

# Fundraising Tips & Tools



## The BEST Fundraising Tip of All Time

### Ask.

That's it! Don't be afraid ask your friends, family, and co-workers for their support. Tell them what animal welfare means to you, tell them about all the good work we do at Seattle Humane and then ask for their support. It's that easy!

### Tell Your Story

Customize your fundraising page and tell everyone why YOU want to help the animals. Maybe you've adopted from Seattle Humane? Maybe you've attended dog training or maybe you just love animals. Be sure to spiff up your page with photos of you and your pet.

### Set a Goal

Everyone loves to watch the thermometer rise for a great cause! Set a goal and ask your supporters to help you achieve it.

### Start a Team

Combine your fundraising potential by starting a team and work together on your planning and walk or run with your teammates.

### Get Social

Spread the word about your fundraising page on Facebook, Twitter, Instagram, and more. Think outside the box and ask for donations from acquaintances, too. Try your hair stylist, dry cleaner, doctor, or dentist. Ask for donations at your local gym, coffee shop, or favorite restaurant.

### Host a FUN Fundraising Event

Throw a dinner party, wine tasting, picnic or potluck and ask your guests to make a contribution to your fundraising goal. Or ask if you can collect donations one night at your favorite bar or restaurant.

### Make the Call

Emails can feel impersonal or get lost in the fray so pick up the phone! Reach out to your network and ask them to show their support with a donation.

### Ask About Matching Gifts

Check to see if your company has a matching gift program. This is a great way to double the money you raise. Check your company's policy or contact your human resource office for details.

### Don't Forget to Say "Thank You"

Always send a thank you note or email when you receive a donation – makes everyone feel warm and fuzzy inside.

## Starting a Team

### How to Recruit Team Members

- Set a goal to recruit 8-10 team members.
- Create a fun team name or theme. (Matching outfits or costumes are encouraged!)
- Develop a list of 20-25 people you know that you can ask. Think about people at your work, place of worship, school, neighbors, etc.
- Personally ask each potential team member to join your team.
- Host a team kickoff to recruit new members and to brainstorm fundraising ideas.

### How to be a Successful Team Captain

- Set a team fundraising goal. Have each team member set a personal goal and encourage members to meet their goals. Reward them once they meet their goal! (Happy hour? New pet toy?)
- Help your team to register properly
- Schedule team fundraisers. (Host a few house or dinner parties, or ask a bar if you can collect donations at the door or to make a specialty drink that benefits Seattle Humane for a night).
- Create a team email group, Facebook page, or blog to keep in touch.
- Be creative - create team shirts or a themed look for the day of the race.
- Be sure to motivate and excite your team!

### Team Fundraising Ideas

- Ask everyone! Use your own pet or a story of an adoptable animal as an ice breaker!
- Have a bake sale.
- Ask if you can have a donation canister at your work or favorite coffee shop.
- Have a team yard sale.
- Create a themed dinner party. Prepare foods and offer them to co-workers or friends and set a suggested donation amount to attend.
- Matching Funds - Ask your company if they will match the total raised by you or your team.
- Ice Cream Social - Collect donations at work for access to delicious sweet treats!
- Auction off a prime parking space at work.
- Ask co-workers to donate items for a silent auction.

### Use Social Media to Promote your Fundraising Efforts

- Set up a Facebook Page for your team.
- Post regular updates about fundraising projects, where people can donate, and upcoming events where people can donate to your team.
- Highlight programs and services that Seattle Humane provides to encourage donations.
- Find cute pet pictures on Seattle Humane's available pets page to post on Facebook.
- Tweet that you are participating.
- Ask your followers to donate to your personal fundraising page.

- Blog about you and your pet, and be sure to highlight why you love Seattle Humane!

### **Five Easy Ways to Raise \$100**

- Ask 5 friends to donate \$20 each.
- Ask 10 friends to donate \$10 each.
- Ask 20 friends to donate \$5 each.
- Send emails from your personal fundraising page to all of your friends.
- Send letters or emails asking for more money than you expect. For example, if you want \$10 ask for \$20 and be sure to include a deadline for when you'd like them to donate.



**Thank you for supporting homeless pets!**  
[www.seattlehumane.org](http://www.seattlehumane.org)

*Need to mail or drop off donations?*

### **Seattle Humane**

Attn: EVENTS

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