This guide is a toolkit for fundraising success! Feel free to use the tips provided to get inspired. We are here to help you every step of the way!
H ow to Raise $300

Did you know that participants are an integral part of the Walk for the Animals? When they’re not fundraising as a Pack, our participants use Facebook, Instagram and email as networks to raise money for the Walk for the Animals. It’s easier than you think. Use the power of social media to let people know why you’re raising money and ask for their help. You’ll be surprised how many people come through for you!

This walker did it in 8 steps & so can you!

1. Kick it off—Donate $25 to your own page $25
2. Ask 4 Facebook friends to donate $25 each $100
3. Email 2 family members & ask for a $25 donation $50
4. A relative donated $25 to honor your birthday $25
5. Four co-workers are happy to donate $10 each $40
6. You ask 3 neighbors and receive $10 each $30
7. What veterinarian doesn’t love animals? $15
8. Ask your hairdresser or groomer $15

Total Raised: $300

Double It!

Your donors may work for a company that offers charitable matching. It’s an easy way to double their donation. Make sure you ask each donor and encourage them to fill out the necessary forms to process the matching funds request.
FUNDRAISING CAN BE FUN!

Some people are timid to ask at first. After they see how easy it is they quickly become pros!

If you have 100 friends on Facebook, send each one a message asking them to give up one lunch out and donate $10 to the animals. If you have 200 friends, your fundraising will grow by leaps and bounds! Always give donors updates on your fundraising goal. They’re in this with you!

Ask your local restaurants and shops if they’ll donate a portion of the day’s sales to your efforts. They normally allow you to host a night of fundraising. Encourage everyone you know to dine out to support you.

- Boston Market
- Buffalo Wild Wings
- Buca di Beppo
- Chick-Fil-A
- California Pizza Kitchen
- Chipotle
- Fuddruckers
- Jamba Juice
- Jersey Mike’s Subs
- Kona Ice
- McDonald’s
- Noodles & Company
- Panda Express
- Panera Bread
- Red Robin
- Sonic
- Wendy’s
- Chuck E. Cheese
- Lonestar Steakhouse
PARTNER WITH A BUSINESS

Ask your manager at work to send out a company-wide email, or get permission to use the company’s intranet, to share what you’re doing to raise money for homeless animals at Anderson Humane. Ask for the support of your co-workers. Add a link to your Personal Campaign page.

You spend money with people and businesses year after year. Send each of these people a personal letter letting them know you are raising funds for the homeless animals in our community or ask in person. Be sure to let them know no amount is too big or too small. Make sure to include your address and a link to your Personal Campaign page.

- Accountant
- Dentist
- Groomer
- Repair People
- Restaurant
- Bakery
- Doctors
- Nail Technician
- Banker
- Coffee Shop
- Coaches
- Attorney
- Hair Stylist
- Personal Trainer
- Mechanic
- Grocery Store
- Veterinarian
GO OLD SCHOOL

Remember, the worst that can happen when asking for donations is someone will say no... that’s okay!

Host an “old-school” fundraiser like:
- Bake Sale
- Car Wash
- Raffle
- Get Crafty
- Throw a Party

People will appreciate why you’re taking the time to raise money for the animals and will support your efforts.

Send reminders to potential donors. A lot of people don’t donate until the last minute. Don’t get discouraged, but don’t give up, either!

Reminders are appreciated by people who lead busy lives.
How will your donation help?
Here are just a few examples of how your donations will be put to work...

$20  You’ll help an animal find their way home because they received a microchip
$40  One puppy will start life on a healthy foot because they received vaccines
$60  A lucky kitten will be provided with formula, supplies and medical care so they’ll grow to be a healthy adult cat
$100  Spay/Neuter surgery for 2 dogs to help put an end to pet overpopulation
$1000  A dog with a broken leg will thank you because they will receive x-rays and surgery to repair their limb so they can run and play again

The more money you raise, the more animals we can help!
SEND AN EMAIL!

We’ve compiled some sample emails and letters for inspiration. You can take what you need, fill in the blanks and make the message your own. To be effective, don’t limit yourself to just email. Reach out to your social networks - post your own story, fundraising progress and donation requests on Facebook, Instagram, Twitter and other social media channels. There’s also something called snail mail...some people really appreciate a personal letter and yes, it is still used.

People lead very busy lives. They may want to donate, but may forget. Sending multiple messages is normally not a nuisance. Friends, family and acquaintances appreciate being reminded, especially when it’s for a good cause.

Good luck on your campaign. Set your goals high and aim to exceed! Each and every animal in our care sends their sincere thanks!

Here's a sneak peak of what’s on the next pages:
• Pack Member Recruitment
• Pack Donation/Fundraising Request
• Welcome to our Pack
• Event Details
• Thank You to Pack Members
Dear [NAME],

My family and I are excited to announce that we’re forming our own Walk4Animals Pack. A Pack is a team of Walkers that raises money for the homeless animals in our community. This year, the Walk takes place on October 8th, 2023 at the Batavia Riverwalk in Batavia, IL. Anderson Humane needs your help now, more than ever before. We would love to have you join us.

(Make the story your own) The Walk4Animals mission has a special meaning for us. We adopted Empress seven years ago from Anderson and she has brought so much joy to our lives. We can’t imagine a time when she was not a part of our family. The money our Walk Pack raises will be used to help other shelter pets find forever homes. It will also help Anderson Humane continue to educate our community on responsible pet ownership and respect for all animals.

We could really use your help. If you’d like to be a part of the [PACK NAME] Pack, simply register online at https://ahconnects.org/event/walk4animals/ Register as an Individual Walker, then Join A Pack and search for [PACK NAME]. Then you can create your personal fundraising page right on the site. If you can’t join us, please consider helping us reach our $[DOLLAR AMOUNT] fundraising goal. You can make a secure online donation by visiting our Pack page and selecting our Pack name for your donation. Every dollar donated is appreciated.

I look forward to having you join us to help exceed our goals! [NAME]
Dear [NA, ME],

Anderson Humane needs your help now, more than ever before. Connection and advocacy within the community is crucial. [PACK NAME] is participating in the Walk4Animals on Sunday, October 8th, 2023. We are raising money to help the homeless animals at Anderson Humane find forever homes. This is an important cause for us because we were lucky enough to find [PERSONALIZE] Empress at the shelter a few years ago and she lights up our lives every day with her unconditional love!

Please help us reach our goal by making a donation to our Pack. Simply click [OR TYPE] this link. It will take you straight to our personal fundraising page: [LINK TO YOUR PACK PAGE]. It’s easy and secure and would mean a lot to us and the animals. You may also make a donation by check payable to Anderson Humane. It can be sent to my address or directly to the shelter:
Anderson Humane—Attention: Walk4Animals
1000 S. La Fox Street, South Elgin, IL 60177

We are so proud to be doing our part to give back to the homeless animals in our community.

Track our progress any time on our Pack fundraising page [PACK FUNDRAISING PAGE LINK]. If you’d like to learn more about Walk4Animals, visit ahconnects.org/event/walk4animals. Thank you so much! [NAME] and [ADDRESS]

P.S. Ask your company if they offer a Matching Gift Program - they may be able to double your donation which means even more animals can be helped!
Dear [NAME],

Welcome to our Pack! We’re excited to have you on board and look forward to having an exciting time fundraising and joining in the celebration at the Annual Walk4Animals on October 8th, 2023. It’s a great feeling to know we’re helping the animals and an even better feeling to know we have your support.

Please let me know if there is anything I can do to help you reach your $[NUMBER] goal.

Two quick tips to start:
1. Online fundraising is the most effective way to raise money. If you haven’t set up your fundraising page, I recommend doing so as soon as possible. The more time you have, the more donations you’ll receive. The dashboard tools make it easy to do, but I’m always here to help if needed.

2. Email is not the only tool the site provides. If you’re on Facebook, Instagram, or LinkedIn, you can reach out to your online friends. Your page lets you easily link with them all. The more people you connect with, the more money you’ll raise and that means more animals that can be helped.

There are also many resources and fundraising tips online at ahconnects.org/event/walk4animals. It makes it easy to get started. Please call or email me with any questions. If I don’t know the answer, I will find out for you - I’m always here to help. Thanks you so much!

[NAME] [ADDRESS] [PHONE] [EMAIL]

Mail check donations to:
Anderson Humane • Attention: Walk4Animals
1000 S. La Fox Street • South Elgin, IL 60177
Hello to all of Our Pack Members!!
The Walk4Animals is one week away [OR OTHER TIME FRAME] and our Pack is doing great! So far we’ve raised $[NUMBER] and we only have $[NUMBER] to go!

Now is the time to get your paws rolling! We’re nearing the finish line! Follow up with everyone who expressed interest in supporting you, but hasn’t yet made a donation. Most people appreciate the reminder because they do want to help the animals. Post updates on Facebook, LinkedIn, Instagram and other social media channels. Try to reach out to a few new people. Every dollar we raise helps Anderson Humane educate the community and helps our four-legged friends find forever homes.

Here are the details for the Walk: Date: October 8th, 2023
Where: Batavia Riverwalk, Houston St & N Island Ave, Batavia, IL 60510
Time: Please arrive at 9:00 am and meet by [PREDETERMINED SPOT]

If you need directions, parking information or want to see the day’s schedule, visit ahconnects.org/event/walk4animals

I had so much fun working with each and every one of you. Walk Day is going to be exciting! Go Team!

(NAME) [ADDRESS] [PHONE]
Mail check donations to:
Anderson Humane • Attention: Walk4Animals
1000 S. La Fox Street • South Elgin, IL 60177
[PACK NAME],

We did it! We reached our goal and raised $[NUMBER] for the Walk4Animals!!

We couldn’t have done it without each and every one of you. Thank you for helping us support the homeless animals.

I’ve included my favorite photo from the Walk and hope you’ll share it with your supporters. If you have pictures, please post them to Facebook so we can all relive the fun!

Make sure to go to ahconnects.org/event/walk4animals/ for more pictures of this exciting day. Share the link with everyone you know and everyone that donated to your page and maybe they’ll participate in the 2024 Walk. Now that you have first-hand experience, you can let them know just how easy fundraising is and how much fun you had at the event.

Thanks you so much!

[NAME] [ADDRESS] [PHONE]

P.S. Our Pack’s fundraising page will be up until November 30, 2023 at ahconnects.org/event/walk4animals/ If you want to send out reminders to those who may have forgotten or ran out of time, they can still do their part to help. There is always a need when it comes to helping the homeless animals, no matter what date it is. Also, please make sure to follow up on company matching programs if they’re not in yet. We don’t want the animals to miss out!

Mail check donations to:
Anderson Humane • Attention: Walk4Animals
1000 S. La Fox Street • South Elgin, IL 60177