



Personal Campaign Starter Kit

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Humane Society of Broward County

Welcome!

Thank you for creating a Walk for the Animals Personal Campaign! We all have our own personal reasons why we want to help the homeless animals in our community. We appreciate that you've chosen to do so. The mission of the Humane Society of Broward County is to provide shelter, aid and responsible adoptions to animals entrusted to our care, and educate the community about respect and kindness to animals. The money that you raise for this important event will help the homeless animals in our care find loving forever homes and support our community outreach programs.

Some of our programs include:

-  Educational Presentations to Children, Teens and Adults
-  Cruelty Investigations
-  Low Cost Vaccines
-  Pet Loss and Grieving Services
-  Animal Assisted Therapy
-  Positive Dog Training Classes
-  Surrender Prevention and More

The following pages of this guide will help you organize and execute a successful fundraising campaign.



A Look at What's Inside!

- Quick Start
- Creating a Personal Fundraising Page and Utilizing it
- Getting your Company Involved
- Step-by-Step to a Successful Walk for the Animals Campaign

Quick Start

Use these four quick steps to get your fundraising off to a great start!



Organize

- Set up your Personal Campaign Page on walk4theanimals.com
- Set your Campaign goal
- Brainstorm creative and fun ideas for fundraising (Social Media, People & Pet Bake Sales and more)



Market

- Get the word out about your Campaign
- Post info about your Campaign on Social Media
- Encourage family, friends and co-workers to join you
- Reach out to social groups, clubs and networks you belong to so they can help you help the animals



Fundraise

- Encourage online fundraising
- Think of a new fundraiser that will draw pet lovers
- Send emails and post on your Facebook account, ask your friends to share
- Make this holiday season about giving back to the animals



Finish






- Increase your goal if you hit it early
- Thank everyone that donates to your Campaign
- Post a thank you on all of your Social Media sites
- Encourage other family and friends to join in-If they miss this year's Walk, get a head start collecting donations for next year's Walk
- Follow up on paperwork for any company-match donations

CELEBRATE ON MARCH 4, 2023 AT THE WALK FOR THE ANIMALS!

Creating and Utilizing a Personal Fundraising Page

Helping animals is a wonderful cause. Your Personal Campaign page will be your biggest asset as you fundraise, so make sure to get the most out of this important tool. Tell your story and don't be afraid to show your passion.

What to Include on Your Page to Get Attention

-  Customize your Campaign Page and share your story. Make sure everyone knows why you are fundraising for the animals at the Humane Society of Broward County.
-  A picture is worth a thousand words! Make sure to include pictures of your own pets on your page. Link your Social Media accounts to your walk4theanimals.com page. This will make sharing your page even easier when the time comes.
-  Import your personal email contacts. Write a personal message encouraging those who visit your page to donate to your Campaign. Remind them that their donations go towards helping the homeless animals at the Humane Society of Broward County.
-  Take advantage of all that Social Media has to offer. Post on Facebook or any other site you use. Ask friends to share to help your fundraising efforts. Remind them that everything can be done online. You may be surprised at who responds!
-  Keep things fresh and exciting. Change your posts and emails as you go along. Follow the Humane Society of Broward County on social media, and pass along stories and pictures. Most people are not aware of everything we do at the HSBC.



Your Story

Sharing a personal story, your motivation for dedicating so many hours to helping the animals, is the best way to encourage others to support your Campaign. Make sure your fundraising page has a personal touch. Tell a story about your pet or a pet you may have met that touched your heart while at the Humane Society of Broward County.

Get your company involved in your fundraising efforts!

Who is the best person in my company to meet with regarding a company-wide campaign?

Depending on the size of your company, the CEO or president may not be the best choice. Do some research. Look for executives who are involved in giving back to the community. It is best if you can schedule a meeting and invite a Walk for the Animals staff person and/or board member to join you. In some cases, you might want to ask your supervisor or a department head to help secure the meeting.



What are the advantages to having my employer on board?

Getting your company involved is a great way to open the door and invite your co-workers to join you. Most larger companies also offer an employee match program. They vary, but most match 100%, up to a certain amount, for every employee contribution to a non-profit organization.



When is the best time to ask for support from my employer?

If your company has a lot of community commitments, you may need to start a grassroots effort to demonstrate employee support and interest. Work through employee channels, your department and friends from work. Some may already be involved and you just didn't know it! Use this method to get your Pack started, then bring in executive support to hit it out of the park! Many companies have departments that support community outreach, charitable giving, public relations and marketing.



What if my company only sponsors specific causes?

Don't count us out right away. The Humane Society of Broward County offers programs that are often not known to the general public, but have helped people in our community. If the HSBC mission still does not fit your company, that's OK. You can ask your colleagues to join you in raising funds to help the homeless animals in South Florida and educate the community about shelter pets and responsible pet ownership.



Is there anything else I should ask my employer?







YES! Many companies offer matching funds for employee charitable donations. For example, if you raise \$1,000, your company will match that amount. Check on application deadlines and rules. It's an easy way to accelerate your fundraising and get to the next level.

COUNTDOWN

3 Months from Campaign End Date

➤ Organize

Don't forget the holidays!
Ask for a donation for the animals this year.






-  **Plan an event:** If you've never planned a fundraiser, don't stress! It can be easy and fun. It's even better if you gather a team of family, friends and other animal lovers who share your fundraising spirit to help. Make it as easy as a Bake Sale or partnering with a local restaurant. For the more daring, hold a Dog Wash or Garage Sale. Make sure your event date does not conflict with any other major events in your area or major sporting events.
-  **Now is the time to keep your Personal Campaign fundraising page up to date.** If you haven't already, make sure to add photos and a personal story.
-  **Not sure what your goal should be?** Aim high and do the best you can to reach it. When donors know you're trying to reach a certain goal, they want to help you succeed. If you were involved last year, set your goal at least 20% higher. Most people are surprised at how generous donors can be if asked to help. Check out the ABOUT THE HSBC section of the Walk4theAnimals.com website. It will provide important facts about our shelter that you can pass on to potential donors.
-  **Email is easy from your Personal Campaign page.** There are pre-populated emails that are set for ease of use, but try to change them a bit to make them your own. This is another good place to tell YOUR story. We've provided sample letters for you to use for inspiration. Don't feel you need to use them word for word.
-  **During your last push, make sure you have some HSBC literature with you whenever you go out.** Let everyone you come in contact with know you are fundraising and ask if they can help. Include cashiers, baristas, trainers, etc.
-  **Social Media is always the way to reach the most amount of people in the fastest amount of time, whether local or far away!** It's easy to use.

COUNTDOWN

2 Months from Campaign End Date

➤ Recruit

Keep your supporters involved. Some will give additional support to help you reach your goal.

-  Continue reaching out to people you know. Ask them to join you by donating to your Campaign and ask for help planning events.
-  Make signs and even collection boxes that you can post or place at your child's school, place of worship, gym, town hall or other organizations you are involved with.
-  With social media and contacts at your fingertips, it's easy to ask your family and friends to tap into their networks. They can send out your message through LinkedIn, Pinterest, or other sites they frequent.
-  Don't forget community groups, alumni associations and other people you come in contact with. Keep sending emails. People lead very busy lives and don't always have time to check their mail. The more sent, the more likelihood they will see it.
-  Communication, in what ever form you choose, will make you reach and exceed any goal you set. The animals that will be helped will thank you for your efforts.



Follow us on Social Media!



@humanebroward



@browardhumane









Humane Society of Broward County

COUNTDOWN

2-4 weeks from Campaign End Date

➤ Fundraise

Fact: People who raise money online raise 3 times more than those who only collect cash or check donations.

-  We're getting close and the Humane Society of Broward County thanks you for all you are doing for our shelter and our animals!
-  Make that final push to reach and exceed your goal. Send out updates, especially after you reach your goal, so your donors know they've helped you in your success.
-  Follow up with the stragglers! Those who want to give but it has slipped their mind. They will thank you for reminding them and making the effort to contact them again.
-  Let your contacts know it is easy to donate. They can use a credit card online at our secure site. They can also give you cash or mail you a check made out to the Humane Society of Broward County.
-  If you are hosting an event, make sure to send out all necessary information to your family and friends. Include time, location, parking information, etc.
-  This is it! One last push on Social Media could get you over the top! Let your contacts know every little bit helps. Whether it's \$5, \$10 or \$100, it will make a huge difference in the lives of homeless animals.



Humane Society of Broward County Facts






- Last fiscal year we placed over 4,500 dogs, cats and other furry friend
- Our Education department reaches over 150,000 people annually.
- In an average 3 month period we perform over 2,000 low cost spay/neuter surgeries for our community.
- We're here for people and their pets!

Creative ways to raise money for the animals

Our dedicated fundraisers never cease to amaze us with their creativity. Here are some fun and exciting ways they've implemented to raise money for their Personal Campaigns.

-  **Nail-a-Thon:** Groomers have donated Nail-a-Thons where all money for nail trims on a certain day were donated.
-  **Ride for the Animals:** An equestrian show complete with raffles and contests.
-  **Yappy Hours:** Local bars will donate a portion of each drink sold during a Happy Hour.
-  **Bake Sales:** Those who love to cook have baked both human and doggy treats and set up in front of stores and/or at festivals.
-  **Cut-a-Thon:** Local hair salons donate a portion of each haircut on a given day.
-  **Dog Wash:** Kiddie pools are set up at a local park and dogs are bathed.
-  **Lunchtime Fun:** A simple game or raffle is set up in corporate cafeterias at lunchtimes.
-  **Make your Own Bandana:** A bandana station is set up at office common areas, where employees can decorate a bandana for their dog.
-  **Game Night Out:** People are invited to play games and eat snacks for an entry fee. Apartment or condo entertainment areas work great for this.
-  **Clothes Exchange:** For a set fee, people bring a bag of gently used clothes and can pick out a bag of "new" clothes from those that others have brought.
-  **Lemonade Stands:** It may be old fashioned, but when a child opens a Lemonade Stand for the animals, people stop! Some included dog treats.
-  **Cookie Exchange:** People bake cookies, and for a small fee, take home a bag of select cookies chosen from those that others have brought.
-  **Home Run Marathon:** This can be for kids and/or adults. They pay a fee to see how many "home runs" they can hit. The winner in each age category gets a little prize.
-  **Change for the Animals:** Change jars are set up at schools or on people's desk to collect change.

At the end of your campaign...

-  Give yourself a **BIG** pat on the back or ask your pet to do it for you! You gave back and made a difference!
-  Give your donors a pat on the back, too, by thanking them all for helping your Personal Campaign and the animals and programs supported by the Humane Society of Broward County.
-  Drop off any cash or checks you have collected to our shelter at: 2070 Griffin Road, Fort Lauderdale, FL 33312. Ask for Rachel Frank, point person for Walk for the Animals.
-  If you hosted an event, make sure to post photos and share with your attendees and any businesses that lent a hand.
-  It's never too early to start thinking about next year! Note what worked and what was not as successful this year so starting up next year can be a breeze!



After Your Event

Don't forget to thank all those who supported you. Send hand written notes to all of your donors and business partners.

If your events were successful, book the date for next year so your venue and support staff can pencil it in. It may seem early but you'll be surprised how fast a year goes by!

Need some help?

Do you have more questions? No problem! Please give us a call or send us an email and we will be happy to help!

Rachel Frank

Walk for the Animals Coordinator

Email: info@walk4theanimals.com

Direct Line: 954.266.6817



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Notes

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