



FUNDRAISING GUIDE

This guide is your toolkit for fundraising success! Use the tips provided to get inspired and be creative. We are here to help you every step of the way. Thank you for helping to achieve the best life for everyone in our community and for the pets who love them. Happy fundraising!



PERSONALIZE YOUR PAGE!

When you register for any of the events associated with the Healthy Life Walk & Expo (i.e. the Pawsitive Strides 5K, Kid's Fun Run, or to just come to enjoy the festivities at the Healthy Life Expo and Vendor Village), you will have the ability to create your own fundraising page. People will be more inclined to donate if they know why this event is important to you. Tell people why you're passionate



about raising money for the animals at Happy Life Animal Rescue (HLAR). You can also post a photo or video of you and your furry friends! Even if you don't currently have any pets, keep in mind that "furry friends" also includes the animals you help at HLAR so feel free to take a photo or shoot a video the next time you spend time with some of them. It also helps to set an ambitious but realistic fundraising goal so people can see what you're working toward. Just remember to update it if you are lucky enough to quickly reach or even exceed your goal to prevent anyone thinking their donation isn't needed or won't matter. As you get started, feel free to use one of the templates that we've provided or create one of your own.

Tip: Participants who personalize their fundraising page are more likely to raise money because they are sharing why making a difference for animals is important to them.



MAKE THE ASK!

Decide who you will be asking to donate. To get started, make a list of people to ask for support, such as:

- Family.
- Friends (and friends of friends)!
- Neighbors.
- Co-workers.
- Members of groups you belong to.
- Businesses you frequent.

Although asking for support in person or by phone is more personal, emails are also very effective. Send an email to all your contacts — you may be surprised by who wants to support you! Mass emails work, but sending an individual email will really stand out, especially if it's to non-family members or to acquaintances as opposed to close person friends. There's no

need to write a different email each time; just make sure to highlight any personal connection the person you're writing to might have such as being an animal lover or adopting a rescued animal in the past. In most cases, it's as simple as creating a draft email and then changing the email address in the "To" line.





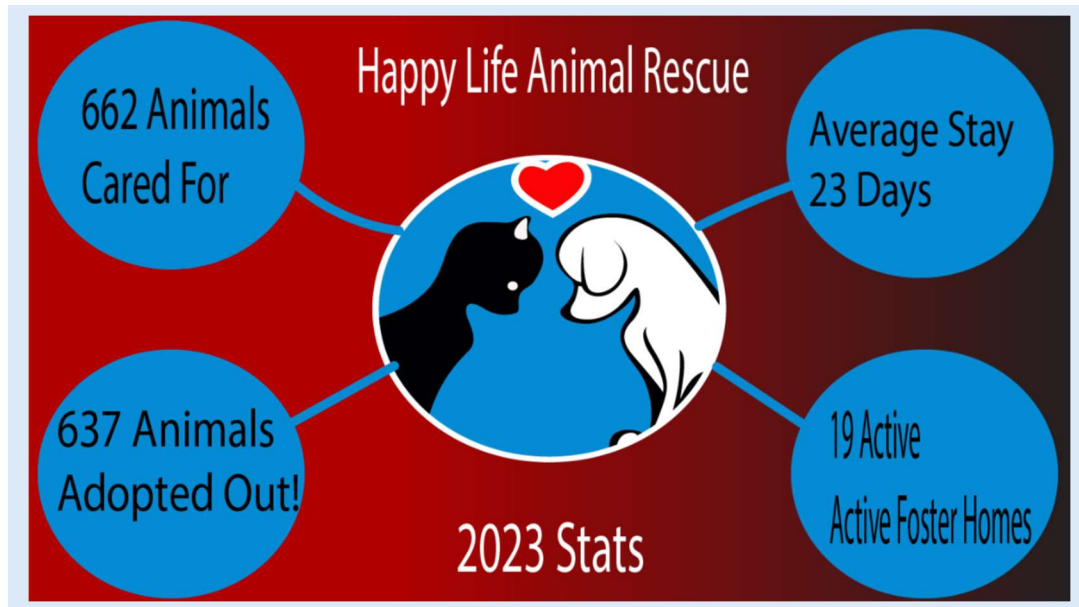
DONATE TO YOURSELF!

The easiest way to jump-start your fundraising efforts is to be the first to donate! It's easier to ask for a donation if you can speak from experience, and it shows that you aren't asking someone else to support a cause that you haven't supported yourself. Collect your loose change and skip buying takeout for a few weeks. Even something small will be impressive!



ASK A FEW MORE TIMES!

You probably feel like you're bugging someone when you remind them that you asked for a donation, right? DON'T! Nearly half of the people you ask won't donate the first time. In fact, the third time is often the charm! Life gets in the way sometimes and a friendly reminder can be key. Make sure to provide updates on your fundraising goal so that people can see how close you are. Your family and friends want to support you — remember, saving animals feels so good — so don't give up!

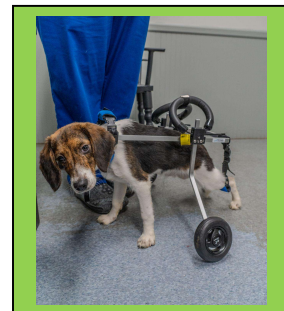
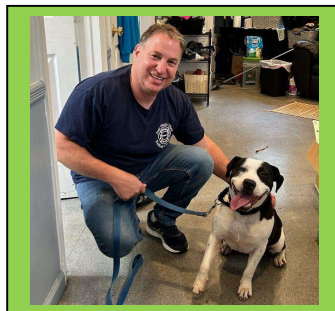


HIGHLIGHT THE IMPACT!

Tell your friends and family what their donations can provide, and they'll be more likely to help:

- Every dollar raised makes a lifesaving difference for more than XXXX animals who will rely on us this coming year.
- As of 2023, more than XXXX homeless animals have been placed into forever homes with loving families.

Don't hesitate to include stories of past success stories but remember to focus on the future. Include things such as: "We've accomplished so much, but with your help we could accomplish so much more such as..." For ideas of what to talk about, review HLAR's mission and strategic vision statement that's posted on the Volunteer Portal or reach out to someone at HLAR.





SOCIAL MEDIA IS KEY!

Sharing on social media is one of the best ways to get support! Most donations from social media are made through Facebook so we highly recommend starting a Facebook fundraiser! Don't sign up to a bunch of social media sites just to do a fundraiser, but if you already have accounts and use them, don't forget about X (formerly Twitter), Instagram, TikTok, and LinkedIn! Use the messages in your app to create personalized posts and link to your fundraising page. Post regular updates about your progress for your friends and family to encourage even more donations.



SAY THANK YOU!

Whether you do it through a handwritten card, face to face, via email, or by tagging someone in a social media post, don't forget to say thank you! Just as with the personal email inviting them to donate, a personal "Thank You" note is a quick and easy way to make all your donors feel special.



MORE IDEAS TO PUT THE "FUN" IN FUNDRAISING!

PUT THE SELF IN SELFLESS

Have a birthday or anniversary coming up? Or just want to honor a special pet in your life? Ask your family and friends to donate in lieu of purchasing a gift!

MATCHING GIFTS

Many companies offer matching gifts to employees fundraising for an amazing cause. This is a great way to double the money you raise. Reach out to your human resources department and check with your friends and family to see if their companies do this.

THROW A PARTY OR A FUNDRAISER

Gather your friends and family and host a wine tasting night at home or dinner at a restaurant in exchange for a portion of the proceeds.

HOST A BAKE SALE

Whip up some tasty treats and encourage your co-workers to make a purchase!

DOG PARK

Share your story with other pet lovers at the park you frequent most and ask them to support you or join your team!

GET CRAFTY!

There are so many ways to raise funds for the animals. Are you crafty? Skilled at knitting dog sweaters? The possibilities are endless when you get creative!