

SOCIAL



WHAT MAKES A GOOD SOCIAL POST?

- Clear call to action
- Make it personal /give a reason
- Convey urgency
- Invite sharing
- Mix up the images



EXAMPLE COPY:

Support me and my dog, Donut, in the @PAWSChicago 5K!

Donate today and watch us cross the finish line September 18.

Every penny goes to helping homeless animals.

DONATE NOW: my.pawschicago.org/PAWS5K2021/JulieOlah.

And don't forget to retweet!



EXAMPLE COPY:

Please support me and my dog, Donut, in the 21st Annual PAWS Chicago 5K Run/Walk For Their Lives! I adopted Donut from PAWS 5 years ago and this is my way of saying thanks for the best friend a gal could have. Donate to help homeless pets today and watch us cross the finish line September 18. Every penny counts. Thank you!

DONATE NOW: my.pawschicago.org/PAWS5K2021/JulieOlah

Like what you see? Go the extra mile and share this post.

EMAIL

WHAT MAKES A GOOD EMAIL?

- Disruptive subject line
- Clear call to action
- Make it personal/give a reason
- Convey urgency
- Include impact highlights

EXAMPLE COPY:

Subject: Hi fellow animal-lover! Help me help homeless pets.

Dear Aunt Sara,

Support me and my dog in the PAWS 5K! We're fundraising to help homeless animals because I adopted my best friend, Donut, from PAWS 5 years ago and nothing makes me happier than watching him chase squirrels in his sleep. We want more people and pets to experience this kind of joy.

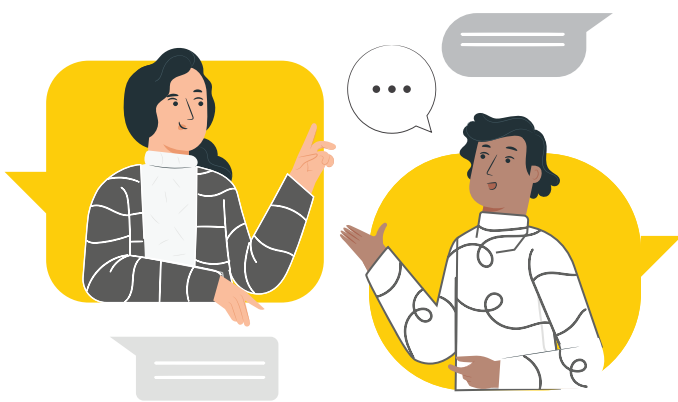
DONATE NOW and watch us cross the finish line September 18: my.pawschicago.org/PAWS5K2021/JulieOlah

Since its founding in 1997, PAWS has assisted in over 70,000 adoptions and helped reduce euthanasia in Chicago by 91 percent. Today, PAWS offers free or low cost spay/neuter surgeries in underserved communities. Plus, its Medical Center saves sick and injured animals no one else can or will.

Please join me in supporting a worthy cause that's near and dear to my heart (and Donut's, too!). Your donation means the world to us.

Your friends,
Julie and Donut

CORPORATE



IM TIPS: IM—GETTING YOUR FOOT IN THE DOOR

- State your intention
- Ask for an introduction
- Say what's in it for them



EXAMPLE COPY:

Hey Will. My dog, Donut, and I are doing the PAWS Chicago 5K this year and we're looking for corporate donors. I think [business] would be a great fit. Could you put me in touch with whoever oversees marketing/sponsorships (and maybe put in a good word, too)? This is a great opportunity to align your brand with a cause close to so many people's hearts—helping homeless animals. Thanks!

EMAIL TIP: EMAIL—CLOSING THE DEAL

- Disruptive subject line
- Clear call to action
- Convey urgency
- Say what's in it for them
- Include impact highlights

EXAMPLE COPY:

Subject: Boost your brand AND help homeless animals!

Dear Laura,

Hi! My name is Julie and my dog's name is Donut. This year, we're teaming up to do the 21st Annual PAWS Chicago 5K Run/Walk For Their Lives and we'd love [business] to support us with a donation today.

This is a great opportunity to align your brand with a cause close to so many people's hearts—homeless animals. It's also a chance to help a truly worthy organization.

Since its founding in 1997, PAWS has assisted in over 70,000 adoptions and helped reduce euthanasia in Chicago by 91 percent. Today, PAWS offers free or low cost spay/neuter surgeries and vaccinations in underserved communities. Plus, its state-of-the-art Medical Center means PAWS can save sick and injured animals no one else can or will.

Excited to become a part of this amazing cause? **DONATE NOW:** my.pawschicago.org/-PAWS5K2021/JulieOlah

Need an extra nudge? Every business that contributes over \$500 will be rewarded with a special "thank you" social post from Donut!!

Your friends,
Julie and Donut

