

FUNDRAISING TOOLKIT

CREATING YOUR FUNDRAISING PAGE

PERSONALIZE YOUR FUNDRAISING PAGE

Start by adding a **campaign title** for your fundraiser. It can be as simple as [Your Name]'s Fundraiser, or you can name it to honor someone important to you, like your dog! Next, you'll create your **campaign story**. Begin with a simple header, like "Why I'm Fundraising" or "My Vanderpump Dogs Story," and then add a personal message to your page! This is the perfect place to explain to your supporters why you're fundraising and tell them a little bit about your connection to Vanderpump Dogs. Don't forget to add photos of you, your dog, or anything else that helps tell your fundraising story!

SET A FUNDRAISING GOAL & HIGHLIGHT THE IMPACT

Goals lead to results! When your supporters see what you are trying to achieve, they'll be motivated to help you reach your goal. Set a fundraising goal and explain the impact raising this amount will have on dogs in need. People like to know the kind of difference their donation will make! For example, reaching a fundraising goal of \$100 can cover the cost of a spay/neuter for one dog, or fund rabies vaccinations for 10 dogs! Reaching a fundraising goal of \$500 can support the everyday care of 100 dogs rescued from the dog meat trade in China. If you're feeling more ambitious, set a fundraising goal of \$5,000 to cover the cost of a dog's life-saving medical surgery! For help setting a goal, please email kendall@vanderpumpdogs.org.

ADD A FUN INCENTIVE

Think about who your audience is. Do they share your passion for dogs? Not everyone will - and that's okay! They can still support! Consider adding a fun incentive to encourage people to donate. Vow to do something you otherwise wouldn't if you reach your fundraising goal, like share an embarrassing photo of yourself or post a video singing a song of your largest donor's choosing!

CAMPAIGN STORY TEMPLATES

GENERAL

As you may already know, dogs have always been an important part of my life. Sadly, there are so many dogs in the world who are suffering and who need our help. That is why I'm fundraising for The Vanderpump Dog Foundation, to help support dogs in need across the globe. By *[date]*, I am aiming to raise *[fundraising goal]* - enough to cover the cost of *[spay/neuter(s), daily care, vaccinations, microchip(s), life saving procedure(s)]* for *[number of dogs]* in *[location]* But I can't do it without your help! Please consider making a donation to my fundraiser to help me reach my goal. Together we can save more dogs!

BIRTHDAY

In celebration of my *[age you are turning]* birthday this year, I am raising money to support a cause that is near and dear to my heart - dog rescue! As you may already know, dogs have always been an important part of my life. Sadly, there are so many dogs in the world who are suffering and who need our help. That is why I have decided to celebrate my birthday by fundraising for The Vanderpump Dog Foundation, to help support dogs in need across the globe. By *[date]*, I am aiming to raise *[fundraising goal]* - enough to cover the cost of *[spay/neuter(s), daily care, vaccinations, microchip(s), life saving procedure(s)]* for *[number of dogs]* in *[location]* But I can't do it without your help! Please consider making a donation to my birthday fundraiser and helping me reach my goal. Together we can save more dogs!



THE VANDERPUMP DOG FOUNDATION

Looking for more fundraising tips or have a fundraising question?

Email kendall@vanderpumpdogs.org!

FUNDRAISING TOOLKIT

ASKING FOR DONATIONS

START WITH YOUR INNER CIRCLE

Your closest friends and family are the people most likely to donate. Start by reaching out to 5-10 of your best friends and family members. Their donations will help your fundraiser build momentum and inspire others to give. These are the people you know best, so adjust your message to appeal to them. Sometimes less is more, so if you think a quick text is enough, stick with that! If you think a personal message or even a phone call is more likely to get them to donate, go for it! Whatever you do, make sure you include a direct request for support and a link to your fundraising page.

MASS APPEAL

Once your fundraiser has some momentum, reach out to as many contacts you feel comfortable sending a message to. Remember, studies show that the closer you are to reaching your fundraising goal, the more likely people are to donate! Using the template below or a message of your own, start emailing co-workers, friends of friends, distant relatives, and more!

PROMOTE ON SOCIAL MEDIA

Posting on social media is probably the fastest and easiest way to reach the most people. Here are some ways to get your message out by platform: Tweet out a link to your followers asking for their support. Connect your fundraising page directly to your Facebook account and share it with your friends - better yet, tag those who have already donated and thank them! This will share the post to your circle as well as the other person's. Add your fundraiser link to your Instagram profile, then post photos or add an IG story directing your followers to the link in your bio!

FOLLOW UP - MORE THAN ONCE!

Don't be afraid to reach out more than once! We've all done it--you see the email or Facebook post, tell yourself you'll check it out later, and keep scrolling. Before you know it, it's completely slipped your mind! It can take multiple asks before you catch your donors at the right time, so keep following up! Silence is not a "no." And be sure to thank them when they do donate!

MESSAGE TEMPLATES

EMAIL

Dear [recipient],

[Personalized greeting/introduction]

As you probably already know, dogs have always been an important part of my life. That is why [optional: *in celebration of my birthday/graduation*] I am fundraising for The Vanderpump Dog Foundation to support their mission to save dogs in need. This cause is very near and dear to my heart, so I am reaching out to seek your participation and support to raise funds for their rescue efforts.

The Vanderpump Dog Foundation is a 501c3 dog rescue organization working on both domestic and international fronts to help create a better world for dogs. I am especially passionate about their [insert initiative - Spay/Neuter, Veterans, Nursery, China, etc] program. I am hoping to raise [fundraising goal] by [date]. This is enough to cover the cost of [spay/neuter(s), daily care, vaccinations, microchip(s), life saving procedure(s)] for [number of dogs].

I hope you'll consider helping me reach my fundraising goal by making a donation on my fundraising page [insert fundraising page link]. I would be so grateful to have your support. Together, we can save more dogs!

All the best,
[Your Name]

FACEBOOK

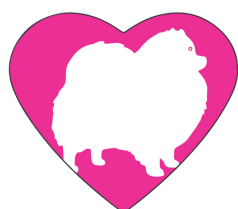
Hi friends and family!

If you know me, you probably already know that dogs are, and have always been, an important part of my life. That is why [optional: *in celebration of my birthday/graduation*] I am fundraising for The Vanderpump Dog Foundation to support their mission to save dogs in need.

The Vanderpump Dog Foundation is a 501c3 dog rescue organization working on both domestic and international fronts to help create a better world for dogs. I am especially passionate about their [insert initiative - Spay/Neuter, Veterans, Nursery, China, etc] program. I am hoping to raise [fundraising goal] by [date]. But I can't do it without your help!

I have [number of Facebook friends]. If everyone donated just \$5, we could raise [5 x number of Facebook friends]. That would be enough to cover the cost of [spay/neuter(s), daily care, vaccinations, microchip(s), life saving procedure(s)] for [number of dogs] in [location]! I hope you'll consider helping me reach my goal by donating to my fundraising page [fundraising page link]. Your support is so appreciated by me and by dogs all around the world!

Together, we can change the lives of even more dogs!



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