



Fundraising Toolkit Spring Appeal

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 people and pets 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.

Giving URL: FoothillsAnimalShelter.org/GiveHope

Image Library: [Download Here](#)

Email Copy: Teddy

Dear [NAME],

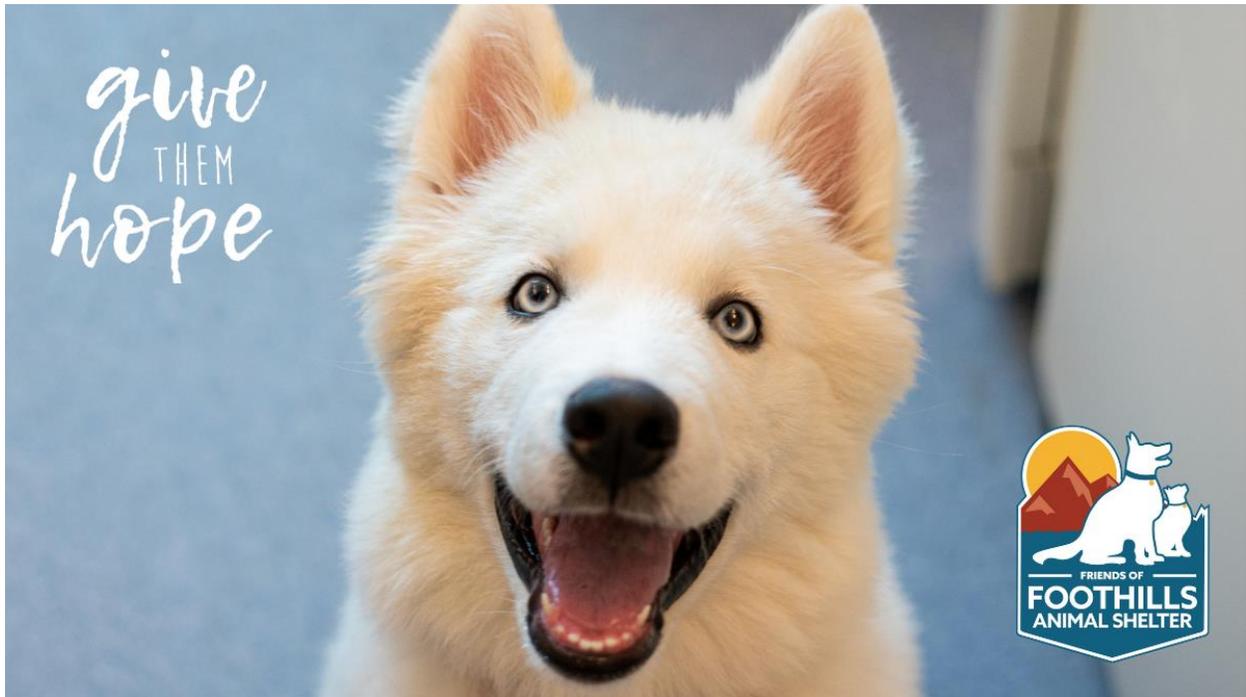
Spring is a time for new beginnings, and I wanted to invite you to join me in ***Giving Hope*** to pets in need by making a compassionate donation to Foothills Animal Shelter.

These donations help Foothills continue its life-changing work. It's because of these gifts that pets like 3-month-old Teddy are given a second chance at a new life. The happy, bouncy husky puppy, whose name was changed for safety and anonymity, arrived at the Shelter after a partner animal control agency discovered a grisly injury that would require emergency veterinary care and rehabilitation – the young pup had a bark collar painfully embedded in his neck. Yet, despite his pain, Teddy's affectionate personality persevered. Months later and settled into his new home, Teddy's owner has been convicted of animal cruelty and faced jail time for the severity of his injury.

Right now, there are thousands of animals just like Teddy who need your help. Will you join me in being the difference for pets in need?

We can give them hope. Donate today: FoothillsAnimalShelter.org/GiveHope.

Thank you,
[YOUR NAME]



Email Copy: Thank you

Dear [NAME],

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

Visit [FoothillsAnimalShelter.org](https://www.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 #GivethemHope

[Facebook/Twitter](#)

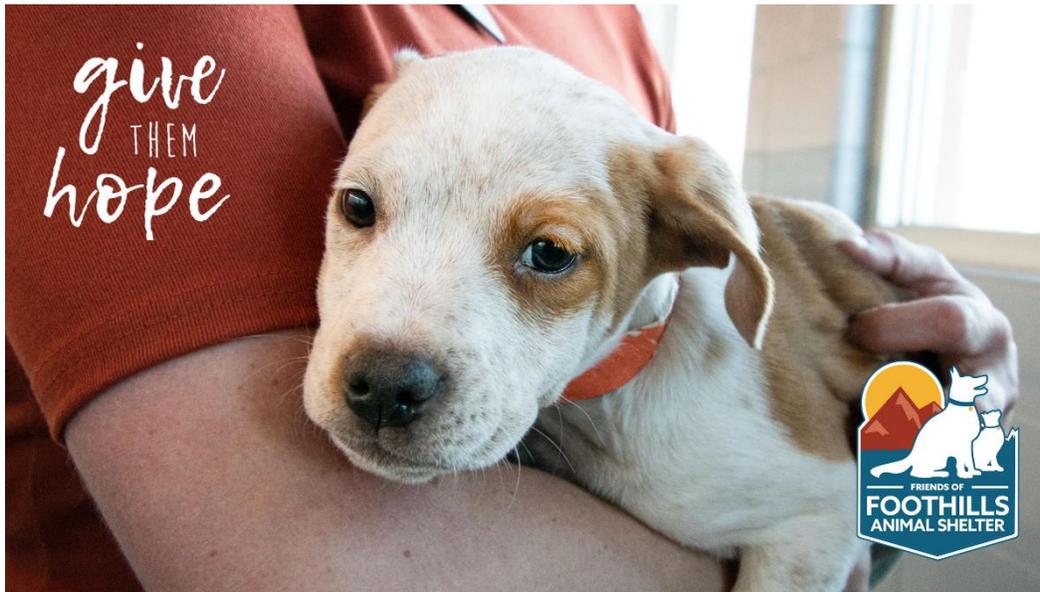
Join me in giving the gift of hope to pets in need at Foothills Animal Shelter. These gifts will provide warm kennels, nutritious food, medical care, and a chance at a better life for the more than 7,000 pets helped at Foothills each year. Donate today: foothillsanimalshelter.org/givehope

Instagram

Join me in giving the gift of hope to pets in need at Foothills Animal Shelter. These gifts will provide warm kennels, nutritious food, medical care, and a chance at a better life for the more than 7,000 pets helped at Foothills each year. Click the link in my bio to donate today.

Link for bio: foothillsanimalshelter.org/givehope

Images for social media





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Graphics

The graphic has a solid orange background. In the top left corner is a blue daisy with a yellow center. In the top right, the text "YOU CAN SAVE ANIMALS LIKE TEDDY WITH YOUR GIFT TODAY" is written in white, uppercase, sans-serif font. In the center, a close-up photo of a white, fluffy dog named Teddy is shown with its mouth open, smiling. In the bottom right corner is another blue daisy with a yellow center. In the bottom left corner is the logo for Friends of Foothills Animal Shelter, which features a white silhouette of a dog and a cat sitting in front of a mountain range under a yellow sun, all within a blue shield-like shape. Below the illustration, the text "FRIENDS OF" is in small white letters, and "FOOTHILLS ANIMAL SHELTER" is in larger white letters.

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DONATE

