

PLANNING AN ATHLETIC EVENT FUNDRAISER



Make your event a lifesaving one with a BFFundraiser





When Becky McCrea underwent ACL surgery, she decided that as soon as she could walk again, she'd make it meaningful. And as she recovered, she came up with a plan. Becky created a goal for herself to walk from Pennsylvania to California in just five months, raising one dollar per mile for Best Friends Animal Society. By the end of her incredible journey, Becky had walked more than 3,000 miles, and she had gone above and beyond her fundraising goal for Best Friends.

An athletic event fundraiser doesn't have to be a grueling, cross-country adventure. Whatever you decide to do, with a BFFundraiser, you'll save lives. By setting up a BFFundraiser, you can share your love for animals and make a difference in the lives of homeless pets all over the country. Below are a few tips to help make your personal fundraiser a success.

HOW TO GET STARTED

It only takes a few clicks. Just visit bestfriends.org/bffundraisers to set up your own personal fundraising page. Once you've created your page, you can start accepting donations, which will then go straight to work helping homeless pets across the nation. You can share your fundraising page via social media, email or your event invitation.

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, you can watch the thermometer rise as donations come in. If you reach your goal early, you can always increase it.

Make it personal.

Be sure to tell your event participants about your story and why saving the lives of animals is important to you. Your fundraising center (the web page where you can track your success) includes suggested email messages you can use to get started. 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 a personal touch and customize these emails with your own style and story. And don't forget to include a link to your fundraising page.

Make it supportive.

By using an activity-tracking app, you can make the event fun and engaging for your participants. Use the ResQWalk app (bestfriends.org/resqwalk) to track mileage, show support and earn more money to save lives.

Tell supporters where their money will go.

Let them know how their donations will help homeless pets. You can explain that the money raised through your BFFundraiser will be used to save the lives of animals in your 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, Instagram, Twitter or LinkedIn to ask friends for their support. Be sure to include a link to your BFFundraiser in your profile. Making your BFFundraiser page accessible on multiple platforms will make it easier for your supporters to donate. Write a short post that links to your personal fundraising page and encourage your friends to share it. You'll reach more people than you ever thought possible.

Talk to people.

Even though we communicate through technology much of the time, a conversation with someone is still a great way to share your commitment to help animals and ask for support. Be sure to mention your fundraiser when you talk with friends and family, and let them know how they can help spread the word.

Say thank you.

Don't forget to tell everyone how much you appreciate their support and generosity. When it's time to send out thank-you notes after the event, be sure to include a short, sincere expression of gratitude for how much their gifts mean to you and the animals.