

*Margre Durham*  
**WALK & DOG  
FEST**

# Fundraising Guide

This toolkit will help you reach your goals and save lives! Use the tips provided to kickoff your Walk for the Animals fundraising. Every dollar you raise helps save the lives of homeless animals. We are here to help you every step of the way!

***Thank you for saving lives!***  
***Happy FUN-draising!***



NEBRASKA  
HUMANE  
SOCIETY



## SHOW OFF YOUR PASSION!

When you register for the Walk & Dog Fest, you gain access to your very own fundraising page. This is where you can express your love for animals with others like you! Start by adding a photo of you and your furry family members. Use your platform to share your 'why.' Then, set your fundraising goal, use email and social media templates to raise money and let your friends and family know about your mission. You can even ask them to participate in the Walk for the Animal challenges along the way!

## DONATE TO YOURSELF!

Sounds odd, doesn't it? But did you know, people are more likely to support your efforts, if you also are contributing? It's true—it shows dedication to your cause.

Here's a challenge...for one week, skip meals out, coffee shops and/or junk food. Fido can make it a week without a Pup Cup! Donate the money you would have spent to the animals instead. Those small purchases sure add up.







## MAKE YOUR LIST & ASK!

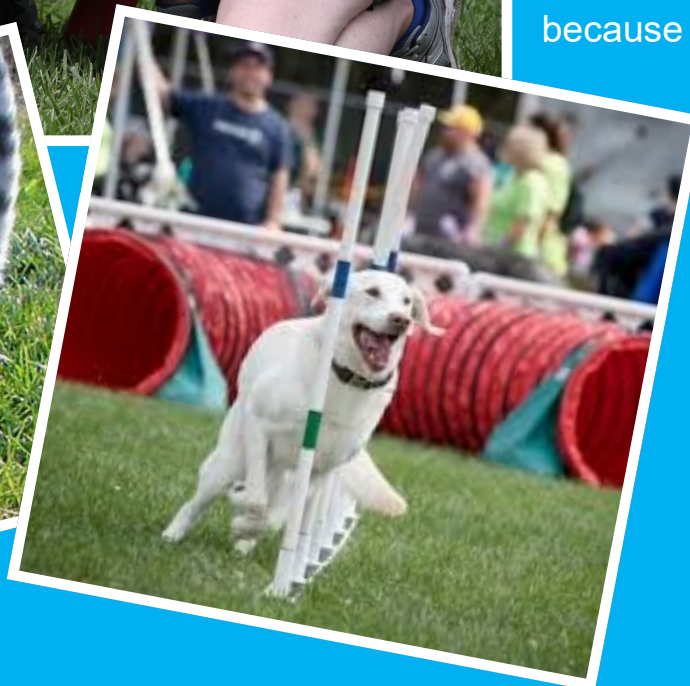
To get started, make a list of everyone you will ask to donate. Include what you will ask them for. This step is key in reaching your fundraising goal.

Family, friends, neighbors, co-workers, club members (book, wine, running, etc.), businesses you frequent—the list could go on and on. The more people on your list, the more money you will raise for the animals.

Although asking for support in person or by phone is more personal, emails are also very effective. By using your fundraising page, you can import your address book, craft a personal message, or use one already written. Keep in mind, the #1 reason people don't donate is because they aren't asked!

The email will come from you, and contain a donation link back to your personal fundraising page. Personal emails stand out the most—so be creative! There is a sample email on page 10.

Once you hit send, the donations will start rolling in! Trust us, it's like hitting the treat jackpot!





## FOR THE CURIOUS CATS & DOGS!

Tell your friends and family what their donations can provide, and they will be more likely to help.

**\$10**

*Treats one animal for fleas, ticks and other parasites*

**\$33**

*Provides one day of care for one animal*

**\$50**

*Provides two pain patches for suffering animals*

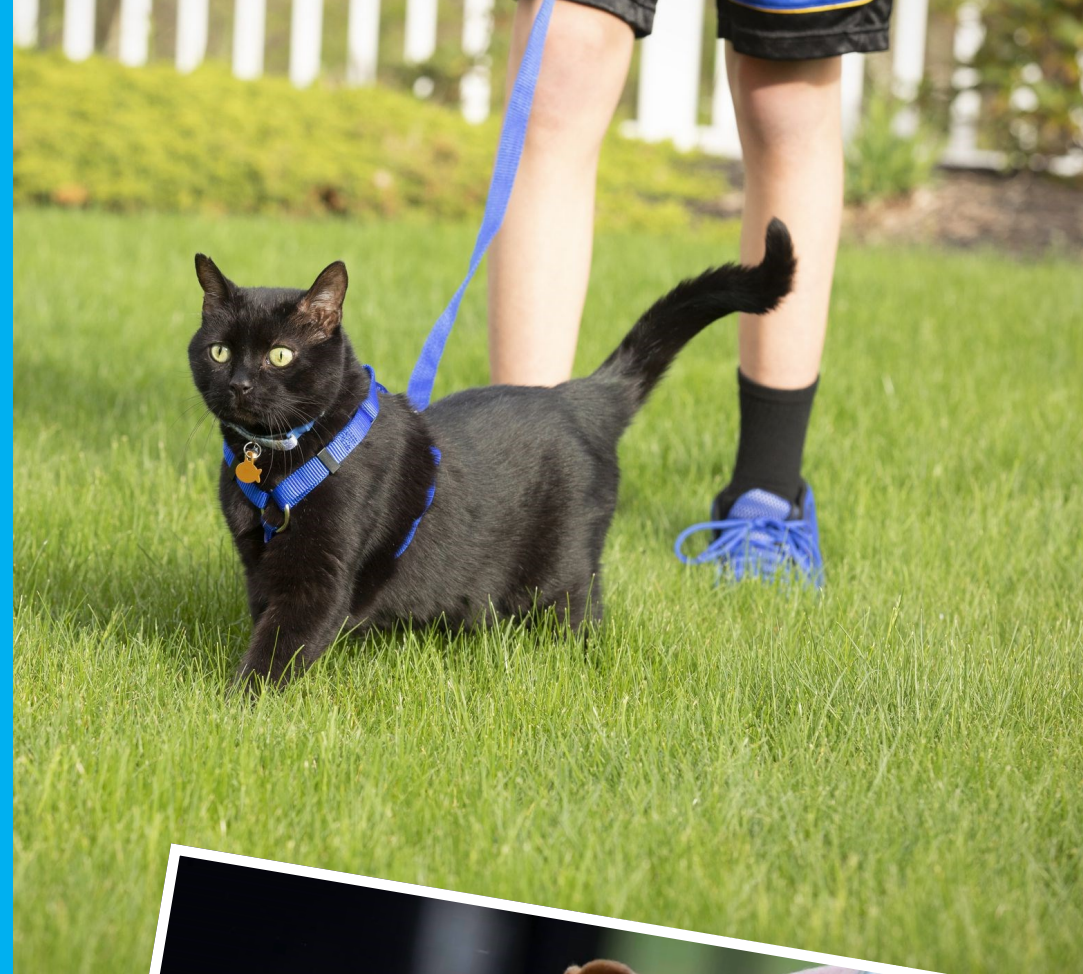
**\$150**

*Provides a dental exam with extractions*

**\$500**

*Provides a specialized surgery*

*Every dollar raised makes a difference.*





## FACEBOOK, INSTAGRAM & TWITTER—OH MY!

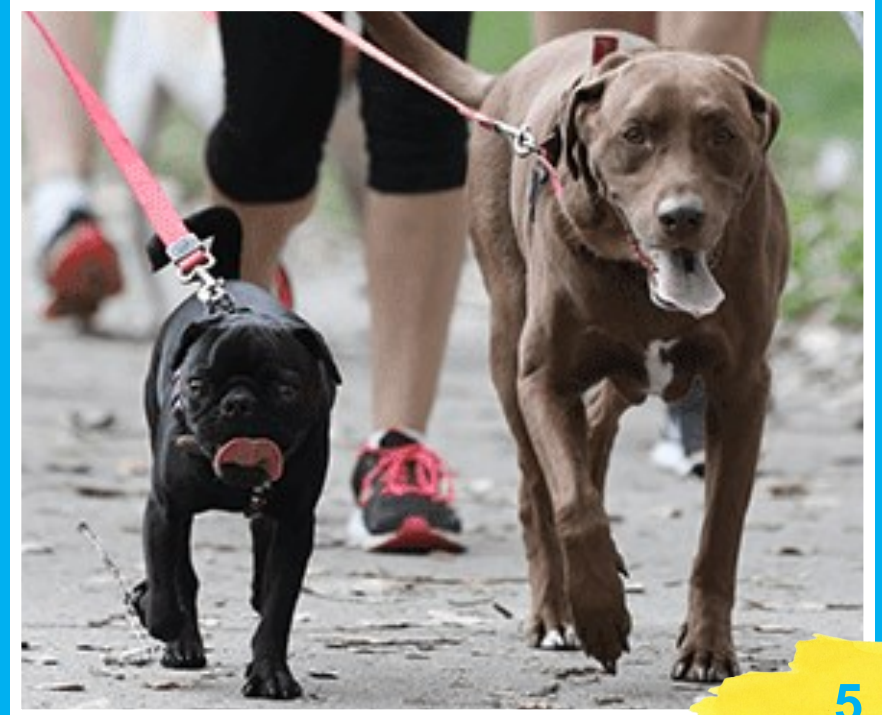
Watch your fundraising efforts explode when you share your efforts on social media. Most donations from social media are made through Facebook (and they will link right back to your fundraising page!), but don't forget about Twitter, Instagram or even LinkedIn!

Use messages from your fundraising page to create your personalized posts. Posting regular updates about your progress will create excitement and encourages others to help you reach your goal.

Social media fundraising is purr-fect for those of you who don't like to ask people for money! It's easy and you will be amazed by the support you receive with a simple post! Our four-legged friends are counting on you!

## BARK. BARK, BARK, BARK!

Did you know, nearly half of the people you will ask for a donation won't donate the first time? In fact, we've heard the third time is the charm! Sometimes life just gets in the way and people forget. A friendly reminder can be just the nudge they need. And, if we are talking animals...nose nudges usually result in treats—so nudge away!







## SAY WOOF, ER, THANK YOU!

Saving the 20,000+ animals who make their way through the doors of NHS every year takes a village! It starts with you, and we can't thank you enough! Because of your amazing and selfless efforts, there are more people to thank—your donors!

Whether you do it face to face, through a hand-written card, via email or by tagging someone on social media, don't forget to say thank you to everyone who supported you.

Remember, saving the lives of homeless animals in our community is only possible with generous donors, and most importantly—YOU!

## A TREAT FOR YOU

Did we mention there are prizes?! That's right, there is no registration fee, but there are awesome prizes! The more money you raise for the animals, the more incentive prizes you will earn!





# More ideas for FUN-draising!

## DOUBLE YOUR MONEY

Does your company offer matching gifts? This is a great way to double your money! Reach out to your Human Resources department. Ask your friends and family about their companies too!

## BE A PARTY ANIMAL

Get your friends and family together to support your efforts (socially-distanced, of course!). Host a driveway walk, happy hour, “whine” tasting, poker night or movie night—for a donation. The possibilities are endless.

## BAKE FIDO TREATS

Whip up some tasty human or pet treats for your neighborhood or co-workers. Use social media to encourage people to make a purchase!

## PUT THE SELF IN SELFLESS

Is your birthday or anniversary just around the corner? Ask your friends and family to make a donation in lieu of a gift!

## BARK AT THE PARK

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



# HOW TO RAISE \$125 IN 10 DAYS!



Day 1: Donate \$25 to yourself

Day 2: Ask a sibling for \$20

Day 3: Ask a co-worker for \$10

Day 4: Ask a friend (on social media) for \$10

Day 5: Ask your dog sitter for \$10

Day 6: Ask a neighbor for \$10

Day 7: Ask your stylist for \$10

Day 8: Ask a relative (or 2) for \$10

Day 9: Ask another neighbor for \$10

Day 10: Ask your supervisor for \$10

*WOOF MEOW—You did it!*



## HOW TO RAISE \$500 IN 10 DAYS!

*Join the Cool Cats & Dogs  
in Club 500!*

**Day 1: Donate \$25 to yourself**

**Day 2: Ask your significant other for \$50**

**Day 3: Ask your doctor/dentist for \$50**

**Day 4: Ask 4 family members for \$25 each**

**Day 5: Ask 4 friends for \$25 each**

**Day 6: Ask your supervisor for \$25**

**Day 7: Ask 3 co-workers for \$20 each**

**Day 8: Ask your dog sitter for \$20**

**Day 9: Ask 4 neighbors for \$10 each**

**Day 10: Ask your friends (at least 3) on  
social media for \$10 each**

*WOOF MEOW—You did it!*







## SAMPLE EMAIL/LETTER

Dear Ralph,

I am excited to be participating in the Nebraska Humane Society's Walk and Dog Fest. I will be raising money to help save the homeless animals and give them a second chance at a happy, healthy life. I hope you will help me!.

Can I count on your support (*you can personalize and ask for a specific amount here*)? Your gift will help care for animals who have found their way to the Nebraska Humane Society through no fault of their own. Some have been abused and neglected. Other have lost their owners and are hungry and scared. All of them need a second chance.

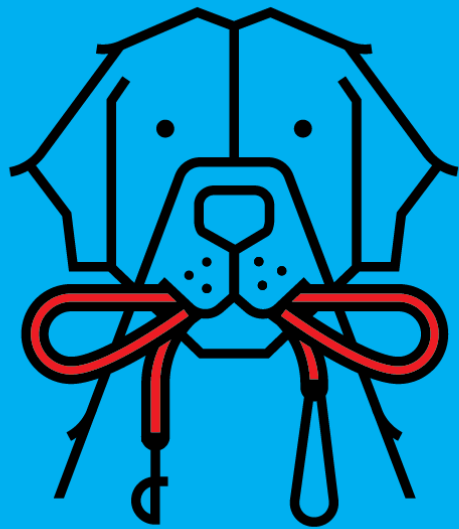
You can make a tax-deductible donation online by going to [www.nehumanesociety.org/walk](http://www.nehumanesociety.org/walk) and searching for my personal page (*or include link to your page*). Or, you can also send a contribution to the address below (please write my name and "WALK" in the memo line). Your gift, no matter the amount, will save lives. Each year more than 20,000 animals come through the NHS doors every year. They need our help!

On behalf of the thousands of homeless animals who will be touched by your kindness, thank you for your support.

Thank you!

Please send your check to:  
Nebraska Humane Society  
8929 Fort Street  
Omaha, NE 68134





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**HAVE QUESTIONS OR NEED MORE GREAT IDEAS?!**

**VISIT: [WWW.NEHUMANESOCIETY.ORG/NHSWALK](http://WWW.NEHUMANESOCIETY.ORG/NHSWALK)**

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