

How to *crush* your Steps for Pets fundraising goal

Register @ www.stepsforpets.org

Actions:

- 1) Update your personal fundraising page
- 2) Make a personal donation – even \$5-\$10
- 3) Send **10 new emails** asking your friends to donate \$20 to your efforts
 - a. **Focus on Mission & Impact**
 - b. Post to Facebook or Twitter from your account

Lather, rinse & repeat – at least **once/week**

Message #2 (A great question: “Would you consider?”)

[Person’s Name], I know you have a huge love for [dogs or cats – even better yet if they love ‘rescues’]. You understand the value of the companionship that pets bring to our lives. On Sept 14th, I’m walking to support Happily Ever After Animal Sanctuary’s (HEA) work. This year alone, they will directly care for more than 700 pets. I’ve set a personal fundraising goal of [\$X]. Would you consider supporting my fundraising efforts with a donation of [\$Y]? **[INCLUDE SHARE LINK]**

Message #3 (the goal-driven walker & the ol’ cute pic trick)

[Person’s Name], I’m walking in Steps for Pets [you might include your pet’s name and photo] on Sept 14th. I’m doing this to support the work of Happily Ever After Animal Sanctuary. I’ve set my fundraising goal at [\$X]. With your support Happily Ever After will be able to **[reference: ‘what’s in it for the animals’]**. Would you support me with a donation of [\$X] to help me exceed my goal? **[INCLUDE SHARE LINK]** Thank you for considering!

Out of the box ideas...

- Host a wine-tasting/drinking night
- Host a game night
- Host a bake sale
- Sell unused items on Facebook Marketplace or Craigslist and donate the proceeds
- Hold a workplace challenge
- Find a matching donor
- Offer something in exchange for a donation – pet walking, pet sitting, poop scooping

It Adds Up	Amount
1) Your personal donation	\$25
2) Your spouse, parents, and family match your donation	\$75
3) Co-workers (5 co-workers \$5 each)	\$25
4) Vendor or supplier of your company	\$50
5) Friends to sponsor you (5 friends @ \$5 each)	\$25
6) Members of a club you belong to (10 @ \$10 each)	\$100
7) Send a letter to your holiday card list	\$100
8) Businesses you frequent	\$40
9) Someone who has asked you	\$10

Message #1 (Use your personal passion/story & facts)

[Person’s Name], you know just how passionate I am about helping [dogs/cats/dogs & cats] in need. It saddens me to know that 1.5 million dogs and cats will lose their lives in US shelters this year. You can help make a life-saving difference by supporting me in Steps for Pets. I’ll be walking to support the work of Happily Ever After Animal Sanctuary. **[INCLUDE SHARE LINK]** Thank you for your consideration!

