

# FUNDRAISING TIPS

## START YOUR OWN FUNDRAISER



To create your own fundraiser, visit this [page](#) and select an initiative that you are most passionate about! Once you have chosen an initiative, click the "Start A Fundraiser" button. Then set up an account (or sign-in through Facebook) and personalize your fundraising page! Explain to your supporters why helping dogs in need is so important to you. Remember, your friends and family are interested in the cause, but they are mostly interested in you! For more tips on setting up your fundraising page, check out our [Fundraising Toolkit!](#)

## SET A FUNDRAISING GOAL

Goals lead to results! When your supporters see what you are trying to achieve, they'll be motivated to help you reach your goal. You can also set an end-date for your fundraiser, or a deadline to donate. People are more motivated to act quickly when they know the clock is ticking! Follow up with your friends that are slower to respond. Many people may want to donate, but life gets busy!



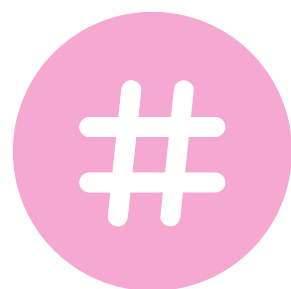
## GET SUPPORT FROM FAMILY & FRIENDS

It's always a good idea to start by reaching out to your close friends and family because they are the most likely to donate. Try sending some quick personal messages to your inner circle to build up some momentum. Then customize the email template in the [Fundraising Toolkit](#) and send it out to all of your other contacts! Don't forget to include a link to your fundraiser!



## MAKE THE MOST OF SOCIAL MEDIA

Social media can be a great way to ask for donations and keep your supporters updated on your fundraising progress! Tag and thank your friends & family that have already donated on Facebook, or add a link to your fundraising page to your Instagram bio and encourage people to donate through stories! You can also connect your fundraising page directly to Facebook. Remember to include our hashtag [#VPDFundraiser](#) in your social posts so we can highlight your fundraiser on our social media!



## THANK & UPDATE YOUR SUPPORTERS

Keep track of your donations and keep sharing progress toward your goal. It can help motivate others to give and show your donors that they've made an impact! Remember to thank each and every one of your supporters, and emphasize the impact their donation will have on the lives of dogs in need across the world.



Fundraising often takes a little creativity and persistence, but it's vitally important to our mission, and you can do it! Know that your effort will make a big difference in the lives of dogs in need. **THANK YOU!**



THE VANDERPUMP DOG FOUNDATION

Visit [vanderpumpdogs.org](http://vanderpumpdogs.org) to learn more about our mission