



FUNDRAISING TOOLKIT



Fall Market

Whether you're new to fundraising or are a peer-to-peer fundraising master, our Toolkit will help you raise crucial funds needed to care for the thousands of animals relying on Foothills Animal Shelter every year.

**Get ready to support the pets and people of our community,
one donation at a time!**

For questions, contact a member of our team at donorsupport@fas4pets.org

Thank you for your interest in supporting Foothills Animal Shelter (FAS) ahead of our Fall Market! By creating your own peer-to-peer fundraiser, you become a champion for the nearly **9,000 animals** we shelter each year.

Every dollar you raise helps us provide food, medical care, and a safe place for pets in need, setting us up for success and giving these animals a second chance. Hit that first milestone of raising \$10 to have your Fall Market registration fee waived and unlock exclusive FAS swag as you accomplish higher fundraising levels!

Plus, your gifts will be matched! Thanks to a longtime friend of the animals, all funds raised will be **matched up to \$6,000.**

HOW TO GET STARTED

1. **Create your page.** Use a personal story about why you are supporting Foothills Animal Shelter. The reasons that inspire you to take action will inspire others as well!
2. **Show your support.** Get the ball rolling by making the first donation. Update your friends and family on your progress and their impact to keep them invested.
3. **Spread the word.** Share your unique fundraising page with the people in your life. Whether it's by text, email or social media, share your goals far and wide.
4. **Thank your supporters.** Regularly check your fundraising page to see who has supported your efforts and follow-up with a personal note. Be sure to include an update on your goal!
5. **Celebrate your success.** Join us on Sunday, September 20 at Fall Market to pick up your fundraising prizes and see how your efforts make life better for pets and people!

CREATE YOUR PAGE



Want to make an even bigger impact? Team up with friends, family or colleagues to fundraise together and reach your goal:

- Create a team page with a shared fundraising goal
- Each team member will still have their own individual fundraising page for personal outreach
- Invite others to join your team, multiplying your collective impact!

FUNDRAISING TOOLKIT

Double your impact! A generous, anonymous donor has offered to match every dollar you raise up to \$6,000. This means your fundraising efforts can go twice as far. Encourage your network to give, knowing that their contribution will have double the impact on the animals at our shelter.

\$25 » \$50 provides lifesaving vaccinations & a microchip to **TWO** shelter pets

\$50 » \$100 provides spay or neuter surgery for **TWO** shelter pets

\$100 » \$200 secures a new beginning for **TWO** transfer animals arriving at FAS

 **Pro Tip:** Did you know many companies offer a matching gift program to encourage nonprofit giving among their employees? Some even match for spouses, retirees, and part-time employees! Ask your HR department about the company's matching gift policy and make your efforts go even further. (Friends of Foothills Animal Shelter Tax ID #46-2809962).

BRAND TOOLKIT



**FOOTHILLS
ANIMAL SHELTER**



7707C
0,95,127
#005f7f



143C
245, 179, 53
#f5b335



7618C
202, 109, 79
#ca6d4f



484C
158, 50, 35
#9e3223



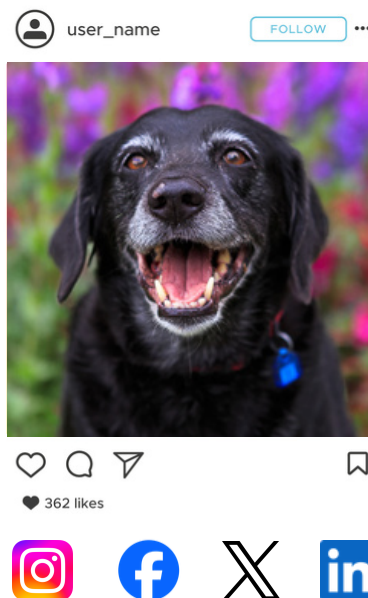
White

Social Media Post Ideas

Looking for some social media inspiration? Feel free to copy and paste or customize the following to fit your own voice. Be sure to include cute pet photos or highlight one of our shelter animals!

Example 1: General Post

I'm raising funds to help Foothills Animal Shelter provide care, shelter, and second chances for nearly 9,000 animals each year. My goal is to raise [Your Goal Amount] by September 20 – and right now, every gift will be matched dollar-for-dollar up to \$6,000! That means your support goes twice as far for pets in need! Donate here: [\[Your Fundraising Page Link\]](#)
@foothillsanimalshelter



Example 2: Personal Story

You all know how much my pet [Pet's Name] means to me. I'm giving back to the organization that helps so many animals looking for second chances, just like mine. Please consider donating to my fundraiser for Foothills Animal Shelter! Donations will be matched dollar-for-dollar up to \$6,000 between now and September 20th. Give today and help me reach my goal of [\[Your Goal Amount\]](#): [\[Your Fundraising Page Link\]](#) @foothillsanimalshelter

Example 3: Asking for Team Members

Want to make a difference with me? I'm putting together a fundraising team for the Foothills Animal Shelter ahead of their Fall Market in September! It's a great way to support a worthy cause and help animals in our community. Join my team and let's reach our goal together! You can join here: [\[Your Fundraising Page Link\]](#) @foothillsanimalshelter

Email Templates

Email to ask for support:

Subject: Join me in supporting the animals at Foothills Animal Shelter

Hi *[Name]*,

I'm reaching out today because I've started a personal fundraising page for the Foothills Animal Shelter. I'm passionate about the work they do, providing care and shelter for nearly 9,000 animals each year, and I'd love your help getting there!

*My goal is to raise *[Your Goal Amount]* by September 20th to support their mission. The best part is that a generous donor will match all donations up to \$6,000, so your gift will have double the impact! You can also check if your company offers donation matching to make your contribution go even further.*

*Would you consider donating to help me reach my goal? You can contribute to my page here: *[Your Fundraising Page Link]**

Thank you so much for your support!

Best, *[Your Name]*

Email to invite someone to join your team:

Subject: Join My Fundraising Team for Foothills Animal Shelter!

Hi *[Name]*,

I'm putting together a fundraising team for the Foothills Animal Shelter (FAS) ahead of their Fall Market event in September, and I thought you might be interested in joining! It's a great way to support a fantastic cause and make a real difference in the lives of animals in our community. As a bonus, you can earn exclusive FAS swag as we hit various fundraising milestones!

Joining the team is easy — just set up your own page, and the funds you raise between now and September 20th will count toward our team goal. Plus, an anonymous donor will match every dollar raised up to \$6,000! You can also check if your company offers donation matching to make your contribution go even further.

*You can join our team here: *[Your Fundraising Page Link]*. I also hope you can join me to celebrate our success at Fall Market on September 20th. Let me know if you have any questions!*

Thanks, *[Your Name]*

Email Templates

Thank you email after someone donates:

Subject: THANK YOU for supporting my fundraiser

Hi *[Name]*,

On behalf of the thousands of animals relying on Foothills Animal Shelter each year, thank you for supporting my fundraiser to provide shelter, warm beds and a safe place to land for each and every one of them.

*With your help, I've been able to raise a total of *[Insert Current Fundraising Milestone]* so far! Together, our efforts help ensure the pets of our community have every opportunity to find comfort, care and a new beginning during their moment of need. Cheers to making a profound difference for pets and the people who love them.*

*With gratitude, *[Your Name]**

INCENTIVE PRIZES

Milestone	Description	Exclusive Swag Item
\$10	<i>You're off to the races! Hit this first milestone and get your registration for the Fall Market waived.</i> <i>Celebrate your fundraising success with us on September 20th and grab the swag you earned for hitting fundraising milestones.</i>	 An illustration of a black and white admission ticket with the text "ADMIT ONE" and "SEPTEMBER 20". It is surrounded by several orange and red autumn leaves.
\$100	<i>Strut in style with your FAS fanny pack, perfect for carrying treats and goodies on long walks with your best bud!</i>	 An illustration of a grey fanny pack with a black strap and buckle. The Foothills Animal Shelter logo is visible on the front. It is surrounded by several orange and red autumn leaves.
\$250	<i>Fetch your FAS beanie when you raise \$250 and keep cozy as you trick-or-treat or head out on your favorite leaf peeping hike!</i>	 An illustration of a grey knit beanie with the Foothills Animal Shelter logo on the side. It is surrounded by several orange and red autumn leaves.
\$500	<i>Quench your thirst on the trails or at the dog park with a Foothills Corkcicle® water bottle. Keeps your beverages as crisp as the fall air!</i>	 An illustration of a green Corkcicle water bottle with a black cap and the Foothills Animal Shelter logo. It is surrounded by several orange and red autumn leaves.

INCENTIVE PRIZES

Milestone	Description	Exclusive Swag Item
\$750	<i>Perfect for a cozy picnic during leaf peeping season, stretch out on your new blanket as you soak up the beautiful changing colors of the trees and your latest milestone!</i>	
\$1,500	<i>Keep your snacks and drinks perfectly chilled for those weekend trips up the mountains.</i>	
\$3,000	<i>Leave a lasting legacy with you custom kennel tag! Honor a loved one, remember a beloved pet, or celebrate your fundraising success with a unique message on a dog or cat kennel tag displayed at FAS for an entire year.</i>	
Top Individual	<i>As our top fundraiser, your pet will star in an upcoming FAS campaign! You'll work directly with the FAS team to spotlight your pet and encourage others to support our mission.</i>	

How to raise \$200 in one week!

Need some inspiration on how to get started? Use this as a jumping off point to include your friends, family, neighbors, and colleagues in your lifesaving efforts. Don't forget to mention their gifts will be matched by our Matching Gift Fund!

1. Ask 2 family members \$50

\$50 helps provide spay/neuter surgeries for shelter pets.

2. Ask 2 friends or neighbors for \$25

\$25 covers vaccines and microchips for an animal.

3. Ask 5 coworkers or social media friends for \$10

\$10 helps provide safe shelter and comfort.

Quick Tips:

- Always include your fundraising page link
- Share why Foothills matters to you - photos of your own pet help! - and the impact of their support
- Thank donors publicly (or privately if preferred) - it inspires others to give
- Give updates as you hit milestones ("Halfway there!")

