



PET PALOOZA
WALK
for the animals

**APRIL
6**

PETPALOOZACHARLOTTE.ORG



2024 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 2023:

- 8,162** surgeries performed
- 8,701** wellness appointments seen at our Essential Care clinic
- 3,648** cats & dogs adopted
- 77,897** pounds of pet food delivered through our Pet Food Bank



Meet Frankie

Tiny Frankie, just eight weeks old, arrived at HSC full of life. But lethargy and low red blood cell counts revealed anemia. Our skilled vet team, lacking transfusion equipment, hand-transfused her for over four hours. Frankie's purrs and leg rubs after were a heartwarming "thank you." With increased red blood cell levels and foster care, she recovered and found a loving forever home, thanks to your support and our dedicated team. Frankie's story is a reminder that every donation and dedicated act can make a difference.



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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 Adeline

Adeline, a 3-year-old Pit Bull mix, struggled in the shelter. While other dogs from her transport were adopted quickly, Adeline's stay stretched on. The longer she remained, the higher her stress levels became, leading to behavioral challenges.

After a month, Adeline began jumping and mouthing staff members. This wasn't her usual calm demeanor, and it was clear she was experiencing a lot of stress. Personalized training and enrichment helped, but progress was slow.

Believing her long stay contributed to the behavior, Adeline was placed in a foster home. To everyone's delight, her concerning behaviors vanished! She thrived in the home setting.

Through our Adoption Ambassador program, Adeline's foster mom found her the perfect forever home - within her own family!

Adeline's story highlights the impact of stress on animals and the power of personalized care and foster homes.



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.

Fundraisers > Fundraiser type > Details

Details

Creator: Public fundraiser

Fundraiser for: Humane Society of Charlotte

Donations go to PayPal Giving Fund to distribute to this nonprofit within 45 days. [Learn more](#)

[Edit nonprofit](#)

How much money do you want to raise? 200

Select currency: US Dollars (USD)

When should your fundraiser end? Mar 6, 2024

What's the title of your fundraiser? Meg's fundraiser for Humane Society of Charlotte

Fundraisers are public, so anyone on or off Facebook can see them. Only people on Facebook can donate.

Desktop Preview

humane society of charlotte

COZY UP WITH A NEW BEST FRIEND

fundraiser for Humane Society of Charlotte

Donate Share

Goal: \$0 raised of \$200, 15 days left

Fundraiser progress: 0 donated, 0 invited, 0 shared

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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