



Fundraising Toolkit

Thank you, Good Human, for your interest in raising money on behalf of Foothills Animal Shelter!

When you raise money for Foothills you are helping to make lives better for pets and people in our community.

This Toolkit is designed to help you share with your family, friends and colleagues why they should support you in your efforts.

Below you will find sample emails, pet images and social media graphics to help raise money for pets in need.

Email Copy Option 1: Puppy

Dear [NAME],

I am supporting Foothills Animal Shelter this Colorado Gives Day and would like to invite you to join me on this special day of giving. Your donation will be increased thanks to the one-million-dollar state-wide incentive fund, allowing you to save even more homeless, abandoned, and neglected cats, dogs, and small pets.

Animals like little Ella, a 2-month-old puppy who was rescued from a dumpster in Lakewood by a kind individual, frightened and alone. It was unknown how long she had been in that dumpster, but with protruding ribs, it was clear she was starving. With the help of our animal-loving community, Ella received quality veterinary care to save her life. She continues to recover in a loving foster home where her puppy spirit is shining through despite all she's experienced in her young life.

Ella is just one of the thousands of pets helped by Foothills Animal Shelter each year. Visit coloradogives.org/FriendsFoothillsAnimalShelter to schedule your gift today!

With gratitude,

[YOUR NAME]



Email Copy Option 1: Kitten

Dear [NAME],

I am supporting Foothills Animal Shelter this Colorado Gives Day and would like to invite you to join me on this special day of giving. Your donation will be increased thanks to the one-million-dollar state-wide incentive fund, allowing you to save even more homeless, abandoned, and neglected cats, dogs, and small pets.

Like an 11-month-old kitten, Waffle Fry, who arrived at Foothills Animal Shelter with severe injuries to her back leg. The cause of her injuries was unknown, but on examination, shelter veterinarians determined the kitten was suffering from painful burns that extended across the lower end of her body. Waffle Fry's burns were treated, and she is now recovering in a foster home where her wound will heal with physical therapy, and her heart will heal with love.

Waffle Fry is just one of the thousands of pets helped by Foothills Animal Shelter each year. Visit coloradogives.org/FriendsFoothillsAnimalShelter to schedule your gift today!

With gratitude,

[YOUR NAME]



Email Copy: Thank you

Dear [NAME],

Thank you for supporting Foothills Animal Shelter for Colorado Gives Day. Your gift means lifesaving veterinary care, warm beds, full bellies, and so much more to the animals who need it most.

Visit FoothillsAnimalShelter.org to learn about how you can continue to make lives better for pets and people.

With gratitude,

[YOUR NAME]

Social Media Posts

Facebook: [Foothills Animal Shelter](https://www.facebook.com/FoothillsAnimalShelter)

Instagram: [@FoothillsAnimalShelter](https://www.instagram.com/FoothillsAnimalShelter)

Twitter: [@FAShelter](https://twitter.com/FAShelter)

Hashtags: #FoothillsAnimalShelter #COgive

I'm helping thousands of homeless cats, dogs, and small pets this Colorado Gives Day by donating to Foothills Animal Shelter. Join me in creating second chances and new beginnings for pets in need.

You can help make lives better for pets and people when you schedule a lifesaving donation at: coloradogives.org/FriendsFoothillsAnimalShelter

Social Media Graphics:

Facebook



Instagram



Give hope to animals
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