



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! We rely on this fundraiser to operate Napa Humane's Spay/Neuter Clinic, so every dollar you raise goes a long way to creating a healthy

Napa Valley for our pets. Keep reading for 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. Did the Spay/Neuter Clinic help you get your pet neutered, microchipped, or vaccinated at an affordable price? Or maybe you are Walking in memory of a beloved cat? Did our Humane Education program teach you or your children how to be safe around cats and dogs? Post pictures of your animals – nothing gets people more involved than seeing adorable pets!

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 in our community.

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. Explaining why you're reaching out again and why it's so important to you will encourage your friends and family to get involved.
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, Instagram, 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!
5. Above all, make it easy for potential donors to make that donation! Use a link that goes directly to donate button on your fundraising page or to the general event page: <https://secure.ggiv.com/event/napawfa2022/donate/>. You can also use the shortened link to save space: bit.ly/38WbfXY

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 that want to help.

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, classmates 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.
- Hold a yard sale!
- Host a fundraising party or BBQ where guests donate for some good grub.
- How about a bake sale of human and dog treats, too?

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

Day 2 – Challenge three family members to match your \$25 donation = \$100

Day 3 – Ask your best friend for a \$25 sponsorship = \$125

Day 4 – Ask your boss for a company donation or a matching gift of \$25 = \$150

Day 5 – Ask five local friends to sponsor you for \$10 = \$200

Day 6 – Ask five out-of-town friends to sponsor you for \$10 = \$250

Day 7 – Gather support at work! Ask five co-workers for \$10 = \$300

Day 8 – Ask five neighbors to support you for \$10 = \$350

Day 9 – Ask 10 people at your church, club, gym, school, etc. for \$10 each = \$450

Day 10 – Request a \$10 sponsorship from five local businesses = \$500

Above all...have fun! Thank you for your support of Napa Humane!

Questions? Contact Sabrina Robinson at 707.255.8118 x205 or srobinson@napahumane.org