



Presented by:
M&TBank

Fundraising Toolkit

Take a step and support a pet this fall during the Virtual Festival for the Animals. This event provides critical support for the Maryland SPCA's lifesaving work! Your fundraising participation is important, and we want to make it as easy as possible.

It can be intimidating to raise money from family, friends, or colleagues. But once you get started, you'll be surprised how easy and fun it is.

As you fundraise, we encourage you to direct people to make donations through our online Festival portal at FestivalForTheAnimals.org. That's the fastest, easiest, and safest way for people to support the Festival!

Key fundraising steps

Make your gift: Inspire others by making a personal donation and asking your network to match your contribution.

Check to see if your company matches your gift. Remember that many companies match their employees' contributions.

Personalize your fundraising page: Share your story about why you're walking for pets. Upload a photo of yourself or your team and create a fundraising goal. This way, your donors will know they've landed in the right place.

Form a team: Some of our best fundraisers start a team to support homeless pets. Once you've created a team page, use the share button to push it out through your social media channels.

Send emails: Forward our pre-written email messages to your network. It's that easy. You can tweak them to make them more personal.

Sample e-mail:

Dear Friends and Family,

Please consider supporting me this September as I take a step and support a pet with the Maryland SPCA.

*Every penny raised during Virtual Festival for the Animals goes toward helping pets **and** people in our community.*

Throughout September, I've been taking 3,000 steps a day, representing each pet adopted annually from the shelter. Alongside hundreds of other pet lovers, we're walking hundreds of miles to support cats and dogs.



VIRTUAL FESTIVAL FOR THE ANIMALS

Fundraising Toolkit (Continued)

But I want to do more for our furry friends and I need your help! If we can raise \$37,000 by September 26, it will be matched dollar for dollar. That's \$74,000 to help the MD SPCA improve the lives of pets and people in our communities!

*You know how much my furry friends, <<pet names>> mean to me. I couldn't imagine social distancing without them! **You can donate to my fundraiser page here: <<insert link>>.***

The Maryland SPCA is an organization close to my heart and I hope you will donate to help support their important work.

Thank you,

<<Name>>

Get social: If you have Facebook, Instagram, Twitter, or other social media accounts, these are great tools to drive donations.

Sample posts:

Facebook/Instagram: Please join me in supporting the Maryland SPCA! Every year, the MD SPCA helps thousands of pets find forever homes and live healthy, happy lives. They also empower people in our community to treat animals compassionately. You can support their lifechanging work by making a donation through my fundraising page! If we can raise \$37,000 and walk 1,950 miles together, we'll unlock an additional \$37,000 in support. [link to personal fundraising page]

Twitter: Please help me support @MDSPCA! Every year, they help thousands of pets find forever homes and live healthy, happy lives. You can support their lifechanging work by donating through my fundraising page! [link to personal fundraising page]

Additional fundraising ideas

Sponsor my steps:

Invite friends, family, or co-workers to sponsor you and your pet as you walk for the MD SPCA. Support cents per step or dollars per mile!

Personal matching gifts/challenge:

Challenge your network to a personal matching challenge! Set a fundraising goal that you are comfortable donating, and then challenge your friends and family to match it by your deadline. By matching contributions dollar for dollar, you can leverage your commitment to shelter pets to inspire others to support the MD SPCA.