



2023 FUNDRAISING TOOLKIT

We can't wait for you (and your furry friend) to join the pack and walk with us during this year's 3rd Annual Neon Dog Walk! We believe that pets have such a tremendous impact on our lives and we hope that you're inspired to help us fundraise for other shelter pets in need. We've added a few helpful tips to help you every step of the way. Remember, every single dollar makes a difference in the lives of homeless pets. Thank you for supporting Nevada SPCA and happy fundraising!

SET UP YOUR PAGE

When you register for Neon Dog Walk you will have access to your own fundraising page. Start by adding a photo that you like (it could be of you, your pet, you and your pet...you get where we're going here!) and share why you are participating in Nevada SPCA's 3rd Annual Neon Dog Walk. From your fundraising page, you can set your fundraising goal, share your custom URL link on your social media pages, and so much more!

DONATE TO YOURSELF

It might seem strange to donate to your own fundraising page but making a self-donation shows your dedication to support Nevada SPCA's life-saving mission. Even a small contribution makes a difference!

MAKE IT A TEAM EFFORT

If you don't want to do it alone, create a team and fundraise together! Then start inviting your team members from the site (a team consists of a minimum of 5 registered participants, and a maximum of 20). We've found that email invites are one of the more effective and personal ways to recruit new team members. However, you can always copy the message and send it through text or social media.

ASK FOR DONATIONS

To get started, make a list of people to ask for support, such as:

- Family
- Friends
- Neighbors
- Coworkers
- Members of groups you're a part of

Although asking for support in person or by phone is more personal, emails or texts are also very effective. Send an email or text to your contacts, you may be surprised by who wants to support you! A mass email definitely works, but individual emails will really stand out.



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SHARE WHERE THE MONEY GOES

Tell your friends and family what their donations can provide for Nevada SPCA, and they'll be more likely to help:

\$5.00

Provides 1 bowl of food for 1 homeless pet in our shelter.

\$15.00

Provides 1 microchip for an animal.

\$29.00

Feeds 3 homeless pets their daily meals in our shelter

\$59.00

Provides medical supplies for 1 homeless pet in our shelter.

\$88.00

Provides veterinary care for 1 homeless pet in our shelter.

\$156.00

Provides veterinary care, medical supplies, and food for 1 homeless pet in our shelter.

\$468.00

Provides veterinary care, medical supplies, and food for 3 homeless pets in our shelter.

\$1021.00

Provides veterinary care, medical supplies, food, shelter, and loving care from our staff for 1 homeless pet in our shelter.

GET MORE SOCIAL!

Share your participation on social media platforms like Facebook, Instagram, Twitter, or even LinkedIn. Tell your followers why you are participating, make it personal, and link it back to your fundraising page to make it easy for them to support you. **Use the hashtag #neondogwalk and tag @nevada.sPCA** to be reposted from Nevada SPCA. Posting regular updates about your progress for your friends and family will ultimately encourage even more donations!

ASK A FEW MORE TIMES

The second or third time is the charm! Life gets in the way sometimes and a friendly reminder can be key. Make sure to provide updates on your fundraising goal so that people can see how close you are. (Don't forget there are great prizes you can win!) Your family and friends want to support you - so don't give up!

SAY THANK YOU

However you secure a donation, do not forget to thank the donor. You can do so in a simple email, handwritten card, phone call or text. You can also publicly thank them by celebrating their donation by tagging them in a post about your current fundraising successes. Remember, caring for thousands of animals this year would not be possible without generous donors, and of course - YOU!



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MORE IDEAS TO GET GLOWING ON YOUR FUNDRAISING!

CELEBRATE WITH GIVING

Have a birthday or anniversary coming up? Or just want to honor a special pet in your life?

Ask your family and friends to donate in lieu of purchasing a gift!

(Set it up by sharing your personalized Neon Dog Walk URL!)

MAKE YOUR MATCH!

Many companies offer matching gifts to employees fundraising for a cause.

This is a great way to double the money you raise. If your company has this program available, request a matching gift form from your employer and email it to Kateri Kohon kateri@nevadaspca.org to find out how you can double your impact!

GATHER YOUR FRIENDS AND FAMILY FOR AN EVENT AND ASK THEM TO SUPPORT YOUR CAUSE!

Host a wine-tasting night, or cooking class, or set up a night with a restaurant to support you with a portion of the proceeds.

IN-KIND FOR KINDESS

Set a donation increment and when someone donates at or above that level (e.g., \$500), you'll provide an in-kind service. For example, if you're a great photographer, offer to take pictures of their pet or family!



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Nevada SPCA is committed to saving the lives of Southern Nevada's most vulnerable pets, but we cannot do it without your support! Nevada SPCA is a 501 (c)(3) charitable non-profit organization that relies entirely on the generous donations of animal lovers like YOU to make our lifesaving work possible! Our shelter does not receive funding from any large national SPCA, ASPCA, or any government agency; we are an independent non-profit that serves Southern Nevada.

Every dollar raised helps Nevada SPCA place the pets that come into our care into loving homes where they can thrive, provide companionship, and maintain rewarding relationships with their human family.

HOW TO RAISE \$250 IN JUST ONE WEEK!

