



# FUNDRAISING SUCCESS

*A guide for individuals & team members*



Photo: 2018 AALAS Branch Champ and Heart of a Hero award winner, RTB AALAS from North Carolina

# WELCOME!

By registering for the third-annual Homes for Animal Heroes run you are raising awareness of the contributions animals have made in preventing, treating, and curing diseases and other medical conditions affecting people and animals.

Last year, run supporters across the nation raised nearly \$50,000, enabling us to expand programming from three states to nine! How far can we grow in 2019? You are playing a big role in determining that answer.

This guide is intended to give you ideas for kicking off your fundraising. It is not prescriptive. Use whatever suggestions you like, tailor them, and be creative. Be sure to check the Homes for Animal Heroes Facebook page to see what others are doing, and tag us in your social media posts.

Because of you, more heroic dogs than ever before will have the permanent, loving homes they deserve in 2019.

Thank you again, and please reach out to us at NAIA if you have questions or need any assistance with your run.

With gratitude,



Patti Strand  
NAIA President



Photo: Cindy A. Buckmaster, PhD,  
Homes for Animal Heroes Co-Founder  
& NAIA Board Member



# 1. START WITH A REFRESHER

Take five or 10 minutes to visit [www.naiaonline.org](http://www.naiaonline.org), the website of the National Animal Interest Alliance, and click on the Homes for Animal Heroes section to get the lay of the land. You'll be able to direct friends and family where to go for more information about the program. And, follow us on Facebook for plenty of updates about the run, ideas from other run participants, and, yes, more photos of dogs you're helping.

**Who:** Homes for Animal Heroes is a network of NAIA staff, volunteers, and research institutes working together.

**What:** When ownership of a dog is transferred from a research facility to NAIA, program coordinators place the dogs in carefully screened foster homes where they learn the ins and outs of residential life. When they're ready for a permanent home, dogs are matched with adopters who participate in a thorough screening process.

**When:** NAIA was founded in 1991 and the Homes for Animal Heroes program launched in 2017.

**Where:** Thanks to the success of the first run in 2017, programming began in California, Missouri, and Texas. Last year, the run helped us add six more states: Illinois, Iowa, New Jersey, New York, North Carolina, and Pennsylvania.

**Why:** 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.



## 2. 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. Income levels, philanthropic interests, and reasons for giving are unique to each person. Together, our contributions are greater than any one of us can achieve alone.

## 3. MAKE IT EASY TO GIVE

Want to know the best way to get responses? Text!

"I'm running a 5K to help rehome dogs from biomedical research. Would you sponsor me? [insert link to your fundraising page]. Thank you!"

Not comfortable texting? Email is the next best option.



Photo: In North Carolina with the national Run for Research Awareness lead volunteer

## 4. THINK STRATEGICALLY

Below are seven ways to raise support. Try one, or try them all. You could raise \$500 this week.



Photo: 2018 Beastmode team members





Photo: Mary Beth and her beagle, Puddles

## 5. 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.

## 6. FOLLOW UP

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

"Just following up about the run I'm doing to help rehome dogs. I hope you'll consider sponsoring me. Here's a link to my page [insert link to your fundraising page]. Thanks!"





## 7. BE CREATIVE

- Ask your Human Resources Department if you can have a jeans day, team jersey day, or 80s attire day in which employees contribute \$5 or \$10 to your fundraiser for the opportunity to dress casually 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 team notice in your workplace newsletter, bulletin at your community center or place of worship, or send a media alert to your community newspaper.
- Host a BBQ, spaghetti dinner, ice cream social, or pancake breakfast to raise support.
- Try a car wash, community garage sale, or other event to publicize your run and raise support.
- Make a flyer 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, or library.





## 8. ASK FOR HELP TO REACH THE FINISH LINE

Regardless of whether someone has made a gift, keep your network informed about your progress. Some individuals may need another gentle reminder to sponsor you; others who have already given may give again to help you succeed.

Photo: 2018 Mid-Missouri AALAS team





Photo: Run participants in Texas

## 9. CELEBRATE!

You did it! Don't be shy. Post a photo on social media of your success and say thank you to all of your supporters again.

Then, keep an eye out for your prizes to arrive as a token of our appreciation.

## 10. KEEP NOTES FOR NEXT YEAR

While your ideas are top of mind about what went well, what could have done differently, and how you can switch things up for 2020, grab a pen and paper or save your notes electronically for next year's run.

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