

FUNDRAISING TOOLKIT

Congratulations!

You've taken the first step toward joining DuPage Animal Friends for Giving DuPage Days, a 5-day giving event to raise funds for pets in need beginning on April 26 and ending on April 30, 2021! We are so grateful you're here with us!

Inside this toolkit, you'll find tips and tools to help you:

- **Tell your story** about why supporting DAF is important to you
- **Reach out to your network** of friends, family, & co-workers to raise more fund for animals
 - Including e-mail and social media post samples to help you get started
- **Double your dollars**
- **Recruit team members**

Remember, DuPage County Animal Services receives no government funding.

DuPage County Animal Services and DuPage Animal Friends rely entirely on the generosity of our community and compassionate people like **you** to provide lifesaving care for thousands of pets in need every year.

Questions? Please reach out to Stephanie Rhinesmith at srhinesmith@dupageanimalfriends.org
Visit us online at dupageanimalfriends.org

BE A FRIENDRAISER

You love the animals, and you want to make a difference, but it can feel weird to ask others for gifts. Just keep in mind that you aren't asking them to give to you; it's for the pets who need help in our community.

As a peer-to-peer *Friendraiser*, you'll help us reach more people and raise more funds to impact the lives of pets in need. And if this is your first time asking for gifts for a cause you love, *don't be nervous*—we are here to help you every step of the way!

- **Tell your story.** It all starts with *why*. When you join DAF as a fundraiser, you get to tell your story, share your passion for animals with the community, and help everyone see why supporting DAF is important to you. *What inspires you, will inspire your friends—especially when shared with excitement and enthusiasm.*
- **Get the word out to inspire others to join you.** Once you've created your Giving DuPage Days profile, *share it!* Copy and paste the link to your fundraising page in emails, text messages, and social media posts. *You don't have to wait until the event starts to share your excitement.* Let everyone know what's coming and how they can join the fun!
- **Use all your social media!** Promote your team/personal page on Facebook, Instagram, Twitter, even LinkedIn to reach possible team members and supporters.
 - Post regular updates about your fundraising progress and Giving DuPage Days.
 - Follow DuPage Animal Friends on Facebook and Instagram for tons of shareable content that will help you gain support.

- Don't forget to @ mention DuPage Animal Friends and use the #GivingDuPageDays hashtag on all your posts. Giving DuPage might just share your story across their network too!
- During the event (April 26-30th), share updates about your fundraising progress.
- Encourage those who can't give money to support you by sharing your fundraiser with their friends. It's a great way to spread the word about your efforts.
- Always thank your donors publicly on social media & remind everyone how much you have left to hit your goal—it's a great way to show appreciation and inspire giving.
- **Think outside the box...er...screen**
 - Place our flyer in the break room at work (it's on the last page)
 - Personalize a flyer with a note and visit your neighbors
 - Print a few, and ask your favorite local businesses if they will display it
 - Change your Zoom background to one from our Downloads for meetings
→ dupageanimalfriends.org/givingdupagedays ←
- **Remember, you're not asking for anything for yourself** — you are asking someone to make a donation to improve the lives of animals in our community.
- **Start friendly competition between other fundraisers or co-workers & make it fun!**
 - Pick another DAF fundraiser or another department at your company and set your team's goal up against theirs. You can compete to raise the most money or recruit the most donors.
- **Prefer collaboration over competition?** Create a DAF team page where all of you work together to hit a shared goal. Use the power and talents of your entire team to save lives!

Giving DuPage is offering some great prizes for the organization:

1) with the most donors, 2) with the top fundraising individual, 3) whose board members raise the most, and 4) that raises the most overall. Using one of these as inspiration to reach your goal might help DAF win a top-tier prize!

More funds raised = more great work that can be done for the animals.

Always...

- **Celebrate your success**
 - At the end of Giving DuPage Days, be sure to let your friends know how it went!
 - Your help took time and effort, and DAF appreciates every bit of it.
- **Say thank you**
 - Good friends are worth a million! Be sure that you thank them and make them feel like their efforts are appreciated!
 - Name them on your social media when they make their gift and again following the event!
 - Consider other personalized ways to say thanks—a card in the mail is a rare treat these days, or an email, or direct message.

We know you give because you love animals, but sometimes it's nice to have commemorative swag, right?

Join Team DAF as a Friendraiser or Match Donor and receive an exclusive DuPage Animal Friends thank you tee after the event!

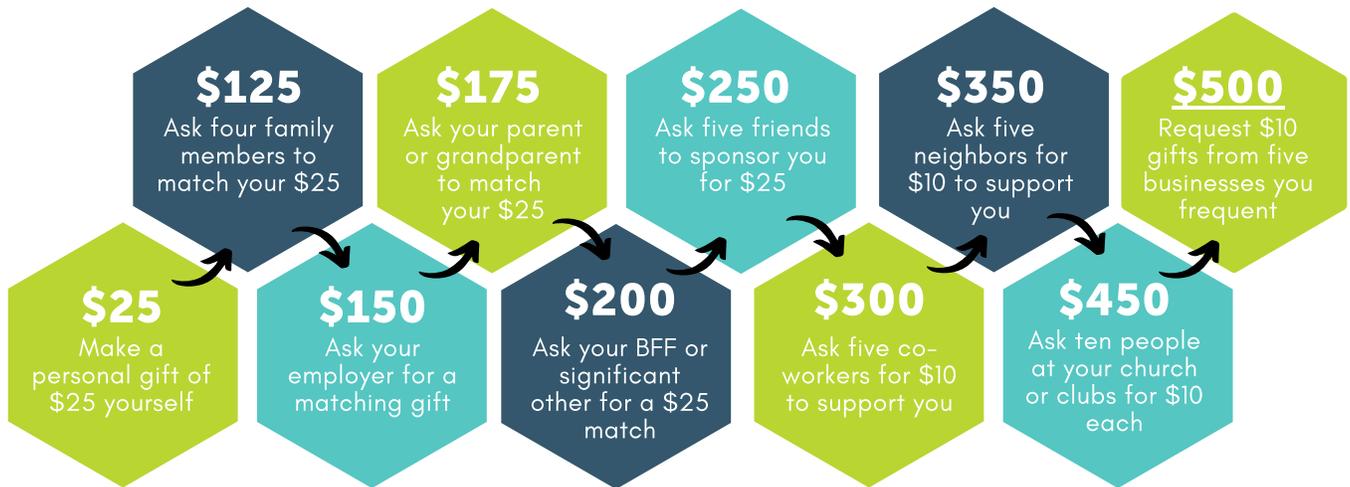


Ready to get started? Visit

www.givingdupageday.org/organizations/dupage-animal-friends

STILL NOT CONVINCED?

See how you can go from \$25 to \$500 in just 10 easy steps:



BE A FRIEND

- **Follow @DuPageAnimalFriends on social media** so you can catch all of our Giving DuPage Days updates!



- **Share, react, comment!**
 - As a Friend, you'll use some of your social media time helping to save shelter pets by getting the message out about Giving DuPage Days.
 - Every time you share, react, and comment on our posts, it helps people see them.
 - You can also @ tag your friends if you see a post that might resonate with them.
 - Oh, and by the way, check out our [Downloads](#) section for images to help you rep DAF on your social profiles.
- **Crosspost** – here are some places you could crosspost Giving DuPage Days information:
 - Facebook groups you are a part of
 - Nextdoor app
 - Other social media platforms we aren't cool enough to use yet! *Show us your DAF TikTok, please!*

**Give your gift when Giving DuPage Days launches on
April 26th - April 30th, 2021**



BE A MATCH DONOR

We are looking for generous supporters at these levels who want to leverage their donations to inspire others by donating at one of the following levels now. These donations will then be offered as a match to encourage others to make donations at all levels during the event.



We will acknowledge our match donors on our Giving DuPage Days organization page, our DAF website, as well as social media and elsewhere.

You can become a match donor *right now* by using this easy online form:
dupageanimalfriends.org/joinourteam

SOCIAL SAMPLES

Pro-tip: direct links are not supported on Instagram, but you can edit your Instagram profile to include the link to your Giving DuPage Days fundraiser profile. Then—instead of inserting the link into the captions below—you can tell your followers to click the link in your bio!

Sample #1

I am SO excited to be supporting DuPage Animal Friends during #GivingDuPageDays April 26th - 30th because their work helping pets and families in our community is important right now. It would mean a lot to me if you'd give to my campaign!
[insert link to your Giving DuPage Days fundraising profile]

Sample #2

DuPage Animal Friends helps thousands of shelter pets every year by providing DuPage County Animal Services with the resources they need to save lives. And it is only made possible by our generous community. Will you help me reach my #GivingDuPageDays goal with a gift today?
[insert link to your Giving DuPage Days fundraising profile]

Sample #3

Want to be part of something BIG for DuPage County's pets in need? There's still time to give and together we can make more happy tails possible! Learn more at [insert link to your Giving DuPage Days fundraising profile]
#GivingDuPageDays

Sample #4

You've helped make a huge pawstive impact on shelter pets' lives during this year's #GivingDuPageDays. I just want to say THANK YOU so much for your support! ♥

EMAIL SAMPLES

Sample #1: SAVE THE DATE

Subject line: Save the Date! Please join me.

Hi [Name of Friend],

Have you heard of DuPage Animal Friends? They partner with DuPage County Animal Services to make an impact on the lives of pets in need. You know how much I love animals, and I wanted to be part of something big to **help animals**, so I joined their team for Giving DuPage Days—a community-wide event to raise money for local charities.

Please save the date for April 26-30th, and in the meanwhile, check out my page here [insert link to your personal fundraising page], to learn more about **why** I am so excited to be part of this life-saving, life-changing event that will help **so many** animals!

I will only be able to reach my goal with the help of my friends, and that is why I'm writing to you today—because I want to invite you now to learn more about this event, this amazing organization, and to save the date so that **you** can join me in helping create happy outcomes for pets in need April 26-30th.

Thank you!

[Your name here]

EMAIL SAMPLES

Sample #2: JOIN MY TEAM

Subject line: All furry, fuzzy, feathered friends matter!

Hi [Name of Friend],

I am so excited to join DuPage Animal Friends to make a difference in the lives of the pets in our community. You know my love for animals and whether they are furry, fuzzy or feathered...they make the best of friends and their lives matter.

So, as a friend of mine, please join me in helping change the lives of these pets in need.

Many of the animals that come through the doors at DuPage County Animal Services are lost or abandoned and often in need of critical care. Because of the philanthropic support from DuPage Animal Friends, life-saving measures happen, and animals find new homes or are reunited with their family. Tails wag, kittens purr, and bunnies binky.

YOU can make more of that happen!

Did you know that a contribution of just \$35 can microchip and vaccinate one pet?

My goal is to raise \$500 and all I need is 15 friends to donate \$35. Will you please help me reach my goal? (To be completed however appropriate by fundraiser)

IT'S EASY - Click [insert link to your personal page] to check out my fundraising page and choose the contribution amount you are comfortable making - every dollar matters! It's all part of a fundraising event called DuPage Giving Days to make a difference in DuPage County!

Together, as friends, we can make a big difference for these furry, fuzzy, feathered friends.

Thank you!

[Your name here]

EMAIL SAMPLES

Sample #3: FINAL STRETCH

Subject line: I need you--it's not too late to help!

Hi [Name of Friend],

I hope you've had a chance to go see what is going on with Giving DuPage Days. If you had a chance to read my other emails--you already know how excited I am to join the team with DuPage Animal Friends to raise funds to help pets in need.

Have you had a chance to go see my page? I'm getting closer to my goal of \$500 but I still have a little way to go. **Together**, our efforts help homeless pets get medical care, provide foster care, and do so much more to ensure animals find new homes or are reunited with their families.

I only have 'til this Thursday at midnight and it would mean so much to me if you would join me and help me reach my goal.

It's easy - Click [insert link to your personal page] to check out my fundraising page and choose the contribution amount you are comfortable making - every dollar matters!

Together, as friends, we can make a big difference for these furry, fuzzy, feathered friends.

Thank you!

[Your name here]

EMAIL SAMPLES

Sample #4: THANK YOU

Subject line: You are the BEST!! Thank you for donating to my page!

Hi [Name of Friend],

I cannot say thank you enough for being a part of my team for DuPage Animal Friends and Giving DuPage Days. Your gift really means a LOT. It means a lot to me that you chose to support something so close to my heart.

It's been incredible to follow this amazing event and see many friends and strangers come together to help the animals. DuPage Animal Friends needs friends like you and me to make an impact for pets in need in our community, and I'm so grateful you were part of my team!

Thanks to your gift, life-saving measures will happen, and many more animals will find new homes or be reunited with their families. Tails will wag, kittens will purr, and bunnies will binky.

Together, as friends, WE MADE a BIG DIFFERENCE for the many animals who will come through the doors at DuPage County Animal Services this year.

Like I said in the subject line—you are the BEST, and I'm so thankful for your friendship and your support!

Thank you!

[Your name here]



JOIN

DuPage Animal Friends
FOR A WEEK OF GIVING!

APRIL 26-30, 2021

#GIVING *DuPage* **DAYS**

AN ONLINE FUNDRAISER FOR DUPAGE COUNTY ORGANIZATIONS

BIG GOAL. BIG IMPACT.
5 DAYS TO RAISE \$25,000

TOGETHER WE CAN HELP
DUPAGE COUNTY'S PETS IN NEED



SCAN ME

GIVE NOW!



DuPage Animal Friends

APRIL 26-30, 2021

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