



## HOW TO HAVE A SUCCESSFUL FUNDRAISING CAMPAIGN

Don't be afraid to ask! The worst that can happen is someone says no, but if you don't ask, the answer will always be no. And remember, don't take it personally or get discouraged if the person you ask says no.

Use these simple tools to exceed your goal and increase your fundraising totals from \$175 to \$1,750!

Ask for Matching Gifts! Many companies have matching gift programs where they will match your contribution. Talk to your HR department about matching your walk donations. It could double your donation!

Who else can I ask to contribute to my fundraising efforts? Friends, Family, Coworkers, Doctors, Dentists, Hair Stylists, Lawyers, Dry Cleaner, College Roommate, Personal Trainer, Gardener, Clients, Neighbors, Classmates, Boss, Teammates, Church Group, Babysitter, Accountant, Manicurist, Coach, etc.

Don't forget to say thank you! Whether someone supports you or not a simple thank you might leave the door open for support next year!



### How to Raise \$250 in 10 Days:

Day 1 Your Registration Fee of \$30 ->**\$30**

Day 2 Ask Your Significant Other for \$35 ->**\$65**

Day 3 Ask Your Supervisor for \$25 ->**\$90**

Day 4 Ask a Coworker for \$20 ->**\$110**

Day 5 Ask a Friend for \$25 ->**\$135**

Day 6 Ask a Neighbor for \$20 ->**\$155**

Day 7 Ask a Relative for \$20 ->**\$175**

Day 8 Ask another Coworker for \$20 ->**\$195**

Day 9 Ask a Local Business for \$30 ->**\$225**

Day 10 Ask Your Dog Groomer for \$25 ->**\$250**



### WRAP-AROUND EVENT:

Host a wrap-around event to raise money for your walk team. Wrap-around events are fundraisers you can hold before the Walk to raise extra funds and increase awareness of the Walk. Below are some examples of wrap-around events that you can hold:

- Car Wash – Charge a flat rate for a car wash and don't forget to encourage patrons to join the walk too!
- Restaurant Night – Get your local restaurant involved and ask them to donate a portion of the day's sales to the Walk. Educate the hosts, hostesses and servers about the Walk in case customers ask them about it.
- Bake Sale – Ask everyone at work or school to bring in a baked good, sell during break, lunch or after hours.

**Every dollar raised helps save animals' lives!**

Visit [www.ivhsdogwalk.org](http://www.ivhsdogwalk.org) for more  
information.

- Coin Drive – Place containers in each department or classroom or break room. Ask everyone to contribute spare change for period of time prior to the Walk.
- Roll your change – Have spare change lying around the house or on the bottom of your purse? Roll it up, bring it to the bank and cash it in. Every little bit helps!
- Yard/Garage Sale – Gather up all new and used items and invite some neighbors and friends over to raise money. Make sure to let your customers know that their money will be donated to IVHS & SPCA.
- Karaoke Night – Who cares if you can't carry a tune! Spend a Friday night at a Karaoke Bar and sing your guts out! Have the announcer tell the crowd you are singing for donations.
- Sports Clinic – Good at a sport of some sort? Host a clinic (soccer, basketball, softball, football, etc.) and charge a registration fee.
- Babysit/Pet Sit – Offer your services to watch over your neighbor or family friend's children or pets while they are away and your pay is their donation.
- Mow-A-Lawn – This one is great for the teenagers! Check with neighbors and friends and see if you can mow their lawn for a donation.



## SOCIAL MEDIA:

Utilize the Online World! Social networking sites like Facebook, Twitter and LinkedIn make it easier than ever to reach out to your network of friends, family and business associates! Let everyone know you are participating in the Walk by posting information on your pages. Post as a status update or on your friends' walls. This is a great and easy tool to increase participation and fundraising! Be sure to include links to the IVHS Walk page, [www.ivhsdogwalk.org](http://www.ivhsdogwalk.org) and your fundraising page.

### Suggested Facebook and Twitter Posts:

- Want to help homeless pets? Join me for the Paws 4 Pets Walk at Bonelli Park!
- Visit [www.ivhsdogwalk.org](http://www.ivhsdogwalk.org) to register.
- Who's ready to walk for a great cause?! Join my team and help homeless pets find homes! Visit [www.ivhsdogwalk.org](http://www.ivhsdogwalk.org) to register.
- I'm doing something amazing in May, what will you be doing? Join my team and walk with us to help homeless pets! Visit [www.ivhsdogwalk.org](http://www.ivhsdogwalk.org) to register.
- Start your day with pancakes and paws join me for the Paws 4 Pets Walk! Visit [www.ivhsdogwalk.org](http://www.ivhsdogwalk.org) to register.
- Your donation can make a huge difference in the life of an animal! Please support me as I walk in the Paws 4 Pets Walk!



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## CONDUCT A LETTER WRITING CAMPAIGN!

Letter writing and email campaigns are the most effective fundraising methods! Share the mission and ASK, ASK, ASK!! Send out a personal email to friends, family, coworkers, classmates, people who have donated to you in the past etc. asking them to make a donation and join you.

### Make sure to tell them:

- Why you are participating in the Paws 4 Pets Walk
- How they can help by joining your team or making a donation
- How easy it is to get involved!
- Include pictures of yourself, your dog or your team



### Sample letter/email:

Dear <insert name>,

I am walking in the Inland Valley Humane Society & S.P.C.A.'s Paws 4 Pets Walk at Bonelli Park in San Dimas and I invite you to join me! Hundreds of walkers will be coming together in an effort to raise money for homeless animals. Every animal deserves a loving home!

There are several ways you can become involved. First, I would like to invite you to join my team and become a walker yourself, simply visit [www.ivhsdogwalk.org](http://www.ivhsdogwalk.org) and sign up as a team member under <insert team name>.

If you are unable to participate in the Walk, but still believe strongly, as I do, that all animals deserve a home, you can donate money toward my fundraising goal by visiting my fundraising page at <insert link to your page>. Help me exceed my fundraising goal of <insert amount>!

Serving the Inland Valley since 1949, they provide vital services to animals and people. Their mission is to provide protection, shelter and medical care to unwanted, abandoned and injured animals, preventing animal cruelty, and educating the public about its responsibility for all living creatures. IVHS & S.P.C.A. is a private, nonprofit organization and is supported by contributions from grants, bequests, proceeds from pet adoptions, and pet licensing fees as well as funds raised through special events such as the Paws 4 Pets Walk. For more information about them, visit [www.ivhsspca.org](http://www.ivhsspca.org).

All proceeds from the Paws 4 Pets Walk will provide the resources necessary to ensure that all healthy adoptable pets find forever homes.

Your assistance in any way possible is very much appreciated. Every day people wonder how they can make a difference, so please know that through your participation you can make a significant difference and help save animals' lives! All donations are tax deductible (Tax ID # 95-1660842).

Thank you for believing in and supporting this vitally important mission!

Sincerely,

<insert your name>

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