



Fundraising Tips and Tricks

Thank you for collecting pledges for the Canine Classic at Paws Up!

Here are some ideas for giving your First Giving fundraising efforts a boost and help you make (or exceed) your goal:

1. Don't be embarrassed to ask for donations! You are asking as an advocate for homeless pets. **Be proud!**
2. Get the most out of your First Giving fundraising page. Personalize it with photos, facts about the Humane Society, and why you are raising money. Go viral! Send your page by email, use Facebook and Twitter to spread the word.
3. Ask friends and family for names and contact information of other pet lovers. It's o.k. to ask people you don't know.
4. Educate your donors about the Humane Society of Western Montana and share with them why you personally support the organization. Communicate your passion and enthusiasm! Share a personal story about your pet.
5. You might have to ask more than once. Send a reminder email, make a follow up phone call, make a personal visit.
6. Give back: Bake your biggest donor cookies, send personalized thank you cards, make a call after the event to tell your supporters how you did.
7. Stay positive! You might get some "no's." But then again, you will probably also get some unexpected "yes's."
8. You won't get donations unless you ASK, ASK, ASK!
9. Never forget the furry faces and wet noses at the shelter that need YOU!

