



PETSWALK

Presented by Poulsbo Animal Clinic

2020 Fundraising Guide



Kitsap
Humane Society

Spokespet Finn



Why Fundraise?

Year after year, Kitsap Humane Society continues to build a legacy of animal welfare excellence. In 2019, we rescued over 6,100 animals, spayed and neutered nearly 6,000 animals and maintained a 96 percent lifesaving rate - one of the highest in the nation! This was accomplished with the help of hundreds of volunteers, donors, and other supporters like you.

About this Guide

This guide is designed to help you reach your full fundraising potential, which in turn, helps us save more animals' lives! We've included six helpful tips to kick-off your fundraising campaign. Don't be afraid to get creative and have FUN with it!

If you raise ...

you help ...

\$30

Provide lifesaving vaccinations to six shelter animals

\$75

Provide six microchips for shelter pets

\$150

Cover the cost of wound repair for an injured shelter dog or cat

\$300

Support a diabetic pet for the duration of her stay

\$600

Cover the cost of transporting 12 at-risk pets from partner shelters through our Rescue Me Program

\$1,200

Raise a litter of orphaned kittens from birth to adoption in our Foster Care Program

\$2,000

Cover the cost of our **Animal Control officers rescuing pets** from hoarding or neglect situations

TIP #1

Know That Your Support Matters

One of the best ways to fundraise in your community is to **share the difference every dollar makes**. Kitsap Humane Society needs supporters to help fund our lifesaving programs:

- Behavior & Training
- Medical Rehabilitation
- Transfer Program
- Foster Care Program

When making your fundraising ask, share this graphic to give your community a representation on how every dollar they contribute will help support the shelter animals. Spread the word by sharing it on your social media or emailing it to your network.



TIP #2

Personalize Your Fundraising Page

Fundraisers who personalize their fundraising page tend to raise more money because it creates a personal connection to the charity. Take a few minutes to share reasons why you support KHS and PetsWALK!

- 1. Add a photo!** Replace your profile photo with one of you and your pet. That way, when friends and family visit your page to donate, they know they're in the right place!
- 2. Share your story!** Let people know what Kitsap Humane Society means to you and why you're raising money for PetsWALK. Was there a special pet, person, or experience that inspired you?

Having trouble editing your fundraising page? Email our Events & Outreach Manager Amanda at agraham@kitsap-humane.org for assistance!



TIP #3

Show them how it's done!

Kick-off your fundraising campaign by being the first to donate! Donating to your own campaign shows your personal investment in our mission to help homeless animals. Challenge your friends and family to match your initial gift!

Hey [NAME]!

I'm reaching out because I'm participating in Kitsap Humane Society's PetsWALK and fundraising for shelter pets in need! This cause is close to my heart because [INSERT SENTENCE ABOUT WHY YOU'RE FUNDRAISING]. KHS is special because they rehome over 6,000 animals every year while maintaining a greater than 96 percent lifesaving rate – one of the highest in the nation!

My goal is to raise \$[INSERT GOAL] for Kitsap Humane Society by June 30, 2020. Would you be willing to help me reach my goal? Every donation makes a difference!

You can donate here: [INSERT LINK TO YOUR FUNDRAISING PAGE]

Thank you for your support!



TIP #4

Reach out to your friends & family!

The best way to fundraise is to **ask people individually**. A personal ask is more meaningful than a mass email and you're more likely to receive a response. Reach out to all the people in your network:

- Friends
- Family
- Neighbors
- Coworkers
- Community group members

We'll make it easy for you! Use the draft from this cool dog to email out to your community.

Don't forget to follow up! Fundraising takes some persistence. We all forget to respond now and then, so it never hurts to reach back out to people you've asked.



Jane Dog

14 mins · 🧑

I'm participating in @kitsaphumanesociety's PetsWALK to raise money for shelter pets in need! I need your help to reach my fundraising goal of \$[INSERT GOAL!] Please consider donating. Every dollar counts! #PetsWALK [INSERT LINK TO YOUR FUNDRAISING PAGE]

👍❤️ 57

15 Comments 5 Shares



♥️ 508 likes

dogsloverunning101 I'm participating in @kitsaphumanesociety's PetsWALK to raise money for shelter pets in need! I need your help to reach my fundraising goal of \$[INSERT GOAL!] Every dollar counts. Click on the link in my bio to donate! #PetsWALK



Jane Dog

@DogsLoveRunning101

Following

I'm participating in @kitsaphumanesociety's #PetsWALK to raise money for shelter pets! Please consider donating to help me reach my goal of \$[INSERT GOAL]. Every dollar counts! [INSERT LINK TO YOUR FUNDRAISING PAGE].

11:32 AM - 1 June 2020



TIP #5

Share on Social

The most powerful way to spread the word about your fundraising campaign is to share it on your social media channels! On this page are some examples fo what you could say.

Don't forget to include photos & videos!

Photos and videos not only let you show off your adorable pets to the rest of the world, they are proven to generate more engagement on social media. Post about your fundraising campaign with a fun photo of your furry friends!



TIP #6

Get Creative

Stumped on fundraising ideas? We recommend having fun with it and thinking out of the box to raise some extra dollars!

Ideas:

- Incentivize your community by putting everyone's name who donates into a **raffle for a prize**. Each donation (no matter how small) is entered to win.
- **Pledge to personally match every donation** up to a certain amount.
- **Walk your neighbor's dog** for a donation.
- **Have a garage sale** and donate all the proceeds.
- **Give up buying coffee for the few weeks** leading up to PetsWALK. Instead, donate that money toward your own fundraiser.
- **Use your talents!** If you're an artist, offer to give everyone who donates a piece of your work. If you're a baker, bake all your donors a cupcake.

We know it can be hard to ask your friends and family to give. You don't know the answer until you ask, and no matter what, they'll know that you are working to raise funds for animals in need.

Thank You

From all of us at Kitsap Humane Society, THANK YOU for raising money for shelter pets in need. Your donation will help us save more lives than ever this year. We're looking forward to your participation in PetsWALK Presented by Poulsbo Animal Clinic, June 1-30, 2020!

Questions about PetsWALK?

Email our Events & Outreach Manager Amanda at agraham@kitsap-humane.org.

