

## **GIVING TUESDAY Fundraising Request**

### **WE NEED YOUR HELP!**

Help us raise critically needed funds this holiday season by setting up a fundraiser on Facebook or Instagram.

Inflation is causing more owners to turn their pets into shelters because they can't afford to take care of them. But fewer people are adopting so overcrowded shelters are pleading with FOHA to take in dogs and cats before they're euthanized.

With your help, we can raise money to rescue more animals at risk of losing their lives.

We have tips on how to ask for donations, when to post and holiday animal photos and can help you set up your fundraiser.

Contact Stacey Gimbert [president@foha.org](mailto:president@foha.org) or Heather Lucas [heatherlucas@foha.org](mailto:heatherlucas@foha.org)

Research shows friends and family are more likely to donate to causes supported by people they know. That's you!

**GIVING TUESDAY**

## Fundraising Toolkit

Thank you for taking this extra step to help save more animals this holiday season. By setting up your own social media fundraiser you'll be introducing FOHA to family and friends who may be unfamiliar with our mission or your volunteer efforts.

Here's some tips to help you get started.

### **To get attention and inspire supporters to donate, consider this:**

**-Add a photo with a story.** This could be a picture of your favorite FOHA rescue. Tell how they were rescued: from another shelter, turned in by their owner, a hoarding situation, etc. Did they have any medical issues FOHA took care of? Were they going to be euthanized?

**-Make it personal.** Speak to your supporters from your heart. Tell them why you were inspired to volunteer or support FOHA.

**-Set a goal for your fundraiser.** We suggest a goal of \$200 or \$500 but feel free to set a higher goal if you feel you can achieve it.

### **Here's a suggested fundraising schedule:**

**Nov 19:** Set up your fundraiser ASAP, by Nov. 19 if possible. Announce your fundraiser on your social media sites with links to the fundraiser.

**Nov 22-28:** Post a few times during this period and add your links.

**Nov 29:** Post your final big "ask".

**Nov 30-Dec 1:** Send a thank you to everyone and tell them how much money you raised for homeless animals!

**Here are some fundraising pitches you may want to use.** Feel free to customize with your own feelings or stories of your work with the animals!

### **INFLATION PITCH**

*Please help me save the lives of Homeless animals like \*\_\_\_\_\_. \_\_\_\_\_ was in an overcrowded shelter down south and was hours from being euthanized when FOHA rescued him/her. Shelters throughout our region are overwhelmed with animals that owners have turned in because they can't afford to keep them with inflation eating into their budgets. Your donation can help FOHA save more dogs and cats.*

*I've set a goal of \$\_\_\_\_\_ for this Giving Tuesday fundraiser. Thank you for helping me!*

*(Add Link to fundraiser)*

*\*Dogs facing euthanasia include Treasure, Bobo, Snorkle & Laguna*

### **FABULOUS FOHA PITCH**

*During this year's giving season, please support an organization I believe in - **Friends of Homeless Animals**. Since 1973, FOHA has saved over 17,000 homeless dogs and cats. FOHA is powered by volunteers and relies on donations and adopters to save the lives of animals that otherwise might not survive. Your donation will help us rescue more dogs/cats like my "friend" \_\_\_\_\_. (include a particular animal you're close to or use one listed in the graphics below).*

*I've set a goal of \$\_\_\_\_\_ for this Giving Tuesday fundraiser. Thank you for helping me!*

*(Add Link to fundraiser)*

### **FOLLOW UP PITCHES**

*Please help me raise \$\_\_\_\_\_ (your goal) for Friends of Homeless Animals! This wonderful organization rescues and adopts animals that would otherwise not survive. I volunteer every week and see the impact donations make. My "friend" \_\_\_\_\_ (include a short detail about how a particular animal benefits).*

Just click here: [\(Add Link to fundraiser\)](#)

*Did you know that inflation impacts our pets too? Many people are finding it hard to keep their pets. And shelters are seeing lower adoption too. An animal's risk of euthanasia increases as shelters become more crowded. Please help me save more animals during this difficult time.*

[\(Add Link to fundraiser\)](#)

*Mars came to FOHA as a blind and deaf senior dog. FOHA volunteers vowed he would find his forever home in spite of these challenges. We found him a foster family who worked with him on agility training. Mars got so good at getting around, his challenges didn't seem so overwhelming. He now has found his forever home. It's happy endings like Mars' that make me love volunteering for FOHA!*

*Please consider helping other dogs and cats like Mars.*

[\(Add Link to fundraiser\)](#)

**Mars**



### **11/19 "BIG ASK" POST**

*Today is Giving Tuesday, a global movement that unleashes the power of generosity. PLEASE consider donating to **Friends of Homeless Animals**, an organization I believe in and volunteer for. My goal is \$\_\_\_\_\_ and I am so close. Together, we can save more homeless animals like \_\_\_\_\_ who may be facing their final hours. \_ [\(a favorite animal or one from below\)](#)*

[\(Add Link to fundraiser\)](#)

## 11/30-12/1 "THANK YOU" POST

*WOW! I can't thank you all enough for supporting my efforts to help homeless animals. I was able to raise \$\_\_\_\_\_ for Friends of Homeless Animals. Every dollar you gave help a dog or cat find their forever home. Best wishes for a very happy holiday season!*

**We recognize you're going the extra mile for our animals by creating a holiday fundraiser. Thank You! You're an invaluable member of our FOHA family and we really appreciate your extra effort.**

### Holiday Graphics



Xmas Photo of Pugsley



Xmas Photo of Murphy



