



Fundraising Success Tips

“Help Us Help Animals!”

The more funds our 5K participants can raise, the more animals we can help! Follow one or many of the fundraising tips and ideas below to make the biggest difference for Greenville County animals.

Make Your Profile Shine: Share your passion with your supporters! Upload a photo of yourself or your team, write a little bit about your mission and reason for walking, and create a fundraising goal.

Send emails- From your dashboard, you can upload your contacts and send a pre-written email, or create your own.

Use corporate matches to double your donation- Ask your company to match the amount of pledges you receive from co-workers, or ask a friend to have their company match their pledge.

Just ask!- A lot of people are afraid to ask their friends and family for support. As it turns out, most people are more than willing to help! Remember, when you ask someone to donate to your fundraising campaign, you are giving them an opportunity to do something good for homeless pets, so just ask!

Share- Regularly send messages and share your fundraising link on social media (Facebook, Twitter, Instagram) and keep everyone updated on your progress. On Facebook, tag the people who donate to your cause and thank them for their donations. When you tag someone, your post gets shared in your activity feed and their activity feed too. It's a win-win!

Remember that friends, family and co-workers are more likely to donate to YOU because of YOUR passion for a cause, rather than donate because of what the organization is or does. Personalizing your fundraising page and emails with your story - short and sweet - is the best way to get people to act.

Get Social!

Host a fundraising house party- A sure-fire way to raise money! Collect donations and entertain at the same time. Create a theme (like a costume party) and have fun!

Silent auction- Ask local businesses to donate gift certificates or items for a charitable silent auction. Invite your team members, friends and family to bid on the items.

Karaoke Night- Spend a Friday night at a karaoke bar and sing for pledges!

Movie Night- Pick out a new release, whip up some popcorn, pick up some drinks and invite your friends and family over for a movie night at your place! Make sure to have a donation jar or pledge forms available.

Television Show Finale Party- Provide some snacks and drinks and invite your friends over to watch a big season finale. Charge a small “cover” at the door that goes towards your pledges.

Game/Poker Night- Get your friends together and host a game/poker night at your place or a local gathering spot.

Restaurant Night- Ask your favorite restaurant if they will donate a portion of the proceeds to your fundraising efforts. Then spread the word to your friends, family and co-workers to dine out on that night!

Keep It Simple

Donate your birthday - Make birthdays fun again! Ask friends to support your fundraising efforts in lieu of birthday gifts.

Bake sale- Channel your inner Mrs. Fields and host a bake sale with your friends. Set up a table at work, outside of a grocery store or at a local business!

Pennies for Paws- Decorate a shoe box with puppies and kittens, and create a sign encouraging co-workers/classmates to donate their spare change to help homeless pets. Leave the box in a high-traffic area at work.

Get Others Involved

Garage sale- Gather up all of that extra stuff collecting dust in the basement and attic—and ask your friends and family to do the same—then pick a Saturday or Sunday to host a garage sale! Make a sign explaining all proceeds will go to help homeless pets, and have a donation jar available.

Host a DFL Denim Dress Down Day- Ask your office to have a “DFL Denim Day” where co-workers who make a donation can wear jeans.

Used-book sale- Everyone has books that have been sitting on shelves or in boxes for years. Ask your friends, family and neighbors to donate books they no longer want and set up a weekend book sale in your front yard, or get co-workers involved and host it at work!

Gym- Ask your gym to leave a pledge jar at the front desk.

Doctor/Veterinarian- Ask them to write you a check instead of the other way around!