homeless dogs, treating sick and injured dogs, and supporting dog owners in need through our pet pantry.

Your support is essential to our mission. PHPDR runs entirely on the generosity of our community, volunteers and supporters, so believe us when we say **THANK YOU! for helping us and our four-legged friends.** We could not do this without you!

BEFORE YOU GET STARTED



- **Contact us for feedback and questions:** If you have any questions, feel free to reach out! We're here to help. You can contact us via email at dogs@peoplehelpingpaws.org or through [Facebook](#).
- **Notify Us About Your In-Person Fundraiser:** If you're planning an in-person event, please let us know so we can support and celebrate your efforts! After the event, send us an email or message with the following details:
 - The title of your fundraiser
 - The amount raised
 - Photos from the event
 - Names or tags of people to include in any social media posts
 - Permission to post: Let us know if we can share your event and photos on our social media to inspire others!
- **Online Fundraising:** For quick and low-effort ways to raise funds, use our online donation tools:
 - Givebutter: Just like GoFundMe, you can create a personalized fundraiser page or event link to share that's connected directly to PHPDR.
 - Meta (Facebook/Instagram): Setting up a fundraiser is fast and easy, with direct connections to our organization to simplify the donation process.

TIPS FOR FUNDRAISING

- **Make the First Donation.** Start your campaign by making a donation yourself. Even a small amount sets the tone and shows your commitment to the cause.
- **Reach Out to Close Friends and Family.** Identify 5-10 of your closest friends and family members to personally ask for donations. Share why the cause is important to you and follow up if needed. Personal requests are often the most effective!

- **Include Multiple Ways to Donate.** Make it as easy as possible for people to give. Include all of our donation options in posts on Facebook Fundraisers or texts and emails:

Online donations: www.givebutter.com/phpdr

Venmo: @PHPDR

PayPal: @PeopleHelpingPaws

Mail checks to:

PO Box 6701,
Jefferson City, MO
65102

- **Share Personal Stories and Photos.** Explain why this mission matters to you. Include photos that resonate—if you're fundraising for a specific dog, or pictures of your own dog work wonders.
- **Set a Realistic Goal.** Choose a fundraising goal that feels achievable. Hitting your goal builds momentum and confidence, and you can always increase the target later if needed.
- **Show Gratitude.** Thank your donors promptly and personally. Whether through a handwritten note, an email, or a public shoutout, acknowledging their generosity goes a long way.





FUNDRAISING IDEAS

- **In-Honor or In-Memory Fundraiser.** Dedicate your campaign to someone special. Whether it's in memory of a loved one or in honor of a pet, teacher, or friend, this adds a personal and meaningful touch.
- **In-Lieu-of Fundraiser.** Instead of gifts for your birthday, anniversary, or another event, ask friends and family to donate to your campaign. This swaps material presents for something with lasting impact.
- **Make It a Competition.** Challenge others to match your donation or compete with friends and family to see who can raise the most. Friendly competition adds excitement and engagement.
- **Create Something for Your Donors.** Tap into your hobbies! Whether it's baking cookies, painting, crafting, or even writing a personalized thank-you poem, offer a small token of appreciation to those who contribute.
- **Promise Something Fun or Unusual.** Agree to do something out of your comfort zone, if you reach your goal: sing a silly song, shave your head/beard, take on a physical challenge, or even ride a roller coaster. Be sure to share photos or videos when you follow through!
- **Host a Small Event.** Organize a virtual or in-person gathering. It could be a trivia night, a bake sale, or a yoga class, with proceeds going to your fundraiser.
- **Share Updates and Progress.** Keep your supporters in the loop. Post updates on your progress, celebrate milestones, and show them the difference their donations are making.



DONATION DRIVES

We are always in need of dog food and supplies to care for our foster dogs and stock our pet pantry!

To get started:

- Contact PHPDR to coordinate a pick-up or drop-off. All donations must be delivered or picked up locally in Jefferson City, Columbia and surrounding areas.
- Use PHPDR's pet food drive flyer and social media graphics to spread the word!

A few tips:

- Bring your own bins to collect donations (PHPDR does not provide them for you).
- Only collect unopened, unexpired pet food in its original packaging.

Questions? Email Jimi at dogs@peoplehelpingpaws.org.

SAMPLE MESSAGE

Use this template to get started!

I'm raising funds for @People Helping Paws Dog Rescue, and I am asking you my friends and family for support. This cause is close to my heart because...*share why you care about our work--e.g. "I adopted my dog from PHPDR" or "I believe every dog deserves a second chance"*.

PHPDR is a bully breed and pups in need rescue and pet pantry in mid-MO. Our mission is to reduce the number of dogs needlessly euthanized in Missouri by providing community support to help keep pets in loving homes and fostering bully breeds and medically needy dogs to prepare them for adoption into loving homes. Every donation, no matter the size, helps them provide veterinary care, food and supplies to dogs in need.

Donate through my fundraiser page here or directly with the note "*Fundraiser Name*" to:

Venmo: @PHPDR

PayPal: @PeopleHelpingPaws

Online: givebutter.com/PHPDR

FAQS

Are donations tax deductible?

People Helping Paws Dog Rescue is a registered 501(c)(3) nonprofit organization, which means that your donations are tax deductible to the full extent of the law. Be sure to save your receipts or confirmation emails for tax purposes.

What if my or a supporter's company offers matching donations?

If you or your supporters work for an employer that matches charitable contributions, be sure to notify us at dogs@peoplehelpingpaws.org. Once we have received the payment we'll note it toward your overall contribution!

Need help?

If you need help or have questions for fundraising, please reach out to Jimi at dogs@peoplehelpingpaws.org. She can provide you with any guidance and support!

Thank you!