



PET PALOOZA
WALK
for the animals

APRIL
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2023 FUNDRAISING GUIDE



About HSC

The Humane Society of Charlotte (HSC) works to champion the well-being of companion animals and strengthen their bond with the people who know, love, and need them. Our vision is a future where all companion animals have the support, care, and human connection needed to lead healthy, rewarding lives.

HSC is a private 501(c)(3) non-profit organization that receives no state, federal, or government funding, and relies solely on private donations and volunteers to advance our mission.

We couldn't do it without you!

Our life-saving and life-changing work continues because of people like you.

Check out some of our numbers from 2022:

7,715 low-cost vaccines administered

6,550 surgeries performed

5,850 Essential Care patients seen

3,161 cats & dogs adopted

1,317 community cats altered



Meet Zucchini

This four-year-old Cane Corso mix came to us from one of our transport partner shelters. Zucchini was immediately administered treatment upon testing positive for heartworm disease during his intake medical evaluation. Even with his medical results and the resulting treatment, it did not take long for Zucchini's energetic and playful personality to shine as he seemed to love running around and interacting with other dogs in playgroups. In only a couple of weeks, Zucchini found a new family that embraced his lively temperament and was able to continue his heartworm treatments. We are happy to report that he is doing well in his new and loving home!



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Our number one fundraising take-away: Share your why!

Let people know **WHY** you support HSC! Personal connection is so valuable and the key to raising funds is to encourage potential donors to also feel emotionally invested in the cause.

Stories are essential in fundraising because they're usually what motivates people to make a donation. Start your storytelling process by thinking about what motivated you to get involved:



Understand your involvement

Your story often begins with how you got involved with the cause. Remember that your audience will be eager to understand the **WHY**. Why HSC? Why did you get involved? Why is HSC's vision and mission worth the money and time to support?



Think about how the cause makes you feel

You'll want to get in the mindset of a potential donor. To do this, take a step back and think about how this cause made YOU feel when you were first introduced to it. A good, moving story doesn't necessarily have to make people feel one way over another. Your audience will be moved to act whether they feel sad, happy, hopeful, or in awe - just as long as it's genuine.



What do you want your audience to do

Once you outline exactly what encouraged you to act, consider what will prompt others to do likewise. After all, you will not meet your fundraising goals without compelling others to be a part of the solution. Donors to your personal fundraising page will want to know your personal fundraising goal, so, know exactly:

- How much you need from your donors
- The impact of that dollar amount, such as in lives changed, families supported, etc.

You'll use all this great information to formulate your call to action - the statement that gets results!

Here are a few last things to keep in mind as you begin the process: the most successful personal fundraisers can explain why they are involved in the campaign, the work that is being done, and their goals, as well as the overall goal of the organization. A good story will include all of this in an emotionally-compelling yet clear manner. Once the donations start coming in, be sure to personally communicate with your donors. Thank them for their support and consider addressing the direct impact their donation had, such as in lives changed, families supported, etc.



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Personalize Your Page



Add photos! People want to see you and your pet.



Share your story. Your **WHY** creates a connection with your potential donors.



Kick start your campaign with a gift. Your network is going to be more likely to donate when they see that you've donated to the cause yourself.



Reach out to your network via social media, email, text, phone calls, etc.



Don't be afraid to follow up. Life gets busy and a gentle reminder is always appreciated.



Get creative! Do you have any special talents that can help you raise money?



Don't forget about matching donations from employers.



Meet Abba

Your funds directly help animals like Abba!

In mid-February, this sweet three-year-old beagle came to us from one of our transport partner shelters. Upon arrival, we learned that she was an expectant mother. HSC's shelter veterinarian fostered Abba for three weeks before she gave birth to eight puppies. Sadly, three of the puppies did not make it, but five healthy babies survived and entered our adoption program.

Abba was the first adoption during the grand opening of our new Animal Resource Center, and her puppies found forever homes soon after!



FACEBOOK FUNDRAISER

Log in to your qgiv fundraising page and connect your Facebook account to reach your friends and family even easier!

Remember: your Facebook fundraiser MUST be set up through your qgiv account in order for funds to count towards your Pet Palooza fundraising goal.

The screenshot shows a Facebook fundraiser interface. On the left is a 'Details' sidebar with fields for: Creator (Public fundraiser), Fundraiser for (Humane Society of Charlotte, Charlotte, North Carolina), Edit nonprofit, How much money do you want to raise? (200), Select currency (US Dollars (USD)), When should your fundraiser end? (Jan 24, 2023), What's the title of your fundraiser? (fundraiser for Humane Society of Charlotte), and Why are you raising money? (Want to join me in supporting a good cause? I'm raising money for Humane Society of Charlotte and your contribution will make an impact, whether you donate \$5 or \$500. Every little bit helps. Thank you for your support. I've included information). The main preview area shows a banner with a dog and a cat, a sign that says 'WE'RE OPEN!', and text: 'in our new Animal Resource Center 1348 PARKER DRIVE'. Below the banner is a green paw print icon and the text 'fundraiser for Humane Society of Charlotte'. There are 'Donate', 'Share', and a menu icon. Below that is a 'Goal' section showing '\$0 raised of \$200' and '15 days left' with a progress bar. To the right is a 'Fundraiser progress' section showing '0 donated', '0 invited', and '0 shared'. At the bottom is an 'About' section with the text: 'Want to join me in supporting a good cause? I'm raising money for Humane Society of Charlotte and your contribution will make an'.

NEED HELP?

Need help setting up your fundraising page? Do you have questions? Are you looking for stories to feature? Are you just plain lost or want to chat?

Please email us at:
events@humanecharlotte.org



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