

Ten last-minute tips to keep your team's spirits up and donations coming



Best Friends®

Strut Your Mutt®

SAVE THEM ALL™ PRESENTED BY



# fundraising guide

- 1** Offer an incentive to the first team member who gets at least three more donations.

---

- 2** Thank everyone who has donated to your team so far. A quick but personal phone call can go a long way.

---

- 3** If your team participated in Strut your Mutt last year, take a look back at your 2016 donor report. Reach out to everyone from last year who hasn't yet joined your team or donated.

---

- 4** Invite all of your organization's adopters, donors, volunteers and employees to join your team. Encourage them to invite their friends and family, too.

---

- 5** Try a personal appeal via phone, email, social media or handwritten note from a founder, president or board member of the organization.

---

- 6** Remember to be specific about how much money your organization must raise in order to reach your goal. For example, "If each person on our team donates \$X, we will reach our goal of \$X by [date]"

---

- 7** Find a matching donor for the final week of fundraising leading up to the event. For example, "Make double the impact! If we raise \$X in seven days, X will match it."

---

- 8** Give your donors examples of how their money may be used. Will a \$10 donation feed a rescued dog or cat? Is there a pet in your organization who needs specific medical care? Be clear and ask for what you need!

---

- 9** Use the offline donation form! Many donors prefer to write a check. Download the offline donation form under the events and fundraising tab on strutyourmutt.org.

---

- 10** Take advantage of the new Strut Your Mutt app. You can log into the app through your mobile phone or Facebook. Let the app do the work for you. Share your team's progress, ask your friends to support you, add a new profile picture or cover photo, and even thank your donors. Visit strutyourmutt.org for a link to download the app.

Never get discouraged. Remember, even when donations are light, you will still be spreading the word about the needs of homeless pets and your efforts to save them. Some people may not be able to donate this year, but they might consider adopting a pet or getting involved in other ways. Together, we can Save Them All®.