

2025 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.

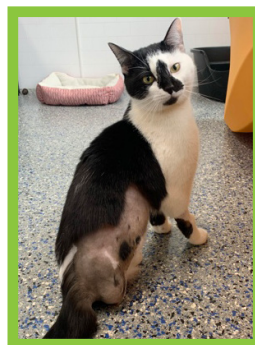
HSC is a private 501(c)(3) non-profit organization that receives no state, federal, or government funding, and relies solely on private donations and volunteers to advance our mission.

We couldn't do it without you!

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

In 2024:

- 3,671** cats & dogs adopted
- 8,434** spay/neuter surgeries
- 9,552** patients seen at our Essential Care clinic
- 1,526** animals fostered
- 525,362** Pet Food Bank meals provided
- 227** animals transferred in through HSC's Hurricane Helen disaster response



Meet Trike

When Trike arrived at the Humane Society of Charlotte, he was in pain and unable to use his back right leg. What seemed like a fracture was far worse—he had a massive abscess, severe osteoarthritis, and a luxating patella. Our medical team treated his infection, but his leg remained unusable, leading to its amputation. Now, Trike is thriving, zipping around as a happy, playful tripod. Thanks to generous donors, he got the lifesaving care he needed!

How You Can Help

Join Pet Palooza's peer-to-peer fundraising and make a difference for animals like Trike. Every dollar raised provides urgent medical treatment and a second chance at life.

Sample Social Media Post

Help me support HSC through Pet Palooza! Trike arrived in pain, but thanks to donors, he's now a happy, playful tripod! Your donation—big or small—gives pets like Trike a second chance. Donate here: [Insert Fundraising Link]

Saturday, April 12, 2025



petpaloozacharlotte.org

#1 Fundraising Tip: Share your why!

Let people know why you support the Humane Society of Charlotte (HSC). Personal stories are powerful—they're the key to inspiring others to donate. When you share your connection to the cause, you help potential donors feel emotionally invested, too.



Start with Your Story

Think about what inspired you to get involved. Your story should answer these key questions:

- Why HSC?
- What drew you to this mission?
- Why is HSC worth supporting with time and money?

Reflect on How the Cause Makes You Feel

When you first learned about HSC, how did it make you feel? Your emotions are part of what will resonate with others. Remember, a good story doesn't need to create just one specific emotion—it just needs to be genuine.



Inspire Action

Once you've shared your story, think about what you want your audience to do.

- How much are you asking donors to contribute?
- What's the impact of their donation (e.g., animals saved, families helped)?

Use this to create your call to action—a clear, motivating message that encourages others to join you in making a difference.



Bonus Tips for Success

- Share why you care, the work HSC is doing, and your goals.
- Make your story clear and emotionally engaging.
- When donations come in, thank your supporters personally! Let them know how their gift is making a difference—like saving lives or reuniting families with pets.

Your story has the power to inspire others. Share it with heart, and watch the support pour in!

Saturday, April 12, 2025



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Personalize Your Page



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



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



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



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



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.



Don't forget about matching donations from employers.



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



Meet Erma

Erma, a sweet and spirited 4-year-old mix, came to the Humane Society of Charlotte through our partnership with the ASPCA. A small bump on her side turned out to be a soft tissue sarcoma—an aggressive form of skin cancer. Our medical team performed two surgeries to remove the mass and ensure clean margins. After weeks of care and recovery, Erma was cancer-free! With her health restored, she found a loving family ready to give her the happy life she deserved.

How You Can Help

Join Pet Palooza's peer-to-peer fundraising and make a difference for animals like Erma. Every dollar raised provides urgent medical treatment and a second chance at life.

Sample Social Media Post

Help me support the Humane Society of Charlotte through Pet Palooza! Erma battled cancer and won, thanks to donors who made her treatment possible! Your donation—big or small—gives pets like Erma a second chance. Donate here: [Insert Fundraising Link]

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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?

Select currency

When should your fundraiser end?

What's the title of your fundraiser?

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

Desktop Preview

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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