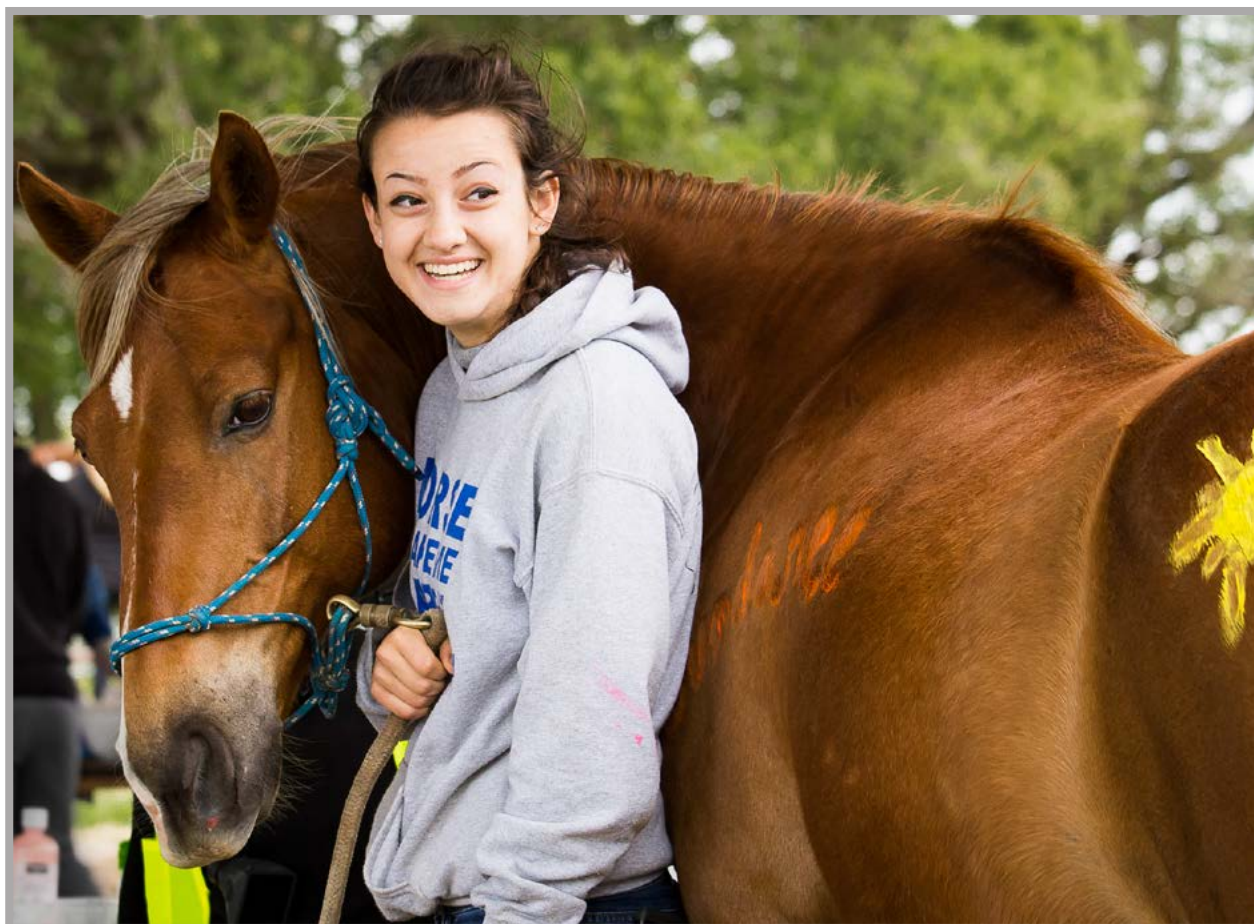




## Top 7 Tips for Successful Fundraising



**Ideas to help you raise resources to  
support your organization**

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## 1. Have a Plan:

- Get your financial records in order—consult with an accountant or financial advisor if need be to make sure your financials are up-to-date and accurate
- Know how you will spend funds before you raise them since people like to know exactly what they're supporting
- Make sure your board of directors supports your fundraising efforts

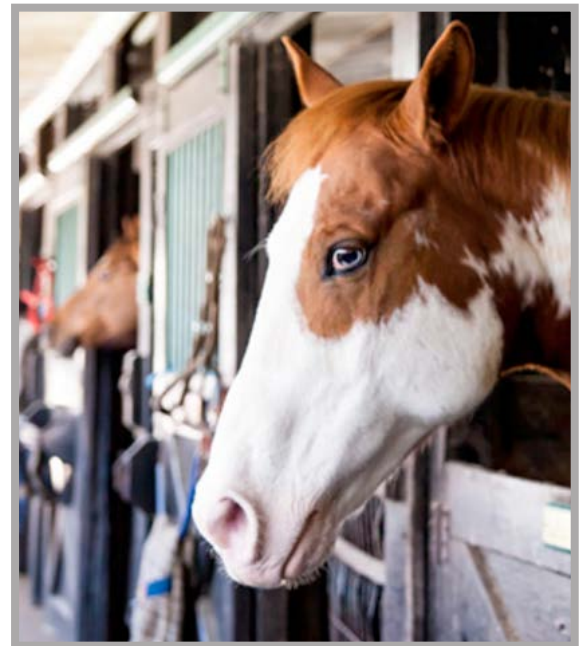
**Note:** It's a good idea to ask board members to contribute financially to your organization. In fact, some grantmaking institutions will ask how much your board members donate to your group as a measure of board stability and commitment.



## 2. Vary Your Techniques:

- Special events
- Merchandise sales
- Monthly supporters
- Major donors
- Grants
- Gifts in kind & wish lists
- Adoption fees
- Auctions (in person and online)
- Direct mail
- Charge for services (animal training, riding lessons, boarding, therapy sessions, trail rides, birthday parties)
- Memberships
- Raffles (if legal in your state)
- Crowdfunding (Kickstarter, gofundme, etc.)

**Note:** Learn how one equine rescue tapped into its community's support with the help of a **lucrative Facebook fundraiser**, when they found themselves in dire need of hay.



### 3. Keep It Up:

- Ask supporters to contribute multiple times—people need polite reminders to donate
- Provide alternate ways for supporters to contribute—a direct donation may not be appealing to some, but the opportunity to bid on a one-of-a-kind item may be
- Set aside time to work exclusively on fundraising every week—or delegate fundraising to a designated staff member or trusted volunteer



**Note:** Focus on building relationships with your donors and they will be responsive to your requests. Do you know where they work, who their pets are, if they have kids, etc.?

### 4. Communicate and Collaborate:

- Make sure staff, volunteers and directors understand all fundraising efforts and are all using the same talking points to promote them
- Brand all your fundraising efforts with consistent logos, images and messages
- Collaborate with other animal groups and try not to duplicate services
- Partner with local businesses to expand your audience and increase visibility



**Note:** Whenever possible, put the “fun” in fundraising—people will stick around longer and be willing to contribute more if they’re having a good time.

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## 5. Embrace Grassroots Fundraising:

- Bake sales
- Percentage of sales days at local restaurants and retail stores
- In lieu of gifts promotions (for weddings, birthdays, etc.)
- Yard sales
- 5K walks and runs
- Motorcycle rides
- Pub crawls



**Note:** Although large donations and grants are wonderful, small donations from numerous individuals and businesses show a broad base of support and can help ensure your longevity.

## 6. Get Smart About Grants:

- Make sure your organization thoroughly reads the qualifications and guidelines of individual funders prior to contacting them with questions or submitting a grant application
- Cast a wide net—there are many national funders, and don't limit your ask to animal-specific agencies
- Shop locally—some funders only give to charities in a small geographic region of the country; since the pool of candidates will be smaller, you may have a better chance of getting funding

**Note:** Make sure you have a clear sense of what you need (how much money, when and why) before approaching potential funders—and be able to explain how having those resources will aid your mission.

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## 7. Share Thanks and Results with Donors:

- Handwritten notes and emails
- Social media
- Website
- Newsletter

**Note:** Thanking people is not only polite, it will help ensure their participation in future fundraisers. And be sure to include outcomes in your acknowledgements (how much money was raised, how many animals were adopted, etc.).

