

DIY Fundraiser Guide



Humane Society
FOR SOUTHWEST WASHINGTON

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

hssw.org/raiseffunds

Getting Started

Thank you for starting a fundraiser to support the animals! With your fundraiser, you can mobilize your community to raise more funds and make an even bigger impact for pets in Southwest Washington.

Every day at HSSW, we are here for pets with essential medical care, behavior support, a second chance for a happy home, and so much more. Your support as a fundraiser makes our lifesaving work with the animals possible.

There are many ways to raise funds for our animals in need. You can request donations instead of gifts on a special day, fundraise in conjunction with a food and supply drive, host an event, or get creative with your efforts.

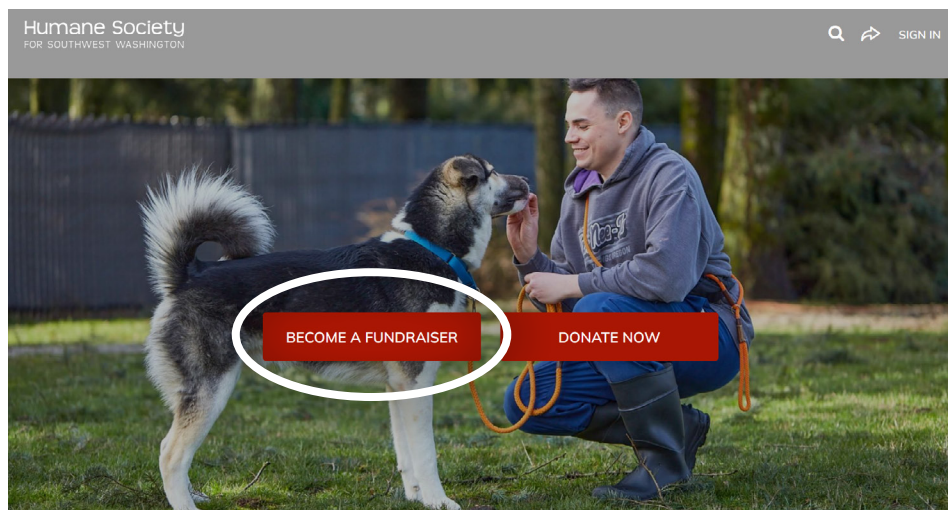
Whatever your reason, we are here to help, starting with this handy toolkit full of tips and tricks to be successful in your fundraising journey.



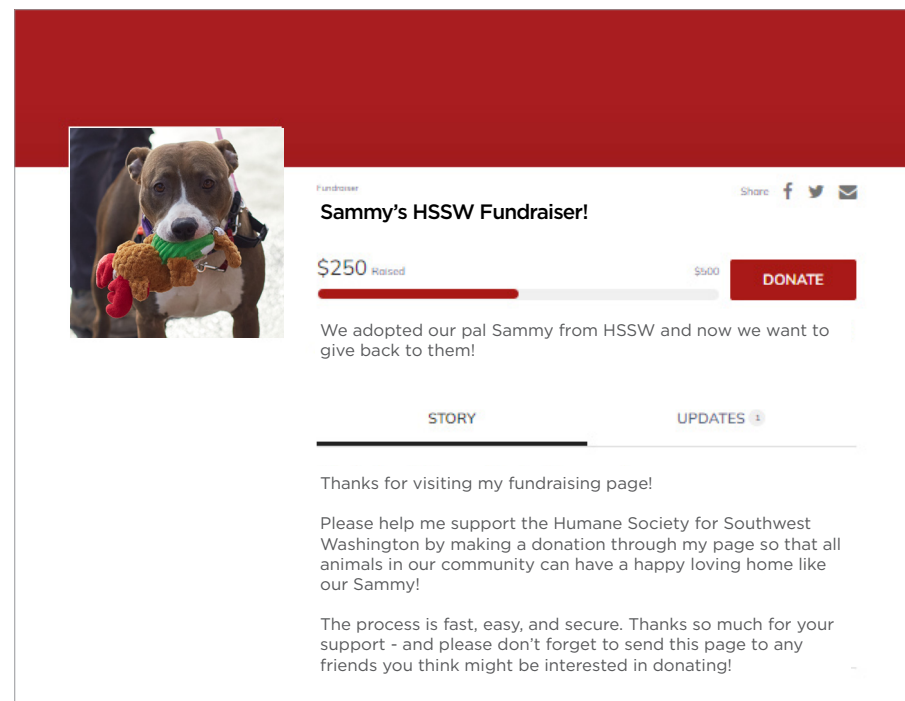
Setting Up A Fundraising Page

Create a fundraising web page for your campaign. This is where you can tell your story and accept donations. It's easy to get started!

Visit hssw.org/raisefunds:



Once you've created your fundraising page you can **personalize** your campaign name, headline, story, and photos. Remember to edit the text and photos and personalize your campaign.



TIPS FOR SUCCESS:

- 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.
- Set a specific fundraising goal to help your community rally about 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.
- If you're hosting an event or food and supply drive, display a QR code or link to your fundraising page at the donation site.

Outreach Timeline

1. Create campaign
2. Add personal photos/videos and your story
3. Donate to the campaign
4. Recruit a few donors via email to get the campaign started
5. Publicly share campaign on social media including goal
6. Follow-up emails and sharing progress on social media
7. Thank you 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

SAMPLE OUTREACH EMAIL:

Hello! I'm fundraising for a cause that's near and dear to my heart, The Humane Society for SW Washington. Every year they provide thousands of animals with shelter, medical care, behavior support, and a second chance at a happy home. We adopted Fluffy from HSSW, and I volunteer there every week, walking dogs. I'm hoping to raise \$1,000 to support their programs and make sure the animals I care for each week have the resources they need. Would you consider making a donation to help kickstart my fundraising efforts? Thanks for considering!



Sharing on Social Media



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

One of the best ways to share your campaign is to post on social media. Use photos and videos in your posts to attract attention and add a personal touch. We recommend sharing personal photos and videos of yourself and your pets, but you can also use some of [these graphics](https://hssw.org/fundraisingtools) (hssw.org/fundraisingtools) to align with our brand.

Example 1: We recently adopted our new best friend from the Humane Society for Southwest Washington. Their staff and volunteers provide lifesaving care to pets every day. We're asking our friends and family to help make a difference for the thousands of pets they serve each year. Help us raise \$1,000 to support their programs. <“Link in bio!” for instagram or add campaign url for FaceBook>

Example 2: As many of you know, we recently lost our beloved Fluffy. Fluffy was a part of our family for 11 years. We adopted her from the Humane Society for Southwest Washington in 2012 as a kitten. In lieu of flowers at this time, we are asking our community to consider making a donation in her honor. <“Link in bio!” for instagram or add campaign url for FaceBook>

Example 3: This holiday season our team at <Company Name> has chosen to collect food, supplies, and donations for the Humane Society for Southwest Washington. Each year HSSW provides thousands of pets with shelter, medical care, behavior support, and a second chance for a happy home. You can drop off supplies at our downtown location or make a donation via the link in our profile. <“Link in bio!” for instagram or add campaign url for FaceBook>

Donor Stewardship and Thank You

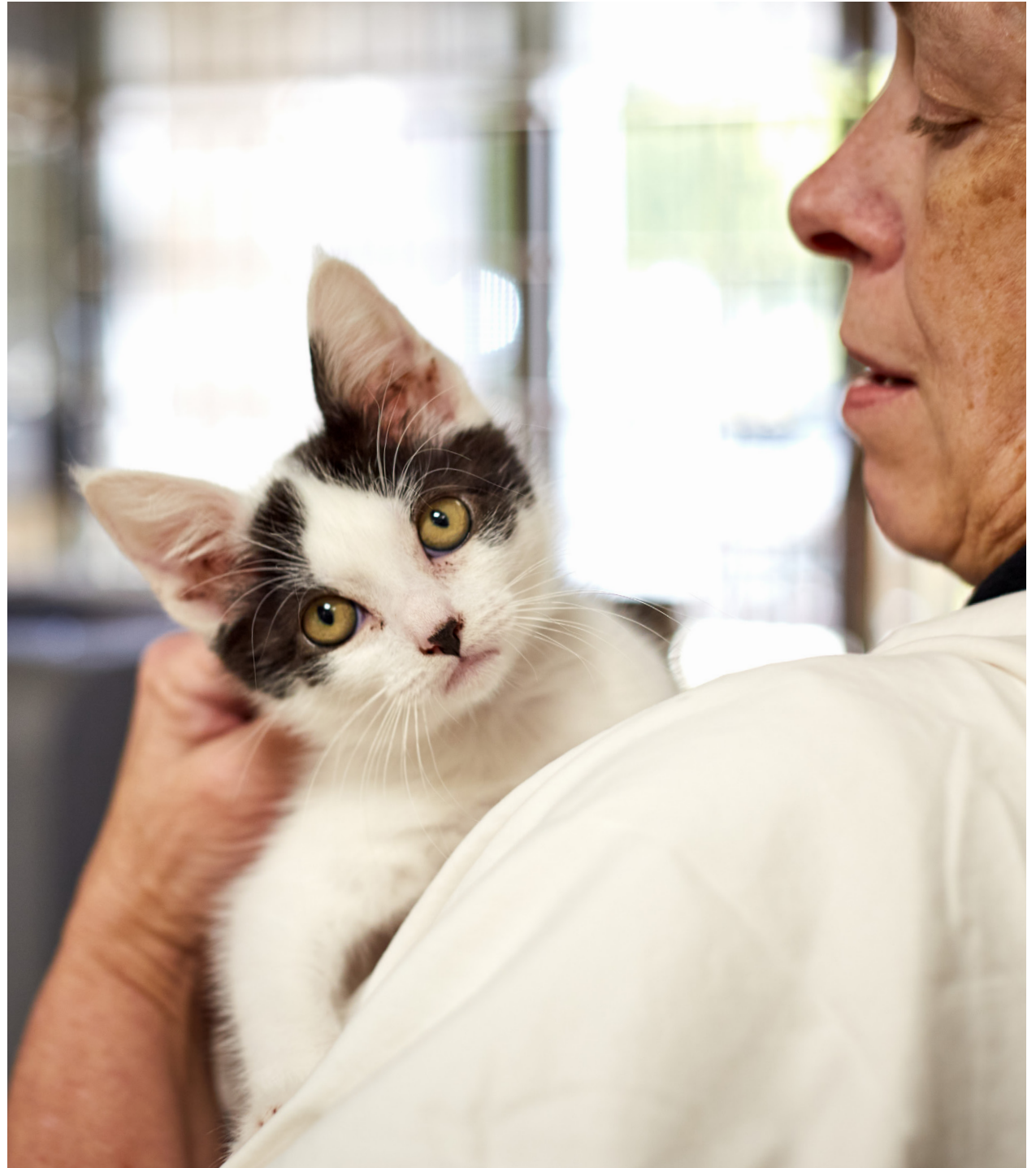
In addition to using best practices for outreach, good donor stewardship goes beyond making the ask. Engage and thank your donors through various channels such as:

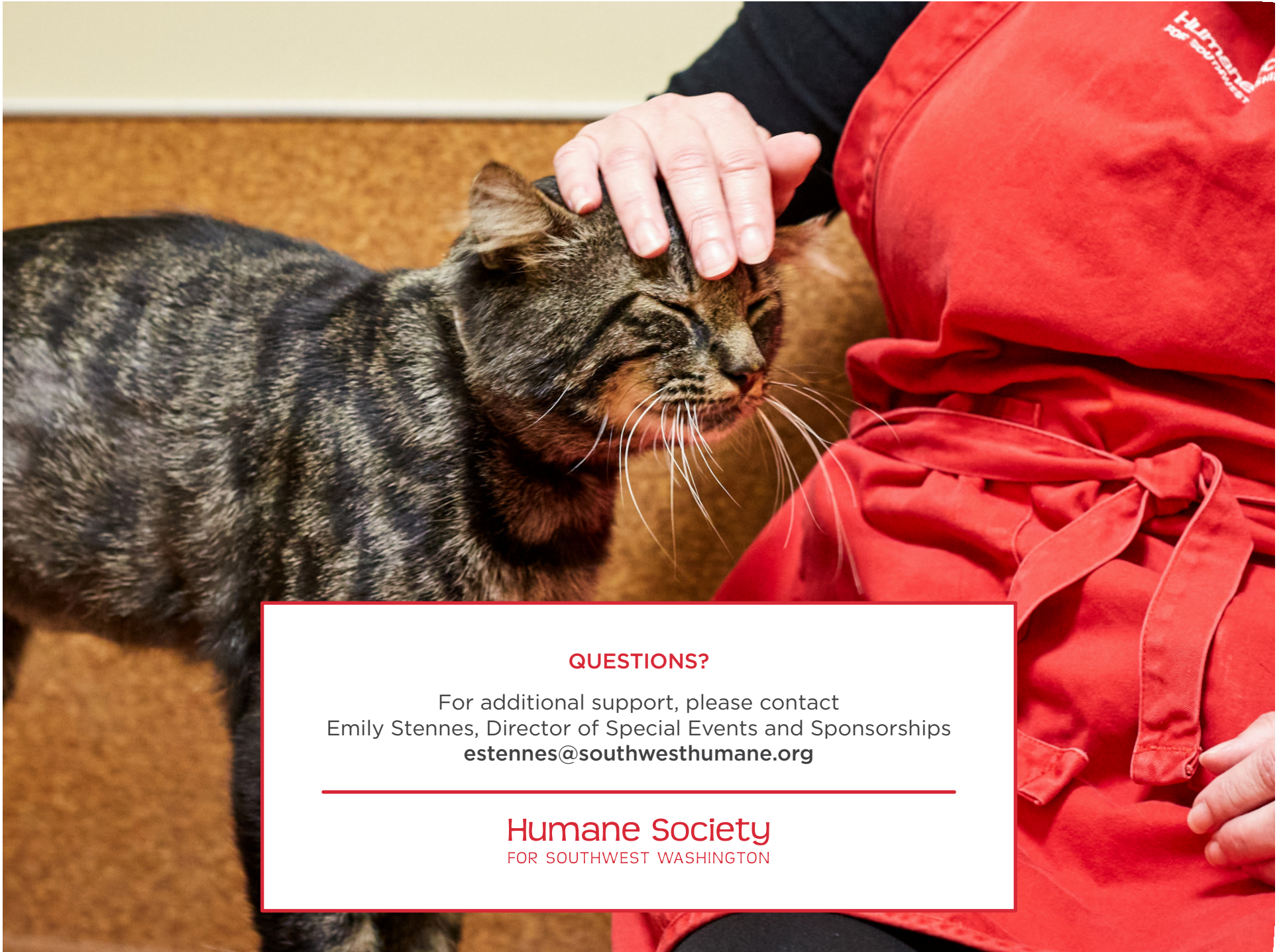
- Commenting directly on the campaign page
- Personal email
- With a handwritten note
- On social media

SAMPLE THANK YOU EMAIL:

Thank you so much for donating to my (Campaign name). Together we raised \$1,000 to help support the Humane Society for Southwest Washington and the animals in our community.

Each year, HSSW provides thousands of pets with shelter, medical care, behavior support, and a second chance for a happy home. Their commitment to the people and pets of our community also extends beyond the shelter, offering Wellness Clinics for the pets of houseless families, pet food assistance, spay & neuter clinics, and other programs that help keep families together.





QUESTIONS?

For additional support, please contact
Emily Stennes, Director of Special Events and Sponsorships
estennes@southwesthumane.org

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