



10 YEARS OF MOVING OUR PAWS FOR THE CAUSE  
A BENEFIT FOR NAPA HUMANE

## Helpful Tips for Raising Funds

As an individual or as a team, you have the power to discover the animal-lover in your friends, family, coworkers, and community by spreading the word about your participation in the Walk! Here are some helpful fundraising tips.

### Tell Your Personal Story

Your Walk for Animals profile page is the strongest tool you have to raise funds. Please carefully and thoughtfully fill out your profile page with personal stories about your pets, your commitment to animal welfare, and why you are participating in the Walk for Animals. Hint: an adorable picture of your pet doesn't hurt, either!

### When Your Web Page is Ready, Share It!

This we know to be true: the biggest secret of top fundraisers is...*they ask a lot of people for donations and they ask each person several times.*

Remember, you are not asking for anything for yourself – you are asking someone to make a donation that will greatly improve the lives of animals.

So...

1. Send the link to your Walk for Animals profile page to everyone in your email contact list – chances are, with the simple click of “send,” you’ll see your fundraising thermometer go up immediately!
2. Please don’t hesitate to ask more than once, especially with email. If you don’t get a response the first time, send a kind reminder.
3. A great way to promote your fundraising efforts is to put a link to your Walk for Animals profile page on your Facebook, LinkedIn, or other personal web pages.
4. Does your company, business association, or club send out e-newsletters? Ask to promote your Walk for Animals fundraising efforts!

### But, Don’t Rely Only on the Web Alone

Napa Humane is extremely grateful for the amazing support of people in our community, like you, that give to animals in need. And you should be incredibly proud of your contribution! Tell everyone you’re participating in Walk for Animals and ask for their help... it never hurts to ask! You’ll find that we live in a wonderful community of animal lovers.

Here are a just a few ideas for collecting donations...we'd love to hear yours!

- Email is great for communicating, but it can be even more meaningful to ask people for their support in person.
- When you're out with your dog, everyone that says "Oh, what a cute dog! May I pet him/her?" (Of course, we know everyone says this to you because YOU have the cutest dog in the world!) Tell them about the Walk and ask them for a donation.
- Get on the agenda at staff, club, and neighborhood meetings.
- Ask clients, customers and coworkers to support your team (perhaps put a donation jar on your desk or in the break room).
- Ask your boss or company to match your own donation.
- Ask local businesses for their support...and those that you rely on for services – as an example, have a hair appointment? Ask your stylist for his/her support!
- Make business card size flyers with your Walk for Animals profile page address.

### **A Little Competition Can Be Fun!**

Pick a nearby business, another department in your company, or another club and set your team's goal up against theirs! You can compete against the other team to raise the most money or to recruit the most members.

Or...

Not on a team and raising funds? What about a friendly "cat lover vs. dog lover" competition? Or, any kind of pet for that matter!

### **Still not sure how to get started? Here is plan to raise \$500 in ten days...**

Day 1 – Get yourself started with a \$25 donation = \$25 total raised  
Day 2 – Challenge three family members to match your \$25 donation = \$100 total  
Day 3 – Ask your best friend for a \$25 sponsorship = \$125 total  
Day 4 – Ask your boss for a company donation or a matching gift of \$25 = \$150 total  
Day 5 – Ask five local friends to sponsor you for \$10 = \$50, \$200 total  
Day 6 – Ask five out-of-town friends to sponsor you for \$10 = \$50, \$250 total  
Day 7 – Gather support at work! Ask five co-workers for \$10 = \$50, \$300 total  
Day 8 – Ask five neighbors to support you for \$10 = \$50, \$350 total  
Day 9 – Ask 10 people at your church, club, gym, etc. for \$10 each = \$100, \$450 total  
Day 10 – Request a \$10 sponsorship from five local businesses = \$50, \$500 total!

**Above all...have fun and thank you for your support of Napa Humane!**