



DOGGIE DASH

FUNDRAISING GUIDE • 2019



OREGON
HUMANE
SOCIETY



ABOUT THIS GUIDE

This guide is designed to help you reach your full fundraising potential! There are nine steps within, but don't feel tied to them. Take what's useful to you and be creative!

OUR #1 FUNDRAISING TIP

If there's one takeaway from this entire guide, it's this: Share your *why*. Asking for donations can feel uncomfortable for some. By sharing why you support the pets at OHS, asking others for their support becomes much easier. Donations save lives!

STEP 1

KNOW THAT YOUR SUPPORT MAKES A DIFFERENCE

What makes OHS different from other shelters?

- » We don't receive any tax dollars or portion of donations paid to national organizations.
- » We have one of the highest adoption rates in the country.
- » We operate the country's first onsite teaching hospital in partnership with Oregon State University College of Veterinary Medicine.
- » We have nearly 150 staff and volunteers who are certified to help with disaster relief and large rescues.

Each and every year at OHS...

- » 11,000+ pets find loving families.
- » 1,000 pets are saved from abuse.
- » 12,000+ pets are healed by OHS veterinarians.
- » 7,000+ pets are rescued from other shelters.

NO TIME LIMITS—EVER

We never put time limits on how long pets remain at our shelter. They stay with us for as long as they need to find their forever home.

EVERY DOLLAR MAKES A DIFFERENCE



\$25 VACCINATES 12 PUPPIES



\$50 SUPPORTS ONE DAY OF CARE FOR A PET



\$75 FEEDS 6 SHELTER PETS FOR A WEEK



\$150 SPAYS/NEUTERS 5 CATS



\$500 PROVIDES MEDICAL CARE FOR TWO INJURED ANIMALS



\$1,000 TRANSPORTS 24 AT-RISK PETS FROM SMALLER SHELTERS

FUNDRAISE WITH CONFIDENCE

Oregon Humane Society is a top-rated 501(c)(3) nonprofit.



CHARITY NAVIGATOR
Your Guide To Intelligent Giving



ACCREDITED
BUSINESS



STEP 2

PERSONALIZE YOUR FUNDRAISING PAGE

It's easy to customize your fundraising page and make it your own!

- 1. ADD YOUR PHOTO(S).** Replace our logo with a photo of you and your pet—so when your friends and family visit your page to donate, they know it's really you.
- 2. SHARE YOUR STORY.** Take 5 minutes to write a few sentences on your fundraising page, answering the question: Why do you care about supporting Oregon Humane Society? (Was there a special pet, person or experience that inspired you?)

Fundraisers who personalize their fundraising page tend to raise more because they've taken the time to share *why* they care about supporting OHS. This demonstrates your commitment to being a hero for pets!

*Not sure how to edit your fundraising page?
Contact us at doggiedash@oregonhumane.org.*





STEP 3

KICKSTART YOUR CAMPAIGN WITH A GIFT

Be the first to make a donation to your own fundraising page! It takes just one gift to get your fundraising momentum going, and it also shows your personal investment in our mission. (Don't forget: Donations save lives!)

STEP 4

REACH OUT TO YOUR NETWORK

Our best recommendation is to reach out to people one-on-one. A personal ask is powerful and feels more heartfelt than a mass email. (But, if you're short on time, a mass email is better than no email!)

"Who do I ask?"

- » Family
- » Friends
- » Friends of friends
- » Neighbors
- » Coworkers
- » Faith community members
- » Your doctor, dentist, accountant, etc.

Expand your reach by asking these folks to share your fundraising page link with their networks, too!

"What do I say?"

It's simple! Share why you're fundraising for OHS. Was there a special pet, person or experience that inspired you?

Use the following draft for an email or a phone conversation!

Hey **[NAME]**!

It's no secret that I'm **[INSERT ADJECTIVE]** about animals. That's why I'm taking part in the Oregon Humane Society's Doggie Dash and fundraising for shelter animals who need our help!

This cause is near-and-dear to me because **[INSERT SENTENCE ABOUT WHY YOU'RE FUNDRAISING]**. OHS is special because they never put time limits on how long animals stay at their shelter—as long as it takes to find a forever home.

My goal is to raise **[\$[INSERT YOUR GOAL]** for OHS by **[INSERT DATE]**. Will you please help me reach my goal?

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

Thank you for your support!

STEP 5 GET SOCIAL



The next step is to share your fundraising page on social media. Here are sample social posts for you:

TWITTER

I'm dashing to help pets at @oregonhumane! I need your help to reach my goal of \$[INSERT YOUR GOAL]. Please donate today! Any amount helps. [INSERT LINK TO YOUR FUNDRAISING PAGE] #doggiedash

FACEBOOK

I'm dashing to help pets at @oregonhumane! [INSERT SENTENCE ABOUT WHY YOU'RE FUNDRAISING]. I need your help to reach my goal of \$[INSERT YOUR GOAL]. Please donate today! Any amount helps. [INSERT LINK TO YOUR FUNDRAISING PAGE] #doggiedash

INSTAGRAM

I'm dashing to help pets at @oregonhumane! [INSERT SENTENCE ABOUT WHY YOU'RE FUNDRAISING]. I need your help to reach my goal of \$[INSERT YOUR GOAL]. Please donate today at the link in my bio! Any amount helps. #doggiedash

VIDEOS

Videos get more engagement on social media than photos or text. Record a short, 60-second video on your smartphone and post it to social.





STEP 6 GET TEXTING



Texting is a best kept secret of top fundraisers. It's fast and cuts through the clutter of an inbox or social media feed (and the response is often immediate!).

"What do I text?"

Hey! I'm fundraising to help pets at the Oregon Humane Society. I'm hoping you can help me reach my goal of **[\$[INSERT YOUR GOAL]**. Will you please make a donation today? Any amount helps! You can donate here: **[INSERT LINK TO YOUR FUNDRAISING PAGE]**

Optional: Include a photo of your pet!



STEP 7

FOLLOW UP YOUR FIRST ASK

Fundraising takes some persistence. We all know it's easy to read an email or text and forget to respond. That's why it never hurts to reach back out via phone, email or text.

"What do I say to follow up?"

Fundraisers who follow up again raise more than those who don't. Share your progress toward your goal, suggest a donation amount or say what you've been doing to raise funds.

Your second ask can be as simple as:

Hi **[NAME]**,

Hope all is well with you! I recently shared that I'm fundraising to help shelter animals at the Oregon Humane Society. I really want to make a difference for animals and I hope you'll help me do it!

I need just **[\$[INSERT AMOUNT NEEDED TO REACH GOAL]]** to reach my goal. Will you please make a donation today? Any amount helps me get closer to my goal!

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

OHS Doggie Dash

STEP 8

HARNESS YOUR TALENTS

Get creative to keep your fundraising efforts going. Play to your strengths and do something fun to raise some extra dollars!

IDEAS

- » Pledge to personally match every dollar raised, up to a certain amount.
- » Walk your friend's dog for a donation.
- » Sell your baked goods.
- » Host a benefit dinner party.
- » Craft for our cause.
- » Commit to doing a jumping jack, push up or deadlift for every dollar raised.
- » Make new friends at the dog park and tell them about your efforts.
- » Ask a local restaurant or business to donate a percentage of sales on a specific day. Be sure to tell your friends!





STEP 9

SAY THANK YOU!

OHS sends a thank-you email to each of your donors, but we also encourage you to send your own thank-you note. Handwritten notes can be a really meaningful way to show your gratitude (but you can always send a nice email, too).

You can also comment on each donation with a quick “thank you” directly from your fundraising page. Donors will get an email with the content of your comment.



KEIRA

Adopted Nov. '18



FRANKIE

Adopted July '18



ERIC

Adopted June '18

Thanks for fundraising to help pets in need!

Please let us know if you have any questions at doggiedash@oregonhumane.org.



HOOOPER

Adopted Dec. '18



BUTTERSCOTCH

Adopted Feb. '18



BIG MAC

Adopted Sept. '18