



FACEBOOK FUNDRAISING TOOL KIT

HOUSTON
PETS ALIVE!

INTRODUCTION

Help save cats and dogs from euthanasia! Crowdfunding for Houston Pets Alive! not only raises much-needed funds to support daily lifesaving, but also helps raise awareness of HPA! The more people who know about HPA!, the more lives can be saved.

The most powerful way we can raise funds and awareness for the pets most at risk is through you. You are their advocate. You are their champion. You are their lifesaver.

By reaching out to your network of relatives, friends, co-workers, neighbors, and other acquaintances, you begin a ripple effect of lifesaving.

This guide walks you through the simple steps to set up your Facebook fundraiser and provides tips and tricks to have the most impact.

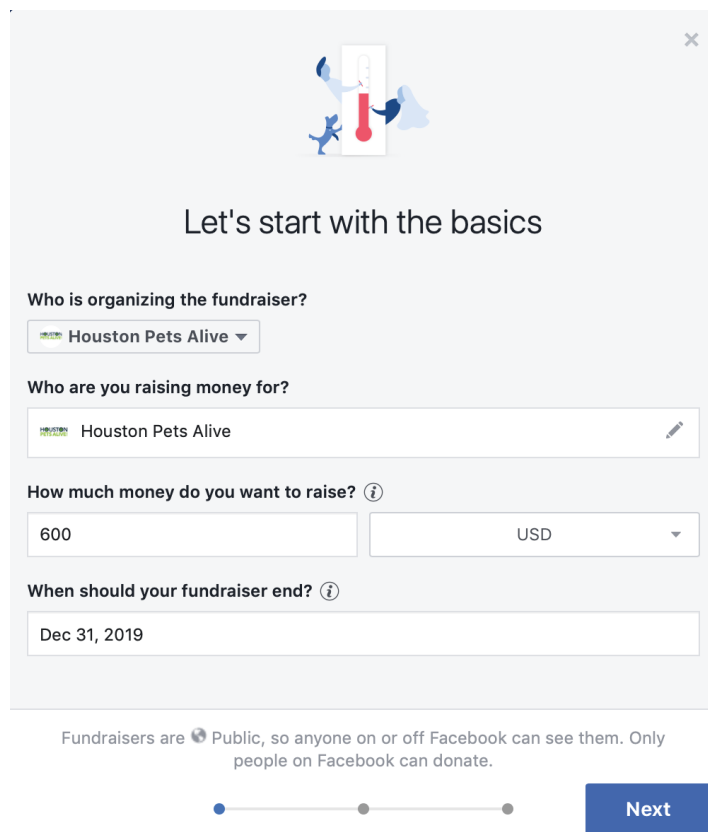
If you have any questions or need assistance, please contact the HPA! marketing team at marketing@houstonpetsalive.org.

Thank you for helping to save lives through Houston Pets Alive! Cats and dogs can't be saved without you!



SETTING UP YOUR FUNDRAISER

Step 1: Go to www.facebook.com/fund/HoustonPetsAlive14.



Let's start with the basics

Who is organizing the fundraiser?
Houston Pets Alive

Who are you raising money for?
Houston Pets Alive

How much money do you want to raise? ⓘ
600 USD

When should your fundraiser end? ⓘ
Dec 31, 2019

Fundraisers are Public, so anyone on or off Facebook can see them. Only people on Facebook can donate.

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Step 3: Name your fundraiser and describe why you're raising funds for HPA! and why your network should donate.

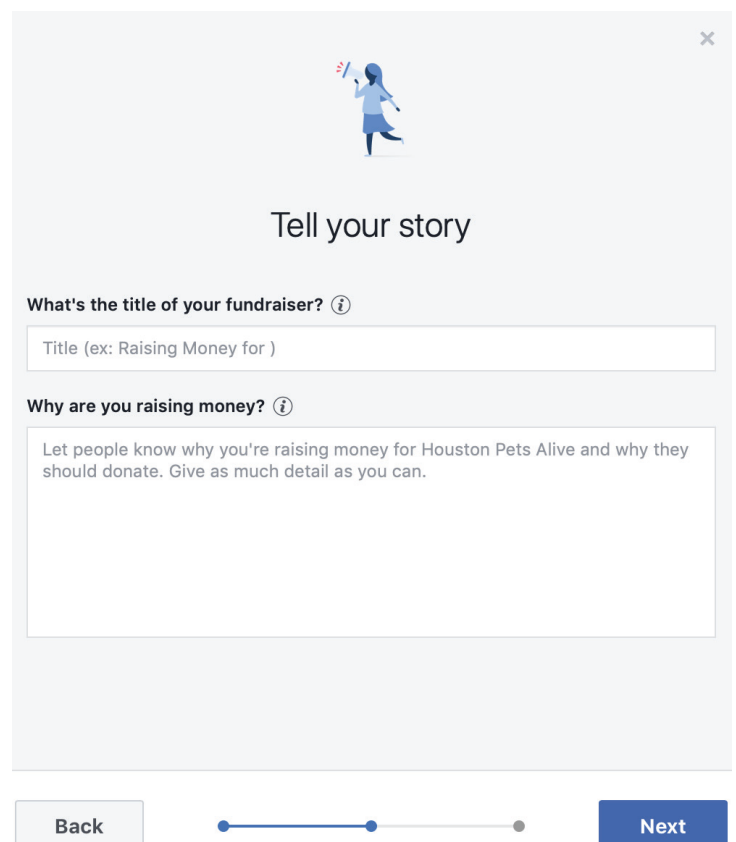
Your title could be something like "Help save cats and dogs from unnecessary euthanasia" or "Help me save lives with Houston Pets Alive!"

In your description, write a brief, but compelling, story about why you're raising funds for HPA! and why it's important for people to donate. Making it personal to you (rather than leaving the default description) will better inspire others to give.

Step 2: Your account will already be listed under "Who is organizing the fundraiser," and "Who are you raising money for" will default to Houston Pets Alive!

Set your fundraising goal. We suggest \$600, which is the average cost of a pet in our program from the time s/he is saved to the time s/he is adopted. All amounts help!

Set your campaign end date. Give yourself enough time to meet your goal, but not so much time that the need won't seem urgent. A few weeks is usually the sweet spot.



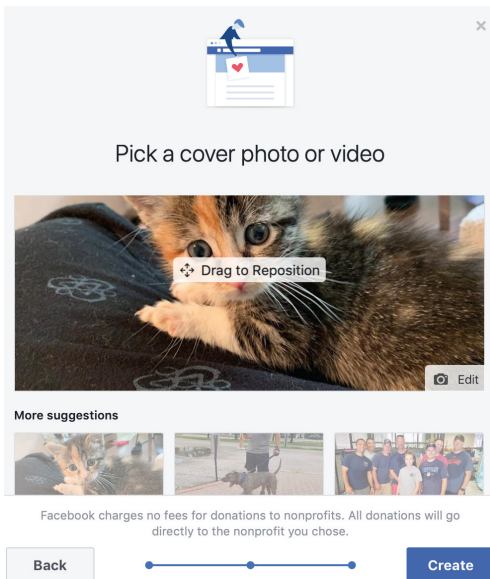
Tell your story

What's the title of your fundraiser? ⓘ
Title (ex: Raising Money for)

Why are you raising money? ⓘ
Let people know why you're raising money for Houston Pets Alive and why they should donate. Give as much detail as you can.

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Step 4: Choose a high quality, visually appealing photo or video that helps tell your story and that will inspire people to donate. There may be some recent HPA! photos available for you to select. You can always change the image or add more later on.

Step 5: Click “create” and your fundraiser is complete!

Now you're ready to start fundraising!

FUNDRAISING TIPS

1. First, make a donation to your own fundraiser if you can. If people see you've put your money where your mouth is, they will be more likely to donate themselves. Donate as much as you can, or the amount you'd like to inspire others to donate. For most people, that's \$25-\$100.
2. Use the “invite” button to invite all of your Facebook friends to the fundraiser.
3. “Share” your fundraiser on your own timeline. Write a new caption (or copy/paste the fundraiser description) and tag your closest relatives and friends who you think would donate.
4. Direct message and/or email your closest relatives and friends with your fundraiser's URL to make sure they see it. They might miss it on their news feed or in their notifications if you invited/tagged them.
5. Use text, images, and videos to tell your story, convey emotions, and invite empathy.
6. Post fun, captivating, and snappy updates. Updates spur conversation which in turn raises awareness. Upload a new picture and write a personal message. When you hit a fundraising milestone, post it. Example: Today is the 20th! I am asking everyone to donate \$20!
7. Update several times a week to keep your fundraiser at the forefront. Be careful not to overpost - you don't want to annoy people - stick to limit of one post daily, at most.
8. Comment on your own fundraiser updates with the fundraiser URL - don't add the link directly in the post caption (it's better for Facebook algorithms).

9. Use hashtags, especially #houstonpetsalive.
10. Share HPA! Facebook posts that would inspire your friends to donate. Caption your shares with something like “I’m raising funds for this awesome organization! Check out the fundraiser on my page!”
11. Thank every single donor who donates to your Facebook fundraising page with a personal comment. Houston Pets Alive! will try to thank all of your donors, too.
12. Encourage your invitees to invite their own Facebook friends to like, share, and follow your Facebook fundraiser AND Houston Pets Alive! It’s a ripple effect to spread awareness. Each time someone donates they are prompted to share and invite their friends. Shares and re-shares contain a donate button making it easy to donate right from the news feed. You will be reaching more supporters and hopefully engaging a broader network within your community.
13. Ultimately, success of your fundraiser will rely on reminding people of your fundraiser. Updates will get your audience’s attention, give them something to share with their own friends, and inspire people to donate.

HAVE FUN and know that you are saving lives!

