



FUNDRAISER GUIDE



Humane Society
FOR SOUTHWEST WASHINGTON

rescue • return • restore • rehome • reconnect • one animal at a time

hssw.org/walk

WELCOME!

We're so glad you're joining us for the 33rd annual Walk/Run for The Animals, a community fundraiser that supports the Humane Society for Southwest Washington. Each year at HSSW, thousands of pets receive lifesaving medical care, shelter, and a second chance for a happy home. By registering and becoming a fundraiser, you're making a lifesaving difference for animals in our community.

In the months and weeks leading up to the largest pet-friendly walk/run in Clark County, each team will fundraise on behalf of HSSW. With your fundraising page, you can mobilize your community to raise funds and make an impact for pets in Southwest Washington.

Our goal is to raise \$300,000 during this annual community fundraiser. This guide will equip you with the knowledge, strategies, and motivation needed to fundraising victory. Let's dive in!





SET UP YOUR PAGE

Your fundraising page is your canvas, and your story is the brushstroke that captures hearts.

Each person who registers has an individual fundraising page. If you created or joined a team, you also have your team's fundraising page to collectively raise money on behalf of HSSW. Your fundraising page tells your story and collects donations. When donors contribute to your campaign, they can donate to the team itself, or credit it to a specific fundraiser. Crediting donations to a specific fundraiser, allows them to earn fundraising prizes for reaching fundraising milestones.

Visit hssw.org/walk24 to view the 2024 fundraising prizes.

TIPS FOR MAKING A SUCCESSFUL PAGE:

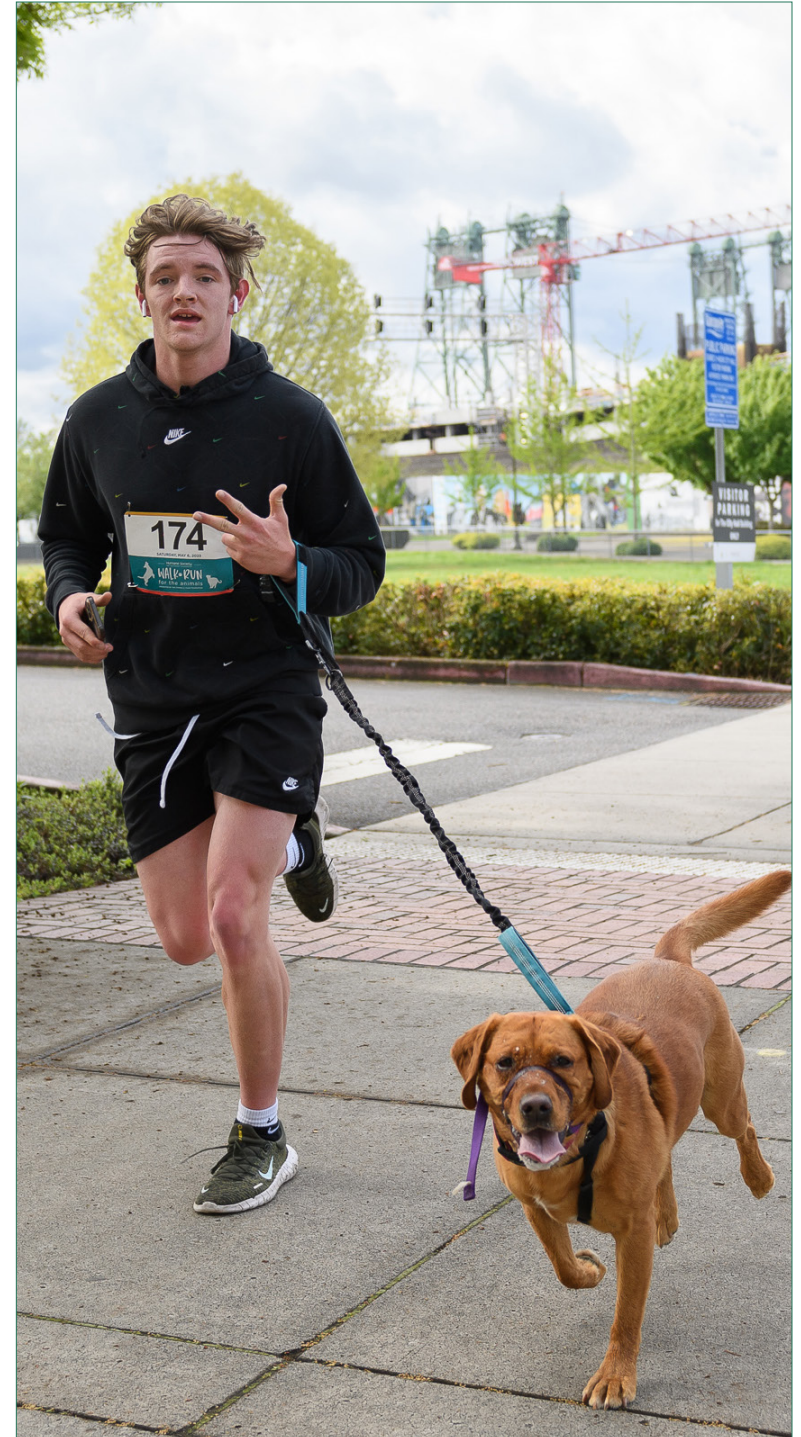
- Make your fundraising page highly personal. Use photos and stories about why you or your organization is getting involved and why it's important to you.
- Change your profile picture to your team's mascot or logo
- Set a specific fundraising goal to help your community rally around an attainable target.
- Donate first to show your commitment to the cause. Enlist key donors to make donations before you go public to help the campaign gain some momentum.
- Write "updates" on the campaign page. This will notify donors and let them know your progress.
- Display a QR code or link to your fundraising page in a visible location.

TIMELINE

1. Join or create a fundraising team.
2. Create individual fundraising page and set fundraising goal.
3. Add personal photos/videos and your story.
4. Donate to the campaign to gain momentum.
5. Publicly share your fundraising page on social media, including goal.
6. Send follow-up emails and share progress on social media.
7. Show your team spirit! Make t-shirts for your team or organize a pre-event FUNdraising night.
8. Gather your furry friends and join your team on May 4th in downtown Vancouver for a scenic walk on the Vancouver Waterfront.
9. Send personalized thank-yous to supporters.

TIPS FOR SUCCESS:

- Ask people to re-share your campaign on social media
- Post often on social media
- Remember to follow-up if you don't hear from someone
- People are more likely to donate if they think you're close to reaching your goal



LET'S GET STARTED!

Now that your page is set up, personalized, and ready to go, it's time to ask for donations! Ask your family, friends, coworkers, neighbors—anyone that you connect with. You never know what they'll say until you ask!

You can send a text, direct message on social media, email, or even ask in person. Get creative with your fundraising efforts. Don't be afraid to ask twice. People are busy and want to support you but need a little reminding.

Here are 10 easy ways to raise money for the animals:

1. **Post your fundraising page** on Facebook and share with your animal-loving friends.
2. **Email or text your family members** the link to your fundraising page and let them know you're on a mission to raise money for the Humane Society. Ask your family to support YOU. Even if they aren't animal lovers, they love you!
3. **Ask your employer** if they will match your team's donation. Let your people know that every dollar raised will be matched, incentivizing them to donate more.
4. **Have kiddos?** Go door-to-door and ask your neighbors for donations. Offline donations can be mailed or brought to the Humane Society and added to your online campaign. Who could say no to those cute faces?
5. **With your co-workers**, set up a taco bar lunch (or brunch, or salad bar, or smoothies) and ask your colleagues for a donation in exchange for your delicious efforts.
6. **Host a party!** Call your besties and invite them over for a game night. Provide some snacks and drinks and ask for a suggested donation amount for your campaign.
7. **Create a challenge for yourself.** Whether it's a pushup for every dollar donated or baking cookies for each person that donates to you, commit to a task that creates an incentive for your friends and family to give.
8. **Ask your manager** to have a one-time "bring your pet to work day." Anyone who brings their dog to work contributes \$25 to your fundraising page. Studies show we're more productive when we're happy, and our pets make us happy!
9. **Put together a basket full of goodies** (spa package, date night basket, movie night date, lottery tickets, etc), sell raffle tickets to your co-workers, friends, clients, and neighbors, and draw a lucky winner right before the Walk/Run.
10. **Contact a local restaurant** and ask them to donate a percentage of sales on a specific day. Then tell your friends about the fundraising event and encourage them to go and support.

Be sure to always have your unique url handy so your friends and family give directly to your page!

TALK THE TALK

Tell them WHY you're raising money for HSSW and how their contribution will make an impact. Don't forget—send your unique URL that leads to your fundraising page and ask for donations from your friends and family. Feel free to use the following language to ask via texting, social media, and email, or get creative and create your own!



Texting

Hey! I am raising money for the Humane Society for Southwest Washington's Walk/Run for the Animals. I'm trying to raise \$[INSERT YOUR GOAL] to help support the dogs and cats. Your donation would provide medical care, shelter, food and prepare animals for their new homes. Every donation makes a difference! You can learn more by visiting my page here: [INSERT LINK TO YOUR FUNDRAISING PAGE]

Thank you!





Email

Hey [NAME]!

Animals aren't just pets, they're family! [INSERT PERSONAL STORY HERE]. That's why I am raising money for the Humane Society for Southwest Washington's Walk/Run for the Animals! My goal is to raise \$[INSERT YOUR GOAL] for the dogs and cats by May 4. Your donation will help provide medical care, shelter, food and love for pets in need. Every donation makes a difference! Will you help me reach my goal while supporting a great cause? You can donate here: [INSERT LINK TO YOUR FUNDRAISING PAGE]

Thank you!

OR

Hey [NAME]!

Animals aren't just pets, they're family! Celebrate the love animals bring to your life and join me at Walk/Run for the Animals on Saturday, May 4, to help the Humane Society for Southwest Washington care for animals in need. Set up a fundraising page, earn awesome prizes and get ready to party! Learn more about Walk/Run for the Animals at hssw.org/walk. Can't make it but want to help? You can donate here: [INSERT LINK TO YOUR FUNDRAISING PAGE]

Thank you!



Social

Join me on Saturday, May 4, to help the dogs and cats in our community at Walk/Run for the Animals! The Walk/Run is a dog-friendly walk/5k run and fundraising event all supporting the animals of the Humane Society for Southwest Washington. Learn more or join me at hssw.org/walk.

Can't make the Walk/Run but want to donate to the cats and dogs? Check out my fundraising page here: (LINK)

OR

Want to have some dog-friendly fun while supporting animals? Join me for Walk/Run for the Animals on May 4! Details: hssw.org/walk.

OR



@your_instagram

Just now · 🌐

I'm [WALKING or RUNNING] for the Animals! Help me reach my goal to help rescue and care for pets in need at the Humane Society for Southwest Washington! [INSERT WHY YOU'RE FUNDRAISING]. Your donation will help provide medical care, shelter, food, and love for the dogs and cats in our community. Every donation makes a difference! [INSERT LINK TO YOUR FUNDRAISING PAGE] Thank you!



👍 Like

💬 Comment

➦ Share

Note: Sample copy can be used directly or as a general template. Feel free to elaborate, change, or create highly individualized posts.



SAY THANK YOU!

Remember, it's all about having fun while making a positive impact for the animals in HSSW's care. Whether you join a team or lead one, every step you take and every donation you receive helps make a difference! So, put on your walking or running shoes, gather your team, and let's make this year's Walk/Run for the Animals a fantastic success!

QUESTIONS?

Thank you for fundraising to help the animals in our community.

If you have questions or need assistance, please reach out to **Emily Stennes**, Director of Special Events and Sponsorship, at **events@southwesthumane.org**.

For more information about the event, please visit **hssw.org/walk**.