

# FUNDRAISING TIPS & TRICKS

Asking for donations can seem intimidating, but with these easy tips you'll be bringing in lifesaving funds! Every dollar counts and goes directly to saving lives, so don't give up!

**1** *Tell Your Story:* Personalize your fundraising page by sharing your story and explain why the cause matters to you. People are more likely to contribute when they connect with the person behind the fundraiser.

**2** *Make a Donation:* 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 \$50.

**3** *Collaborate with Others:* Make a team and join forces with friends, colleagues, or local businesses to amplify your reach. Collaborative efforts can lead to a wider network and increased exposure for your crowdfunding campaign.

**4** *Engage on Social Media:* Use social media to reach a wider audience. Share your fundraising page & tag your friends & family. Regular updates and engaging content will keep your campaign fresh in people's minds. Tell people when you hit a milestone or that you're close to one and need their help! Example: Today is the 20th! I am asking everyone to donate \$20!

**5** *Use Visuals:* Share photos of your own furry friend to personalize your posts and encourage people to save pets like them! After all, anybody's pet could be at-risk and HPA! is committed to saving those without other options.

**6** *Reach Out Personally:* Direct message and/or email your closest family and friends with your fundraiser's URL to make sure they see it. They might miss it on their news feed and sending personalized messages explaining your cause and how their support can make a difference can be more motivating for them to help you reach your goal.

**7** *Express Gratitude:* Thank every single donor who donates to your fundraising page with a personal thanks. Houston Pets Alive! will thank all of your donors, too.

**8** *Encourage Others:* Ask your friends to create their own fundraiser and join us at the After Pawty on February 24th! It's a ripple effect to spread awareness. Each time someone donates they are prompted to share and invite their friends. You will be reaching more supporters and hopefully engaging a broader network within your community to help spread the word about HPA! and its lifesaving mission!

**9** *Don't Give Up!:* Ultimately, your fundraiser success will rely on reminding people of it. Updates will get your audience's attention, give them something to share with their own friends, and inspire people to donate. Sticking with it to the end is the best chance you'll have of reaching your goal. Don't worry though, even if you don't raise the full \$500, you've still raised critical funds that will help save the next at-risk pet in our care!