

# PETS & PEOPLE OUTDOORS

## Fundraising Guide



[WWW.WENATCHEEHUMANE.ORG](http://WWW.WENATCHEEHUMANE.ORG)  
[WWW.CDLANDTRUST.ORG](http://WWW.CDLANDTRUST.ORG)



# Welcome!

We're so glad you are joining us for Pets & People Outdoors inaugural event, the First Annual Saddle Rock Dog Walk. This event supports the Wenatchee Valley Humane Society (WVHS) and Chelan-Douglas Land Trust (CDLT). Thousands of pets receive food, shelter, medical care, and a second chance at a loving family through WVHS each year. Thousands of people access our stunning open spaces each year through land and trails protected and conserved by CDLT. Registering and becoming a fundraiser makes a difference for pets and the outdoors in North Central Washington.

In the months and weeks before the largest pet-friendly walk in NCW, individuals and teams will fundraise on behalf of WVHS and CDLT. Your fundraising page can mobilize your community to raise funds and make a difference.

This guide will give you know-how, strategies and motivation need to reach that goal. Let's get started!







# SETTING UP YOUR PAGE

Your fundraising page is your canvas, and your story is the brushstrokes that captures hearts.

Each person who registers has an individual fundraising page. If you created or joined a team, you also have your team's fundraising page. Your fundraising page tells your story and collects donations. When a donor contributes to your campaign, they can donate to your team or credit it to a specific fundraiser.

## TIPS FOR MAKING A SUCCESSFUL PAGE

- Make your fundraising page highly personal. Use photos and stories about why you or your organization is getting involved and why it's important to you.
- Change your profile picture to your team's mascot or logo.
- Set a specific fundraising goal to help your community rally around an attainable target.
- Donate first to show your commitment to the cause. Enlist key donors to make donations before you go public to gain momentum.
- Post updates on your campaign page to show donors your progress.
- Use a QR code or link to your fundraising page in a visible location.

# TIMELINE

1. Join or create a fundraising team.
2. Create individual fundraising page and set fundraising goal.
3. Add personal photos/videos and your story.
4. Donate to the campaign to gain momentum.
5. Publicly share your fundraising page on social media, including goal.
6. Send follow-up emails and share progress on social media.
7. Gather your furry friends and join your team on **May 18th at Saddle Rock**.
8. Send personalized thank you notes to supporters.

## Tips for Success

- Ask people to re-share your campaign on social media.
- Post often on social media.
- Remember to follow up if you don't hear from someone.
- People are more likely to donate if they think you are close to reaching your goal.



# LET'S GET STARTED!

Now that your page is set up, personalized, and ready to go, it's time to ask for donations. Ask your family, friends, coworkers, neighbors - anyone that connect with. You can send a text, direct message on social media, email, or even ask in person. Get creative and don't be afraid to ask twice. People are busy and want to support you but need a little reminding.

## 10 easy ways to raise money for pets in need and to preserve our open spaces:

1. **Post your fundraising page** on Facebook and Instagram and share with your pet- and outdoors-loving friends.
2. **Email or text your family members** the link to your fundraising page and let them know you're on a mission to raise money for the Humane Society and Land Trust. Ask your family to support YOU. Even if they aren't animal lovers or hikers, they love you!
3. **Ask your employer** if they will match your team's donation. Let your people know that every dollar raised will be matched, incentivizing them to donate more.
4. **Have kiddos?** Go door-to-door and ask your neighbors for donations. Offline donations can be mailed or brought to the Humane Society and added to your online campaign. Who could say no to those cute faces?
5. **With your co-workers**, set up a taco bar lunch (or brunch, or salad bar, or smoothies) and ask your colleagues for a donation in exchange for your delicious efforts.
6. **Host a party!** Call your besties and invite them over for a game night. Provide some snacks and drinks and ask for a suggested donation amount for your campaign.
7. **Create a challenge for yourself.** Whether it's a pushup for every dollar donated or baking cookies for each person that donates to you, commit to a task that creates an incentive for your friends and family to give.
8. **Ask your manager** to have a one-time "bring your pet to work day." Anyone who brings their dog to work contributes \$25 to your fundraising page. Studies show we're more productive when we're happy, and our pets make us happy!
9. **Put together a basket full of goodies** (spa package, date night basket, movie night date, lottery tickets, etc), sell raffle tickets to your co-workers, friends, clients, and neighbors, and draw a lucky winner right before the walk.
10. **Contact a local restaurant** and ask them to donate a percentage of sales on a specific day. Then tell your friends about the fundraising event and encourage them to go and support.

Be sure to always have your unique url handy so your friends and family can donate directly to your page.



# TALK THE TALK

Tell them WHY you're raising money for WVHS and CDLT and how their contribution will make an impact. Don't forget—send your unique URL that leads to your fundraising page and ask for donations from your friends and family. Feel free to use the following language to ask via texting, social media, and email, or get creative and create your own!

## Texting:

Hey! I am raising money for the Wenatchee Valley Humane Society and Chelan-Douglas Land Trust. I'm trying to raise \$[INSERT YOUR GOAL] to help support the dogs and cats and protect our natural landscapes. Your donation would provide medical care, shelter, food and prepare animals for their new homes, and protect access to miles of dog-friendly trails. Every donation makes a difference! You can learn more by visiting my page here: [INSERT LINK TO YOUR FUNDRAISING PAGE]  
Thank you!



## Email:

Hey, [Name]!

Animals aren't just pets, they're family and getting outdoors is good for the whole family! [INSERT PERSONAL STORY HERE]. That's why I am raising money for the Wenatchee Valley Humane Society and Chelan-Douglas Land Trust's Saddle Rock Dog Walk! My goal is to raise \$[INSERT YOUR GOAL] by May 18. Your donation will help provide medical care, shelter, food and love for pets in need and ensure access to trails in NCW. Every donation makes a difference! Will you help me reach my goal while supporting a great cause? You can donate here: [INSERT LINK TO YOUR FUNDRAISING PAGE] Thank you!

OR

Hey [NAME]! Animals aren't just pets, they're family and they love getting outdoors! Celebrate the love animals bring to your life and the benefits of getting outdoors and join me at the Saddle Rock Dog Walk on Saturday, May 18, to help the Wenatchee Valley Humane Society and Chelan-Douglas Land Trust. Set up a fundraising page and get ready to party! Learn more about Saddle Rock Dog Walk at [wenatcheehumane.org/saddlerockwalk](http://wenatcheehumane.org/saddlerockwalk). Can't make it but want to help? You can donate here: [INSERT LINK TO YOUR FUNDRAISING PAGE] Thank you!

## Social:

Join me on Saturday, May 18 at the Saddle Rock Dog Walk to help the dogs and cats in our community and preserve and protect access to the outdoors! The walk is a dog-friendly walk and fundraising event all supporting the animals of the Wenatchee Valley Humane Society and our wildlands stewarded by Chelan-Douglas Land Trust. Learn more or join me at [www.wenatcheehumane.org/saddle-rock-dog-walk](http://www.wenatcheehumane.org/saddle-rock-dog-walk). Can't make the walk but want to make a difference? Check out my fundraising page here: (LINK)

OR

Want to have some dog-friendly fun while supporting animals and access to the outdoors? Join me for the Saddle rock Dog Walk on May 18! Details: [www.wenatcheehumane.org/saddle-rock-dog-walk](http://www.wenatcheehumane.org/saddle-rock-dog-walk).



@your\_instagram

Just now

I'm walking for Pets & People Outdoors! Help me reach my goal to help rescue and care for pets in need at the Wenatchee Valley Humane Society and protect our natural landscapes through Chelan-Douglas Land Trust! [INSERT WHY YOU'RE FUNDRAISING]. Your donation will help provide medical care, shelter, food, and love for the dogs and cats in our community and preserve and protect our open spaces. Every donation makes a difference! [INSERT LINK TO YOUR FUNDRAISING PAGE] Thank you!



Note: Sample copy can be used directly or as a general template. Feel free to elaborate, change, or create highly individualized posts.





# Say Thank You

Remember, it's all about having fun while making a positive impact for the animals in WVHS's care and the land in CDLT's care. Whether you join a team or lead one, every step you take and every donation you receive helps make a difference!

So, put on your walking or running shoes, gather your team, and let's make this year's Saddle Rock Dog Walk a fantastic success!

## Questions?

Thank you for fundraising to help the animals in our community. If you have questions or need assistance, please reach out to [development@wenatcheehumane.org](mailto:development@wenatcheehumane.org).