

Be a Su-Paw Star

Fundraising Toolkit



Because of you, pets in need will get the second chance they deserve. Keep up the great work by fundraising to help even more homeless and abused animals in need of shelter, veterinary services, and compassionate care. Every dollar you raise goes toward creating happier, healthier lives for animals in our community.

Thank you for participating in this year's Walk for the Animals. We hope you have a 'Paw'some time!



Your Road Map to Success



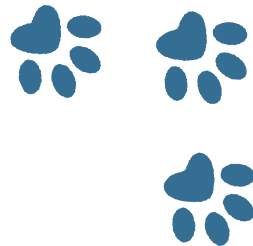
Set a Goal!

Let your friends and family know how much you are hoping to raise for pets in need!



Start the Donations early!

The sooner you start fundraising, the faster you will reach your goals! You can also start off the donations yourself to get the ball rolling.



Make a list of Your Fur-iends!

Create a list of friends, family, coworkers, or anyone you can ask to donate. They may even want to participate with you, so don't leave anyone out! Will your employer match donations? Ask!





Host a Paw-ty or Bake Sale!

Want to get the neighborhood involved? Host a bake sale, a craft sale, or other event to encourage donations. What's better than an excuse to get together with friends?



Say Thank you!

Make sure to thank everyone who has donated to your cause. It's a simple, but effective way to make sure that they are an essential part of your team!

Get Social!

Social media is a great tool to help in your fundraising efforts. Whether you use Facebook, Instagram, or other social media outlets, have fun with it! Post a few pictures of yourself, animals, and be sure to let everyone know what your goal is and how far you've gotten! (The next pages have a few examples!)



Sample Facebook Fundraising Page

An easy way to fundraise for pets in need is to create a Facebook fundraiser! The dollars you raise through Facebook will be reflected in your participant center and will count towards your overall goal. You can invite family and friends to your fundraiser page, update the photos and description to express why you're passionate about raising funds for homeless and abused pets in our community. Login and visit your participant fundraising page to get started.



Add your name or team name!

The Bees for Lollypop Farm, the Humane...

Fundraiser for Lollypop Farm, the Humane Society of Greater Rochester by The Bees

Donate

Share

...

Help

Add a goal!

\$100 of \$500 raised! ⓘ



Write something...

500



Photo/video



Check in



Feeling/activity

About

"Help me raise money to save homeless pets! I will be walking in this year's Walk for the Animals at Barktober Fest at Lollypop Farm!"

Fundraiser progress

5

donated

500

invited

5

shared

Created by



The Bees!



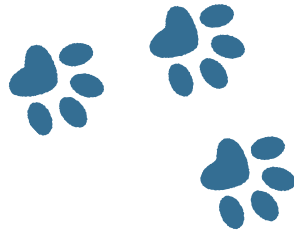
223 friends



On Facebook since forever!

In your about section:
Have fun and give your reason for walking!

SOCIAL MEDIA SAMPLES

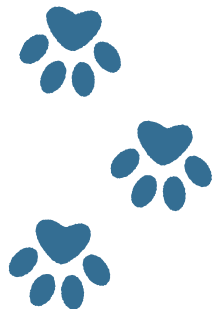


For Instagram

Join my team at the Lollypop Farm Walk for the Animals at Barktober Fest! See the link in my bio!
#barktoberfest2022 #lollypopfarm



Would you like to take a
STROLL with me?



For Facebook

I will be walking in the Walk for the Animals at Barktober Fest at Lollypop Farm! Help me raise money for homeless pets today by visiting my fundraising page!



Want to be a **HERO**
for homeless pets?
Let's **TACO** 'bout it!



Download more on our event website!