

# SHARING YOUR HAPPILY-EVER-AFTER



Make your special day a lifesaving one with BFFundraisers.







When Ariana Dubelko and Chicago White Sox pitcher Lucas Giolito planned their wedding, they knew they didn't want to ask for traditional gifts. Ariana was a veterinary student and Lucas had rescued dogs since childhood. They both felt inspired by their dog Louie — whom they met and fell in love with at Best Friends' NKLA Center in Los Angeles.

Ariana and Lucas decided that instead of gifts, they wanted to help other homeless pets like Louie find the same kind of love they had. So, for their wedding, they set up a fundraiser for Best Friends.

Creating a personal fundraiser for your own wedding is easy and fun, and it can be a great way to make your happy occasion even more special.

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## HOW TO GET STARTED

It only takes a few clicks. Just visit [bestfriends.org/bffundraisers](https://bestfriends.org/bffundraisers) and set up your own personal fundraising page. Once you've created your page, you can start accepting donations that will go straight to work helping homeless pets all over the country. You can share your fundraising page on social media, through email or on your wedding announcement.

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## HOW TO MAKE YOUR FUNDRAISER A SUCCESS

### Set a goal.

Having a goal helps motivate people to achieve it. By setting a goal on your personal fundraising dashboard webpage, you and your loved ones can watch the thermometer rise as donations come in. You can always increase your goal if you reach it early.

## Make it personal.

Be sure to tell your friends and family about your own personal love story and why saving the lives of animals is important to you. You can write about how you and your partner met or why you started your fundraiser. The love you share will inspire your guests to show their support. (And don't forget to upload a picture!)

Your **BFFundraiser Fundraising Center** – the webpage where you can track your success – includes suggested email messages for your friends and family. You can tailor your messages to your event — for example, sending a save-the-date email, or even starting a countdown to the big day. Your fundraising efforts will be more effective if you add your own personal touch and customize these emails with your own style and story. And don't forget to include a link to your fundraising page with your engagement and wedding announcements.

## Request donations in lieu of wedding gifts.

Do you already have all the housewares you could possibly need? Tell your family and friends that instead of giving you gifts, you would like them to make a donation to support your fundraising efforts. You can get the ball rolling by making the first donation yourself. And most important of all, be sure to ask early during your engagement and while you're planning the wedding.

## Tell supporters where their money will go.

Let your friends and family know how their donations will help homeless pets. You can include information about how the money raised through your wedding BFFundraiser will be used to save the lives of animals in your own community, as well as at Best Friends Animal Sanctuary and all around the country.

## Get social.

Many of us have a whole network right at our fingertips on social media. Use Facebook or Twitter to ask friends for their support. Write a short post that links to your personal fundraising page. (Don't forget to ask for a gift!) Then encourage your friends to share. You'll reach more people than you ever thought possible.

## Talk to people face-to-face.

At your wedding shower or engagement party, be sure to let guests know about your BFFundraiser. Even though we communicate through technology much of the time, a face-to-face conversation with someone is still a great way to share your commitment to help animals and ask for support.

## Include a donation to your page as a wedding favor.

You'll find wedding favor cards in the BFFundraiser digital toolkit. Print them out to use with place settings or at your guest book station to share the news that you've donated to Best Friends.

## Share your BFFundraiser page on your wedding website.

To make it easier for your guests to donate in lieu of gifts, include a link to your BFFundraiser page on your wedding website.

## Say thank you.

Don't forget to tell your friends and family how much you appreciate their support and generosity. When it comes time to send out thank-you notes to guests after your wedding, be sure to include a short, sincere expression of gratitude for how much their gifts mean to you and the animals. We've provided a special wedding thank-you card for this purpose.