



# FUNDRAISING TIPS & TRICKS



# SPREAD THE WORD...



## **SHARE YOUR PERSONAL STORY**

This is the best way to make sure that your friends and family feel connected to our cause and inspired to support your participation. A great way to kickstart your personal connection is by sharing your reasons for getting involved with Hounds in Pounds.

## **ENCOURAGE SHARING**

People who don't know you are more likely to donate if their friends have also donated. Encourage your friends to share your Facebook fundraiser as well.

## **ENGAGE YOUR SUPPORTERS**

Share frequent updates to your Facebook fundraiser and thank your donors. Your supporters are more likely to participate and share your fundraiser when you keep them engaged. The most successful fundraisers post at least twice per week!



## **FOLLOW UP WITH YOUR FRIENDS & FAMILY**

Don't wait for your donors to respond to general outreach. Follow up with individuals in your network directly and ask if they've had a chance to make a donation to your fundraiser!

## **CHALLENGE YOUR NETWORK**

If you're planning on donating funds, consider using it as a match challenge for your friends! If you aren't able to do a matching amount on your own, ask family to pledge a future amount and add it to your "match!" When people know their \$5 donation becomes \$10, it gets them motivated to donate. Consider using #MatchingMonday if you like alliteration and hashtags. #Yay!

## **DON'T FORGET ABOUT MATCHING GIFTS**

A company match is an easy and effective way to increase your fundraising. Visit <https://bit.ly/hipmatch> to see if your employer matches charitable donations and ask your supporters to do the same.



## **THANK 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!**

