

SYDNEY 🐕 & 🐈 HOME

SDCH RUNNING TEAM 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.

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.

WHERE YOUR MONEY GOES

Your fundraising efforts truly mean the world to us. Funds raised will enable us to prevent the unnecessary euthanasia of healthy, loving, domestic pets young or old, or with special needs, by rehoming them and giving them a second chance of life. You'll also be helping us provide meaningful experiences for at-risk members of our community through our community programs.

SOME DOLLAR HANDLES FOR YOUR SPONSORS

When you're asking your family and friends to donate to your fundraiser, why not suggest specific dollar figures that will help them understand what their money will do:

\$10	Bag of treats / toys
\$20	Tub of kitten formula
\$50	Microchip for dog or cat
\$75	Comfy beds for our animals
\$100	Vaccination, flea and worm treatment
\$500	On average is the cost per animal to house, care and provide the veterinary care they need

 *This is also a great number to base your fundraising target on too!*

WHERE YOUR MONEY GOES CONTINUED...

IT WILL ALSO HELP ANIMALS LIKE...



Milkshake.

After breaking her leg on the racetrack, Milkshake was taken to a local vet to be euthanized.

Knowing the work we do, the vet called us instead and we gladly took this girl on to fix her leg and rehome her.

Whilst in our care, it was also discovered that Milkshake also had a degenerative eye disease that would render her completely blind in a matter of months.

We spent over **\$5,000** on specialist care and surgery for Milkshake, before finding her the perfect loving family.

***Milkshake is now in a loving home ***



Gracie.

Gracie arrived to us covered in skin cancers that had been left untreated for years. Her ears were riddled with painful cancerous sores causing her a great deal of discomfort.

A very delicate operation was undertaken to remove both of Gracie's ears – the only treatment that would end her suffering and ensure her a bright future.

This operation and post-operative care came at a cost of over **\$1,500**.

***Gracie is now in a loving home ***

