

SYDNEY 🐶 & 🐱 HOME

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**BUILD OUR FUTURE
FUNDRAISING TIPS**

FUNDRAISING



TIPS

TIP NO. 1 Set a fundraising goal.

Having a goal always helps, so be sure to set a target you'd like to reach, and push yourself to go above and beyond it!

Not only will having a target keep you motivated, but it also lets your donors know how far you've got to go, which may inspire them to donate just that little bit more!

TIP NO. 2 Don't underestimate the power of an email.

You'll be surprised how effective sending one email with a simple ask can be.

Be sure to send one to all your contacts (even the ones you haven't seen or spoken to in a while), telling them why you're doing what you're doing, details about the event, and how they can donate to you.

TIP NO. 3 Make it personal.

Don't hold back when sharing your motivations and involvement with Sydney Dogs and Cats Home. At the end of the day, the people you ask are donating to support YOU, so letting them know how much their donation means to you, will make a world of difference!

TIP NO. 4 Let people know what their donation will do.

Next time you ask people to donate to your fundraiser, suggest an amount and let them know how that specific money will go towards helping Sydney Dogs and Cats Home. You can find more information about this on Page. 12.

FUNDRAISING TIPS CONTINUED...

TIP NO. 5 Share on social.

Post about your fundraiser on your social media accounts and be sure to let them know how they can donate.

Keep your supporters updated on how your fundraiser is going, and let them know how much more you need to reach your target, and encourage them to help you get there!

TIP NO. 6 Follow up.

A little reminder nudge never hurt anyone, so don't hesitate to follow up a mate who promised a donation but hasn't yet.

Everyone seems to be more and more busy nowadays, so it's common for people to put things off and forget, so they'd probably appreciate your reminder!

TIP NO. 7 Get others involved.

Recruit others to help with your fundraising if they're up for it, even if it's just asking them to share your social media post, or forwarding your email to their connections.

The more people who see your fundraising efforts, the more chances of getting donations!

TIP NO. 8 Say Thank You.

A no brainer, but a total must-do! Be sure to also let every donor know how much their donation means to you, and let everyone know how much you raised at the end of the fundraiser.
