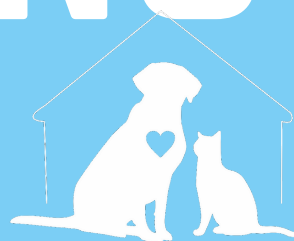# FUNDRAISING GUIDE

WASHINGTON AREA
HUMANE SOCIETY

# WELCOME,
# PAWSOME SUPPORTER

## THANK YOU FOR SUPPORTING THE WASHINGTON AREA HUMANE SOCIETY!

You are the cat's meow! Without you, the WAHS would not be able to continue caring for Washington County's orphaned and abused animals.

As an organization 100% community supported, we can't thank you enough for supporting our animals through fundraising!

Inside this guide are a few fundraising ideas to get you started. We encourage you to utilize these but hope you will introduce your own ideas as well.

Remember, anything is paw-sible!

-Taylor Duda
Director of Development, WAHS

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# FUNDRAISING TIPS TO GET YOUR TAIL WAGGING

## TELL YOUR STORY.

Your story is the first thing people will see when visiting your fundraising page, so your goal is to make it as impactful as possible. Pull at those heartstrings!

## MAKE THE FIRST DONATION.

No one likes to be the first at anything! Make the first donation to your page to build some momentum and show others how committed you are about saving lives.

## START CLOSE TO HOME.

Ask 5-10 of your closest friends and family first. They're more likely to donate than anyone else.

# FUNDRAISING TIPS TO GET YOUR TAIL WAGGING



## SET A REALISTIC GOAL... THEN RAISE IT!

Make your first goal one that you KNOW you can reach. People are more likely to donate when they feel you can reach your goals. You can always raise the goal later!



## DON'T MAKE EVERY POST AN ASK.

Make sure to share pictures, positive messages, and thank you's in between asking for donations.



## GET YOUR TAG ON.

Make sure to tag the people you are thanking. This way, their donation will be seen by more people.

# E-MAIL FUNDRAISING

## EMAIL YOUR CLOSEST FRIENDS ONE AT A TIME

keep things personal and from the heart.

## INCLUDE PHOTOS

in the body of your email instead of attaching them.

## BE BRIEF

in your message. Short and sweet.

## INCLUDE THE LINK TO YOUR FUNDRAISING PAGE

at the very top of the message. Also include it at the very bottom.

## ALWAYS INCLUDE A P.S., AND ASK FOR DONATIONS HERE

some people will only read the P.S., so make it good!

## FOLLOW UP

life is crazy so send a reminder.

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# MORE IDEAS!

## IN HONOR
Celebrate a pet or someone you love by supporting a great cause!

## IN MEMORY
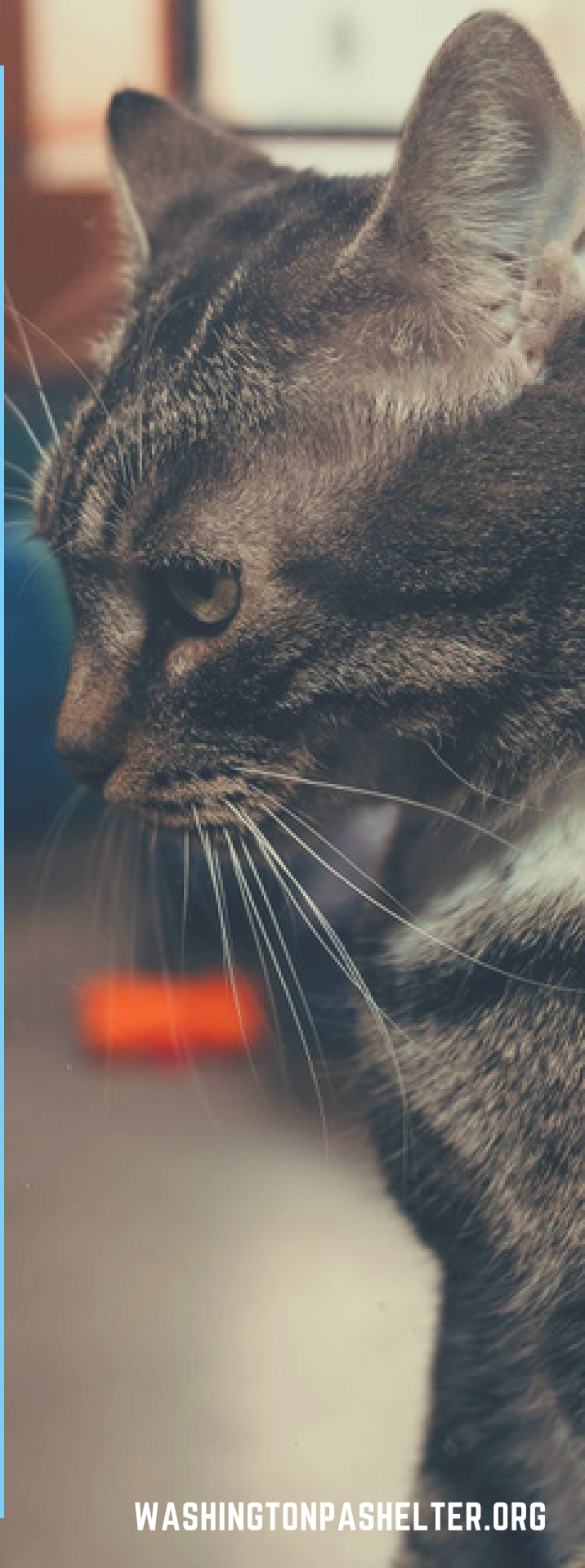Make a tribute to a pet or loved one who has passed by supporting pets in need.

## IN LIEU
Ask for donations instead of birthday or holiday gifts!

## MAKE IT A (FRIENDLY) COMPETITION
See who can raise more ---You or a sibling? You or your significant other? You or a co-worker?

## GIVE SOMETHING AWAY
Run an errand, baby/pet sit, or buy a coffee for everyone who donates $25 or more!

# SOCIAL MEDIA FUNDRAISING

## POST ON ALL OF YOUR PLATFORMS

Facebook, Instagram, Twitter, LinkedIn, TikTok.

## SHARE YOUR PAGE IN A MESSAGE

Message your closest friends first.

## SHARE A PHOTO WITH EVERY SINGLE POST

Catch their attention!

## MAKE POSTS TO THANK YOUR DONORS

Be sure to "tag" their names.

## SHARE UPDATE POSTS

Goals, pictures, thank you's!

## MAKE YOUR POSTS SHAREABLE

Will reach more people!

## COMMENT AND LIKE EVERY SINGLE INTERACTION

and! tag your supporters!

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# F.A.Q.

## HOW DO I GET STARTED?

Visit our home page (https://p2p.onecause.com/wahs-woofstock-2022), and select "Register". Here, you can decide if you want to fundraise individually, start a team, or join a team.

## WHAT SHOULD MY GOAL BE?

Start with a lower goal, that's challenging...but realistic! Once you've reached that goal, raise it a little. People are more likely to support your fundraiser if you're closer to your goal vs. super far away!

## CAN I COLLECT CASH OR CHECK DONATIONS?

Absolutely! If someone would rather give you a check or cash instead of making the donation online, accept it! You will be able to enter those donations into your fundraising page and goal.

## WHAT IF I HAVE QUESTIONS?

Don't hesitate to reach out to Taylor Duda for any questions that you have. TaylorD@washingtonpashelter.org or 724-222-7387 ext. 120.