

# FUNDRAISER GUIDE

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**OHS Doggie Dash**



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!

## TAKEAWAY

If there's one takeaway from this entire guide, it's this: Share your *why*. As you ask for support, share why you care—about animals, about OHS, about creating a *more humane society*. As humans, we're drawn to stories and passion, and when others see you're passionate about a cause, they'll want to help.

# STEP 1

## YOUR SUPPORT MAKES A DIFFERENCE

*What makes OHS different from other shelters?*

- » We are the 3rd oldest humane society in the nation. 2018 is our 150<sup>th</sup> anniversary!
- » We employ the only humane investigators commissioned by the Oregon State Police.
- » We operate a teaching hospital onsite.
- » We take on the most difficult animal cases.
- » Our adoption rate is one of the highest in the nation—at 3-4x the national average.

*Each and every year...*

- » 11,000+ pets cared for and adopted.
- » 1,000 cases of animal abuse and neglect investigated.
- » 7,000 pets rescued through Second Chance program from other shelters around the region.
- » 12,000 youth and 2,000 adults educated on humane treatment of animals.
- » Thousands of free and low-cost spay and neuter surgeries for pets owned by low-income families.

Your fundraising dollars support programs that make *a more humane society.*

## 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 you raise makes a difference.*

- \$30** Supports one day of care for a dog.
- \$50** Vaccinates 10 kittens.
- \$100** Feeds 20 puppies for one week.
- \$150** Transports 10 pets from smaller shelters.
- \$300** Provides medical care for one injured animal.
- \$500** Purchases a bulletproof vest for an OHS Humane Investigator.
- \$1,000** Spays/neuters 27 cats.

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



CHARITY NAVIGATOR  
Your Guide To Intelligent Giving



## STEP 2

### PERSONALIZE YOUR FUNDRAISING PAGE

*It's easy to make your OHS fundraising page your own!*

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

We find that 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 to donors your commitment to being a hero for pets!

*Not sure how to edit your fundraising page?  
We're here to help you.*

**Reach out to us at  
[doggiedash@oregonhumane.org](mailto:doggiedash@oregonhumane.org).**





## STEP 3

### KICKSTART YOUR CAMPAIGN WITH A GIFT

Consider making the first donation of \$50 to your fundraising page. It takes just one gift to get your fundraising momentum going, and it also shows your personal investment in our mission.

Or, ask a close friend or family member to make the first gift.

## STEP 4

### TIME TO REACH OUT

With your fundraising page ready to go and your link in hand, our very best recommendation is to reach out to folks 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?"*

Share why you're fundraising. Why are you going to all this effort to support OHS?

*Use the following as a draft email or use it to inspire a phone conversation!*

Hey **[NAME]**!

It's no secret that I love animals. I believe that all pets should have a caring and loving home, and that's why I'm fundraising for the Oregon Humane Society!

What makes OHS special? OHS has a 150-year history of being a champion for pets and never puts a time limit on how long a pet is at their shelter. Plus, their adoption rate is three to four times above the national average and is one of the highest in the nation.

My goal is to raise **#[INSERT YOUR GOAL]** for OHS by **[INSERT DATE]**. I'd really appreciate your support in my fundraising efforts! Your tax-deductible donation will help OHS provide much-needed care for rescued pets.

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

\$50 - Vaccinates 10 kittens.

\$100 - Feeds 20 puppies for one week.

\$300 - Provides medical care for one injured pet.

\$500 - Educates children in 150 classrooms.

Thank you for your generous support!

## STEP 5

### GET SOCIAL



The next step is to share your fundraising page on social media. Facebook, Twitter, Instagram, or wherever your people are! Along with your page link, share one sentence about why you're putting your energy and efforts into supporting OHS.

Here are sample social posts for you to use.

#### TWITTER

Help my efforts to rescue and care for pets in need @OregonHumane! Any size donation will get me closer to my fundraising goal! **[INSERT LINK TO YOUR FUNDRAISING PAGE]** #doggiedash

#### FACEBOOK AND INSTAGRAM

Help my efforts to rescue and care for pets in need @OregonHumane! **[INSERT SENTENCE ABOUT WHY YOU'RE FUNDRAISING]** Any size donation will get me closer to my fundraising goal! **[INSERT LINK TO YOUR FUNDRAISING PAGE]** #doggiedash

#### VIDEOS

Videos get more engagement on social media than photos or just text. Use this to your advantage and shoot a short, 60-second video on your smartphone about your fundraising efforts and post it to social.

*Quick Tips for Shooting a Smartphone Video*

- Hold the phone horizontally.
- Shine a light source on your face.
- Wait two seconds before you start talking.





## STEP 6 GET TEXTING!



Texting is a best kept secret of top fundraisers because 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 wanted to ask if you'd support my fundraising efforts for the Oregon Humane Society. I'm trying to raise **\${INSERT YOUR GOAL}** and any donation would help me get closer to my goal. You can learn more or give by visiting my page here. **[INSERT LINK TO YOUR FUNDRAISING PAGE]**.



## STEP 7

### FOLLOW UP

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—whether over the phone, email, or text.

*"What do I say to follow up?"*

### FOR FOLKS WHO HAVEN'T DONATED YET

We find that fundraisers who follow up with people they've already asked raise more than those who don't. Your second ask can be as simple as:

Hi [NAME],

Hope all is well with you! I know I recently shared my Oregon Humane Society fundraising efforts with you, and I wanted to reach back out and share that it's not too late to give! I need just **[\$[INSERT AMOUNT NEEDED TO REACH GOAL]** to reach my goal. Could you help keep my momentum going and make a contribution to help me get closer to my goal?

You can also make a small suggested donation or talk about what you've been doing to raise funds. Every dollar helps the animals.

### FOR FOLKS WHO HAVE DONATED

Share your progress toward your goal! Donors like to be kept in the loop on causes they've supported, especially when it involves someone they know—you! These donors may also be more likely to donate a second time if you're very close to reaching your goal. Don't hesitate to make a direct ask to help you get over the finish line.

## 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 friends' dog for a donation.
- » Sell your baked goods.
- » Host an OHS 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.
- » Contact a local restaurant and ask them to donate a percentage of sales on a specific day. Then tell your friends about the fundraising event.





## STEP 9

### SAY THANK YOU!

A thank you email is automatically sent to each of your donors, but we encourage you to also send a thank you note. Handwritten notes via snail mail can be really meaningful, but you can always send a nice email, too, if that's most doable for you.

#### NOTE

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

A golden retriever and a black dog are standing in a blue kiddie pool. The golden retriever is in the foreground, looking to the right with its mouth open. The black dog is behind it, also looking to the right. A person in a blue dress is partially visible in the background. The pool has a decorative pattern on its side.

**THANK YOU!**

Thank you for fundraising to help pets in need. Please let us know if you have any questions or need help at [doggiedash@oregonhumane.org](mailto:doggiedash@oregonhumane.org)