



# FUNDRAISING GUIDE

For individuals and team members

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# WELCOME!

Thank you for signing up for the 2018 Run for Research Awareness! By participating, you are raising awareness of the contributions dogs have made in preventing, treating, and curing diseases and other medical conditions affecting people and animals. Your fundraising efforts will give heroic dogs the permanent, loving homes they deserve.

This guide is intended to help you reach your fundraising goal. The suggestions are just that: suggestions. You don't need to follow the 10 ideas in order or implement all of them. Use what is helpful, make modifications, and get creative. This is your fundraiser!

If there is one piece of advice we can offer it is this: Share your story of why you are participating. Is it because of your love for animals? Your career as an animal professional? Because you or a loved one has benefited from biomedical research? Because of the treatments and cures still needed? The connection we build by sharing our stories unites us. What's your story?



# 1. Start with a Refresher

To gain confidence in your role as a fundraiser, take a few minutes to become familiar with Homes for Animal Heroes, a program of the National Animal Interest Alliance.

The program was inspired by the research community's desire to find loving homes for their animals, as well as the need to educate the public on the facts about our animal heroes and how they improve human and animal lives. Homes for Animal Heroes is comprised of a network of staff, volunteers, and research facilities working together to care for retired research dogs.

Thanks to the success of the first Run for Research Awareness in 2017, Homes for Animal Heroes continues to grow. We now have regional coordinators in California, Missouri, and Texas, and with your fundraising efforts, the program will expand to 10 states in 2018! The goal is to reach across the country, one state at a time. Visit <http://animalheroes.naiaonline.org/> to learn more and read stories about some of the canine heroes, like Leroy in this photo, whom your fundraising supports.

# 2. Customize Your Page

From the Run for Research Awareness registration page, click on "Become a Fundraiser" to create your individual fundraising page or team page. Personalize the page with your own photo in place of the logo to make it easier for your network to know it's you. Then, create your own headline and consider editing the sample language to include your personal story about why you are participating.

Your individual/team page may be edited at any time. Do not worry about getting things perfect from the start. Just take a few minutes to get set up, and go back and make changes as often as you like. As you set your goal, know that this, too, may be adjusted as you proceed. If you reach your goal early, consider stretching it even further!



### 3. Be the First Onboard

The best practice as a fundraiser is to ask others to “join” you in supporting a cause. We recommend making a gift in an amount that is significant to you. Your gift also shows your personal investment in the mission of Homes for Animal Heroes.

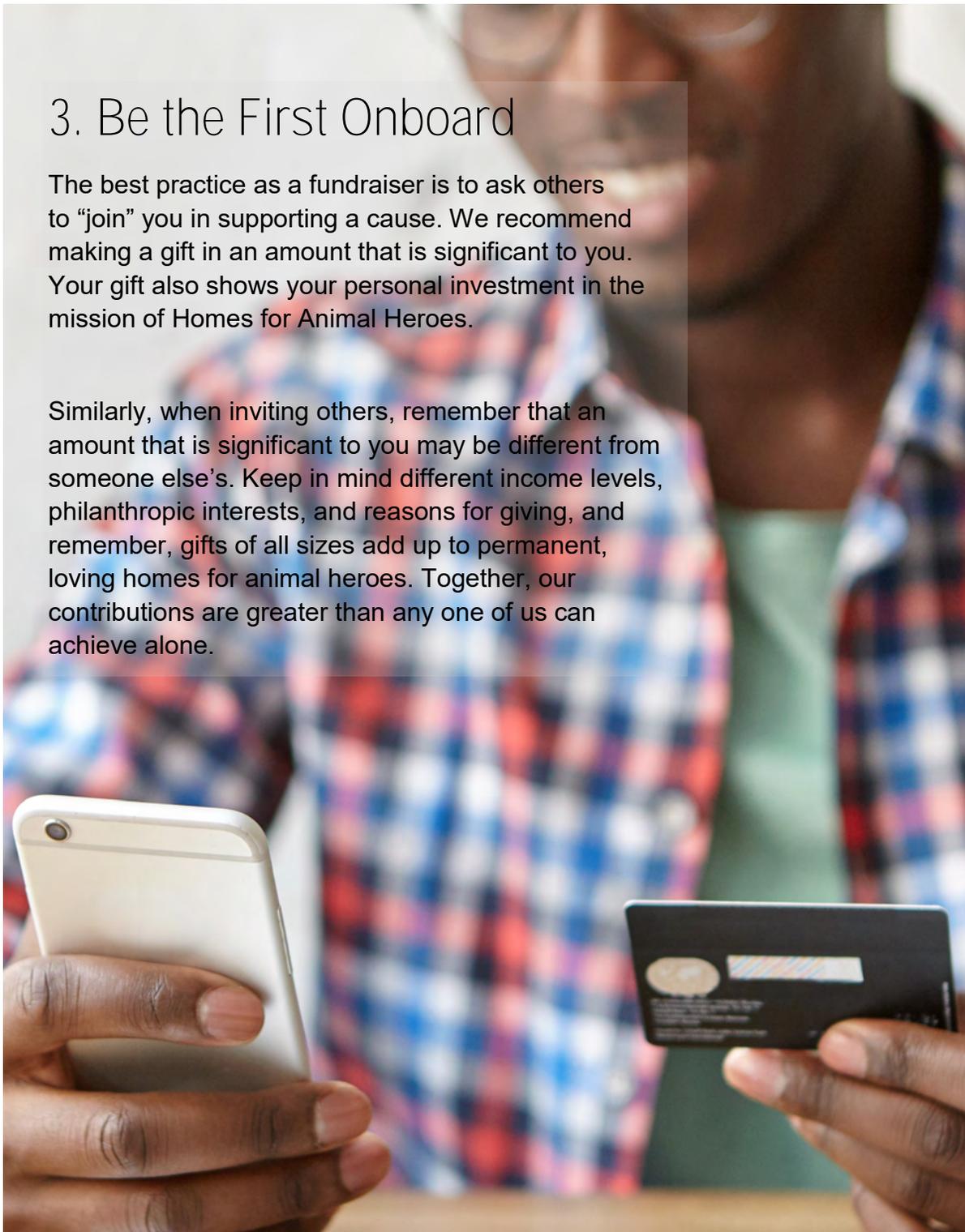
Similarly, when inviting others, remember that an amount that is significant to you may be different from someone else’s. Keep in mind different income levels, philanthropic interests, and reasons for giving, and remember, gifts of all sizes add up to permanent, loving homes for animal heroes. Together, our contributions are greater than any one of us can achieve alone.

### 4. Get Personal

Want to know the best way to get a response? Text! Not comfortable texting everyone on your list? Then opt for email.

#### SAMPLE TEXT MESSAGE

I’m running a 5K to raise \$ to help rehome dogs that have retired from biomedical research. Would you make a donation? Here’s my fundraising page: [insert link to your fundraising page]. Thank you for considering!





## 5. Think Strategically

Here are 7 tips. Do one a day to raise \$500 in a week!

**Monday:** Make a personal donation of \$25 then submit a match request to your Human Resources Department **\$50**

**Tuesday:** Hand out flyers at work, post one in the break room, or ask your co-workers individually **\$100**

**Wednesday:** Post an announcement on your Facebook page challenging out-of-town friends to a goal of 10 contributions of \$10 **\$100**

**Thursday:** Call two family members for \$25 **\$50**

**Friday:** Text three friends to match your \$25 **\$75**

**Saturday:** Get \$25 sponsorships from two of your favorite local businesses **\$50**

**Sunday:** Ask neighbors for contributions **\$75**



## 6. Get Social

Send your fundraising page link out to your social networks on Facebook, Twitter, Instagram, Snapchat, YouTube, or the listserv or group chats you use in your personal and professional life. Along with the link, share a photo or video of yourself. Videos get more social media attention than photos or text. You may even want to include your pet in the video. Typically, 15-30 seconds is all it takes. Then, post it with your page link.

## 7. Be Persistent

If you haven't gotten a response, follow up. Sometimes people just need a little reminder or nudge. It could be on their to-do list already. Reach back out by email or text.

### SAMPLE:

Just a quick follow-up about the 5K charity run I'm doing to help rehome dogs. I hope you'll consider sponsoring me. Here's a link to my fundraising page [insert link to your fundraising page]. Thank you!

## 8. Let Your Creativity Flow

- Ask your Human Resources Department if you can have a jeans day in which employees contribute \$5 or \$10 to your fundraiser for the chance to dress down on a Friday.
- Partner with a local restaurant or brew pub to start and end the 5K at their location, and ask the establishment for a contribution and discounts for your team
- Harness the power of public relations by posting a notice in your workplace newsletter, bulletin at your community center or place of worship, or send a media alert to your community newspaper.
- Hold a BBQ, spaghetti dinner, or pancake breakfast to raise support
- Download, customize, and print the flyer for individuals or teams to hand out at the dog park or ask to hang one on the bulletin board at your place of business, local pet store, coffee shop, gym, etc.
- Create a funny video of how you are training for the run, then post it to your social media with a link to give.





Thanks

## 9. Say Thank You & Keep People Informed

When someone makes a gift toward your goal, reach out with a prompt thank you. You can send a quick note from your fundraising page, but go the extra mile with a call, text, email, or handwritten note. That personal touch goes a long way to make people feel appreciated.

Regardless of whether someone has made a gift, keep your network informed about your progress. As mentioned in #7, people may need a reminder or nudge to give. Other times, when we are close to reaching our goal and the deadline is approaching, people who have already given will donate again and/or help get your message out through their networks to get you over the finish line.





## 10. Celebrate Your Success

You did it! You reached or exceeded your goal! Don't be shy! Post a photo on social media of your success and say thanks to all of your supporters. Then, keep an eye out for your fundraising prizes to arrive along with a 2018 5K window cling for your car. (If you were a team member, NAIA will be shipping prizes/awards to your team captain.)

Be sure to email us at [events@NAIAonline.org](mailto:events@NAIAonline.org) with photos, news clips, stories, testimonials, etc. We want to celebrate with you!

