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**BOULDER RESERVOIR
2-MILE STROLL & FUN RUN • COMMUNITY EXPO**

DOGGIE DASH FUNDRAISING TIPS

The first step is to set up your page! You can create and maintain your own personal web page for Doggie Dash, send emails to friends and family asking them to donate to your personal page, manage secure online donations, and measure your fundraising progress to see when you meet your goal.

The hardest part of fundraising is remembering to ask.

People like to be asked to help and enjoy pitching in. They will donate to help out someone close to them, especially if they know how important HSBV is to you.

Give people a reason to donate. Friends will most likely donate if they have a good reason to. Make sure you tell them why you are getting involved and what your connection to the cause is (it doesn't have to be long). Providing a meaningful story is especially powerful. You can personalize your fundraising page by adding your own text, pictures or video. Remember, your potential donors will be interested in the cause, but they are primarily interested in you.

Start by making your own donation. It's easier to ask for money if you have donated yourself. Donating some of your own money demonstrates to potential supporters that you are serious about helping the cause, and other people are more likely to donate to your page when they see that someone has already contributed.

Ask for a specific amount. This gives your potential donors a target and increases the likelihood they will donate. If you ask someone to give "something," and they have to ask, "how much," then they have to make two decisions. If you define a goal and ask someone to donate \$50, you are assuming they will donate, and they simply have to decide how much.

Ask friends to join you as a teammate! Fundraising is more fun with friends. You can compete with each other, cheer each other on, or host a joint fundraising event.

Your Inner Circle. Send individual emails to your five closest contacts and ask them for donations first. Getting your "inner circle" to donate to your page will help you build up some momentum. It's also good to start with the people you are most comfortable with!

Ask everyone. You may be surprised who will donate to Doggie Dash! Family and friends from across the country, colleagues at work, and even neighbors may be glad you asked.

Ask for matching funds. Many businesses will match donations made by employees. Ask your donors if their company has a matching-gift program.

GETTING STARTED ACTION ITEMS

How to raise \$500 in 4 Days!

A good starting-point plan usually looks something like this:

Day 1: Send to 10 very close contacts (family and your closest friend or two).

Day 2: Send to 10-50 close contacts (your entire circle of good friends).

Day 3: Send to as many other contacts that you feel comfortable sending a message to (co-workers, friends of friends, your entire address book, etc.).

Day 4: Promote via social media to anyone who will listen.

OTHER WAYS TO RAISE DONATIONS FOR DOGGIE DASH

- Use your voicemail message and your email signature to let people know about Doggie Dash and how to donate.
- Update your Facebook status or tweet about the event.
- Play host to a car wash, dog wash, or bake sale.
- Ask for donations from your doctor, dentist, dry cleaner, hairdresser and other places that you frequently visit.
- Always remember to sponsor yourself!

If you have any questions, please contact Amanda Williams at 303.442.4030 x 636 or at

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