



Doggy Dash Fundraising Toolkit

Thank you so much for creating a fundraising page for our first annual Doggy Dash at the Humane Society of Sonoma County! Your first steps will be to register yourself online and customize your fundraising page. Below are some tips and guidelines to help you get the most out of your fundraising efforts!

- **Your Story.** Write a brief story about why you are supporting HSSC through the Doggy Dash. Did you get your pet from us? Was your dream job as a kid to be a dog walker? Did one of our programs help you? Let your supporters know why you are passionate about this cause!
- **Share.** Spread the word to all your friends and family! Post a link of your fundraising page on your social media accounts. Ask your supervisor if you can send an email to everyone in the office to spread the word. Share why you are passionate about the cause to everyone in your life.
- **Ask.** With every post and email sent, end it with a simple ask for a donation. You can be specific about the dollar amount or inspire others to give by sharing why you are giving to this cause.
- **Gratitude.** Remember to thank your donors! You can email them, send them a handwritten card, or thank them face-to-face. Let them know how much their support means to you and your cause.

If you have any questions, please contact Megan Hennessy, Community Engagement Coordinator at (707) 577-1914 or by email at mhennessy@humanesocietysoco.org. On behalf of the animals and everyone at HSSC, **thank you for your support!** We look forward to seeing you in May!



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The Humane Society of Sonoma County is a donor-supported, locally-founded, locally-funded safe haven for animals.
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