



FUNDRAISING TOOLKIT



Welcome!

On behalf of the animals at the **Animal Rescue League of Iowa (ARL)**, thank you for participating in the Iowa Dog Jog and raising funds for **pets in need**. Every year the ARL provides medical treatment, daily care and enrichment to over 10,000 homeless pets looking for their forever homes. Fundraising is an opportunity for those with a deep commitment to the ARL to raise awareness and funds for our mission in just a few simple steps. This easy-to-use toolkit will guide you on how you can raise awareness and support the animals who come through our doors. There are endless ways to get involved, so no matter what you choose, we are grateful for your support!

We know you are here because you are passionate about helping pets in need. And we thank you for opening your network to us. Fundraising is rewarding and with a little bit of effort, you can be a hero to a pet in need.

Let's get started.

You may be wondering, "How should I share the ARL's mission?" Our mission is to promote animal welfare, strengthen the human-animal bond, and prevent the overpopulation of pets. You can reuse that in your story, emails, and social media posts.

It's easy to set up your own fundraising page and start asking friends and family for donations. We love to see fundraisers use personal images from volunteering with friends or attending our events. You can even post a photo of you and your pup out walking/running to show everyone you are getting ready for the Iowa Dog Jog!

1. [Sign up](#) to walk, run, or wag at the Iowa Dog Jog – and invite your friends and family to join your team.
2. Book mark your personal fundraising page and edit your Page to personalize it.
 - a. Edit your page's title, fundraising goal, photo and story.
 - b. Create and send an invite to your inner circle asking them to join your team or donate to your fundraiser.
 - c. Add updates to you page tracking your progress. Share you page on social media 2-3 times a week.
3. You can [add offline donations](#) when you get them and send donors a thank you email.
4. Create a Facebook fundraiser directly from your participant center – just follow the prompts on the right side of the page!
5. Celebrate your success! Once you reached your goal, send a thank you to all your donors directly from your participant center.





Recruit Your Team

Did you know the easiest way to recruit people is to *simply ask them to join!*? Face-to-face interaction is always encouraged, but we know that's not always possible. Here are some things you can do to recruit friends, family, and coworkers!

- Put up a flyer in the break room at work (email events@arl-iowa.org to snag one)
- Insert a call out in the upcoming newsletter with your team info
- If they can't join at the event, have them join virtually! They don't have to be in attendance to join the team and fundraise!
- Ask your HR director if the Iowa Dog Jog can be part of your companies health initiatives
- Create a social media post about needing team members to help raise money for homeless pets. Tag those who have already joined your team.
 - If they can't join, provide them another option and ask them to donate

10 Ways to Reach Your First \$500

1. Make a personal donation of \$25
2. Ask four family members to match your \$25 gift
3. Ask your employer for a donation or matching gift
4. Ask a parent or grandparent to sponsor you for \$25
5. Ask your best friend or significant other to match your \$25
6. Ask five friends to sponsor you for \$10
7. Ask five coworkers for \$10 in support of homeless pets
8. Ask five neighbors to sponsor you and homeless pets for just \$10
9. Ask ten people at your gym, church, club, etc. for \$10 to help support you and pets in need
10. Request \$10 from five businesses you frequent often (local coffee shop, salon, etc)

Additional Resources

- [How to access your participant center](#) (where your personal fundraising page lives)
- [Hot to edit your personal or team page](#)
- [How to edit your unique web address for your personal page](#)
- [How to send an email through your participant center](#)

Instructional Videos

- [How to join or form a team](#)



- [How to register](#)
- [How to access your Participant Center](#)
- [How to edit your Participant Center](#)
- [How to Donate](#)
- [How to Add an Offline Donation](#)

Sample Communications

Text Messages

Text messaging is the fastest growing form of communication between individuals. This is a great tool to communicate quickly and efficiently.

Remember to include a link to your personal page in your text messages.

- A. Hi! I've just signed up for the Iowa Dog Jog in support of homeless pets! I am doing this because I am passionate about helping pets looking for their forever homes. Every year the ARL changes the lives of over 10,000 pets and I am hoping I can count on your help by sharing my page or donating. Just \$15 provides care to one pet for one day. [<PERSONAL PAGE LINK>](#)
- B. Hey! 😊 I want to share my latest adventure – helping pets in need! I've supported the ARL for a while and this year I decided to take it one step further and fundraise for the organization to make an even bigger impact. I want to raise money for the ARL so I can help them save the lives of even more animals. If you are able, would you consider donating just \$15 or sharing my page? [<PERSONAL PAGE LINK>](#)
- C. Hello! Recently, I have been impacted by the ARL in a deeply personal way – by adopting ENTER PETS NAME from the ARL! PETS NAME has given so much joy and I want to help the ARL reach their goal to raise \$15,000. That is why I signed up for the Iowa Dog Jog, one of their largest fundraising events that directly impacts homeless pets. I am asking my community to help me by donating \$15 so the ARL can help even more pets. Will you make a gift now? No amount is too small! [<PERSONAL PAGE LINK>](#)

Email Messages

We know it might sound unbelievable, but email is still the most powerful tool in the volunteer fundraiser's tool belt. If you have trouble writing emails, we've included a few to get you started.

Intro Email

Dear [<FIRST NAME>](#),

I recently signed up to help the ARL fundraise through the Iowa Dog Jog – Iowa's biggest dog party. This year they have a big goal to raise \$15,000 in order to serve even more homeless pets and our community. That is why I signed up to help fundraise for the pets who need us now more than ever. I care deeply about their mission and their success matters to me. I am wondering if you can help by donating \$15 which provides 1 day of care for a pet in need. You can donate here [<PERSONAL PAGE LINK>](#).



If you are not comfortable donating at this time, would you consider sharing my personal page, commenting on social media, and/or sending good thoughts my way? Thank you for your support as I work together with the ARL to make a lasting impact.

Sincerely,
<YOUR NAME>

50% of Goal Email

Dear <FIRST NAME>,

A few weeks ago, I let you know I signed up to be a volunteer fundraiser for the ARL. I am excited to tell you that I have reached 50% of my goal! Funds raised are going to help the pets at the ARL and their goal to raise \$15,000 which will help even more pets! Thank you for helping me thus far. I promise to keep you updated as I make progress. I am so excited I can help an organization I admire and care about so much. Thank you for sharing my page, making donations, commenting on social media, and cheering me on! Check out my Facebook fundraiser for the most recent updates - <ENTER URL TO FACEBOOK FUNDRAISER>!

Sincerely,
<YOUR NAME>

Thank You Email

Dear <FIRST NAME>,

Thank you for donating to my personal fundraising page to help the ARL. I signed up to help this nonprofit raise money because I believe in animal welfare, strengthening the human-animal bond, and preventing the overpopulation of pets. Your support is being put to good use and helping thousands of pets! Thank you for believing in me and cheering me on.

Sincerely,
<YOUR NAME>

Social Media Posts



- A. I am fundraising for the Animal Rescue League of Iowa. Every year the ARL provides care for over 10,000 pets and it would mean so much to me if I had your support during this journey. A small donation or sharing this post would help me reach my goal! Visit my page to find out more [<ENTER URL TO FACEBOOK FUNDRAISER>!](#)
- B. Animal Rescue League of Iowa is really important to me. That is why I decided to volunteer as a fundraiser. Would you be able to support me through sharing this post or donating just \$15 to help a pet in need! [<ENTER URL TO FACEBOOK FUNDRAISER>!](#)
- C. I'm halfway to my goal for Animal Rescue League of Iowa. Who is going to help me get 100%?!? Donate to my page today and support pets who need us now more than ever! [<ENTER URL TO FACEBOOK FUNDRAISER>!](#)
- D. I made it! I reached my fundraising goal for Animal Rescue League of Iowa! Thank you to everyone who contributed to this wonderful cause and supported me through this journey to help pets in need.

Personal Fundraising Page Updates

Research shows that when fundraisers update their personal fundraising pages, it leads to a 6% increase in page value with each update. When you share why you care and what you are doing to raise money, it's easy for friends and family to get onboard. Below are some ideas for updates, feel free to make it your own! We live in a visual world, when possible include pictures or videos to illustrate your updates and help your supporter's visualize your cause. [Check out these 10 top fundraising tips to make your page a success.](#)

"Hey there! This is my personal fundraising page for the ARL! You may have made it here because you saw a link on my social or received an email from me – thank you for visiting! I hope you will consider joining me and supporting this cause. This area is where you can see the progress I've made and stay up to date on my fundraising adventure. I have joined the ARL in their fundraising cause because I believe in helping homeless pets who need us now more than ever.

Please consider donating, sharing my page, and coming back often to check progress and updates! It's all for the animals!"

You can use these [milestones badges](#) to help spread the word and show people how far you've made it!

Thank you again for donating your time and network to fundraise on our behalf! If you have any questions along the way, please contact kroutos@arl-iowa.org