

# **PAW** IT FORWARD

## FUNDRAISING TIPS & TRICKS

### **1) CELEBRATE A SPECIAL MOMENT**

Creating your fundraising page is already a very special moment.

To take it to the next level, how about celebrating your pet's birthday or adoption day?

### **2) DM YOUR FAVOURITE PEOPLE**

Make it personal and direct message your closest family and friends on your social media accounts and ask for their support.

If you're struggling to find the right words to ask for donations, click here for some sample text.

### **3) TELL A FUNNY STORY**

Everyone loves a good laugh. Using the blog feature on your fundraising page, why not share a funny post about your pet? Maybe it's their top 5 quirks, or a featured interview with answers.

Be sure to upload some photos too to make it even more engaging for your visitors.

### **4) SAY THANKS 'FURRY' MUCH!**

Everytime you get an online donation, you will receive a notification on your email. Take a moment to get in touch with the donor to say thanks!

### **5) GET CREATIVE**

Create a video or take a photo of your pet with a cute sign asking for donations, or a video of them licking the camera and share as a thank you message.

There are so many fun ways to drum up support and get you closer to your fundraising target.

THANKS FOR SUPPORTING

**SYDNEY DOGS AND CATS HOME**