



Welcome to TEAM PAWS Chicago!

This team is dedicated to building No Kill communities, starting with a No Kill Chicago where all healthy and treatable pets are saved.

Since our founding 1997, PAWS has helped the number of homeless animals euthanized per year in Chicago drop more than 91 percent, and we've put over 70,000 homeless pets in loving homes. But there are always more animals in need. And your fundraising efforts go right to those who need it most.

So, let's make your efforts to help homeless dogs and cats in Chicago as fun, amazing and impactful as possible! Here's a guide to help you make the most of your fundraising for PAWS Chicago.

HOW TO START FUNDRAISING

Like most things, when it comes to fundraising, getting started is the hardest part. This guide gives you step-by-step instructions on how to kick off your campaign and begin racking up donations. Don't be intimidated. You got this!

Personalize your fundraising page

Go to the "My Page" tab and add some personal flair. Your friends, family and co-workers care about what you care about—showing your passion on this page can make a huge impact on your fundraising goal.

Sample welcome message:

DASHBOARD MY PAGE EMAIL CONTACT BOOK REPORTS

Welcome animal-lovers!

This is my very first year running the Bank of America Chicago Marathon on behalf of PAWS Chicago!

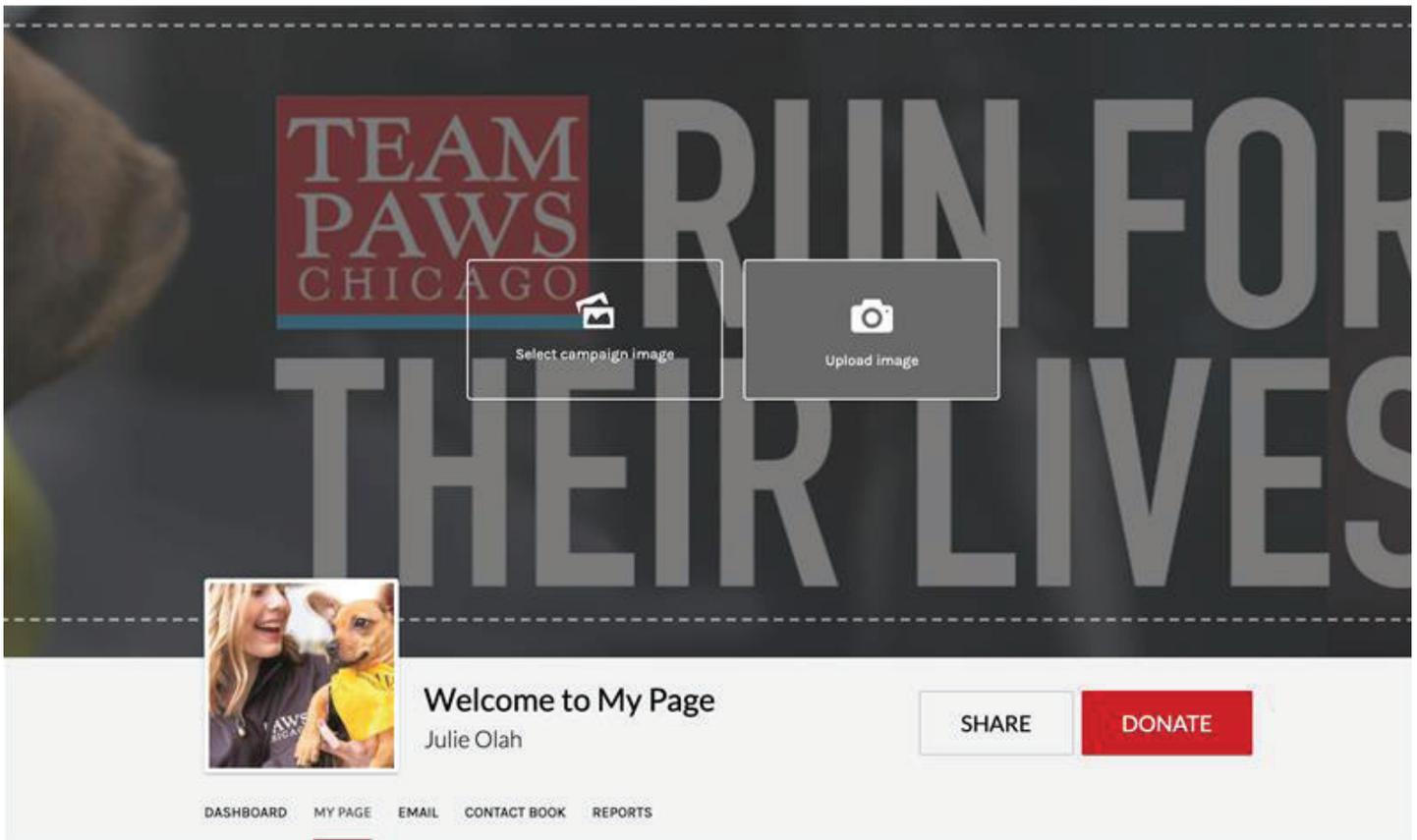
I didn't run at all until I got my dog, Bolt, from PAWS three years ago. At first, I just wanted a walking companion, but Bolt NEEDED to run. He's part Rhodesian Ridgeback (and maybe part cheetah) and requires a ton of exercise. So I started jogging. Seeing the joy in Bolt's whole body while we were out was the greatest motivation of all to keep pushing and improving. Now, I'm attempting a marathon. None of this would have been possible without my sweet baby Bolt and without PAWS.

PAWS is dedicated to building a No Kill Chicago where all healthy and treatable pets are saved. Since 1997 when PAWS was founded, the number of homeless animals euthanized per year in Chicago has dropped over 90 percent. But there is still more work to be done and your generosity is crucial.

Please support me by making a donation to help PAWS Chicago provide vital medical care, food and shelter to thousands of homeless pets this year. PAWS receives no government funding and relies solely on people like you to help build truly humane and compassionate communities, one pet at a time.

After donating, make sure to enter the name of your employer so PAWS can check to see if they offer a matching gift program. Feel like going the extra mile? Share my page!

Thanks for your support,
Julie (and Bolt)



Upload a cover photo:

Consider a photo of yourself, your dog or cat, or your whole pack! To update your campaign cover photo, just hover over the existing photo and either select one of our images or upload your own. (**Tip:** If your photo is getting cut off, hover over it and use the hand tool to drag and reposition. Or try a new photo with a more horizontal orientation—keep in mind, all photos will auto-enlarge to fit the width of the frame.)

Customize your “Welcome Message”: Think about why this cause is special to you and share it with the world. Even just adding a couple sentences before the pre-populated copy goes a long way.

Create a media gallery: To add a gallery of additional photos or videos, click the “+” sign under your welcome message.



Edit My

Welcome Message

URL

Goal

Facebook ID

\$0

raised of \$650 goal

Donate

\$35	\$65	\$75
\$150	\$250	\$500
\$800	\$1,200	Other

0

shares

Facebook, Twitter, Email icons

Recent Donations

START FUNDRAISING

Get the word out—share on social media and via email directly from your TEAM PAWS Chicago fundraising page. You might feel a little hesitant asking for donations at first, but when it's for an amazing cause like PAWS, you'd be surprised how happy people are to hear your story and lend a helping paw.

HOW TO MAKE THE ASK

Ask via social media

- Share on Facebook, Twitter, and LinkedIn. A pre-populated message is included but adding a personal note can be a game-changer.
- Ramp up your sharing as training begins—consider writing a few different messages about why you're fundraising for PAWS and about your training progress to keep people interested and engaged. **Tip:** Post on Fridays when it's payday!

EX:



A screenshot of a Facebook post. At the top left is a circular profile picture of a woman and a dog. To its right is the name "Your Name Here". The main text of the post reads: "I'm running the Chicago Marathon on behalf of homeless pets, and I need your support! I adopted my dog, Bolt, from PAWS Chicago three years ago and he's been my best friend and running companion ever since. This is my very first marathon and I couldn't have done it without my trusty canine 'trainer' or PAWS, who brought us together. Donate to help homeless pets today and watch me cross the finish line October 10. Every penny counts. Thank you!". Below the text is a link: "DONATE NOW: my.pawschicago.org/TEAMPAWSChicago2022/YourName". Underneath the link is the text "Like what you see? Go the extra mile and share this post.". The main image of the post shows a young woman with long blonde hair smiling and holding a small brown dog wearing a yellow shirt with "PAWS" on it. At the bottom of the post, there are icons for likes, comments, and shares, with the numbers "541", "26 Comments", and "87 Shares" respectively. Below these are buttons for "Like", "Comment", "Share", and a dropdown menu icon.

What makes a good social post?

- Clear call to action
- Make it personal/give a reason
- Convey urgency
- Invite sharing
- Mix up the images

EX:



A screenshot of a Twitter post. At the top left is a circular profile picture of a woman and a dog. To its right is the name "Your Name Here" followed by "@YourNameHere" and "- 3h". The main text of the post reads: "Please support me in the #ChicagoMarathon! I'm running on behalf of @PAWSChicago where I got my best friend and running companion, Bolt. Every penny raised helps homeless animals. DONATE NOW: my.pawschicago.org/TEAMPAWSChicago2022/YourName. Don't forget to retweet!".

Ask via email

Reaching out to people you know directly is a great way to show your commitment and connect with individuals who aren't active on social media. (**Tip:** Make sure to import your contacts.)

EX: **Subject:** It's my first marathon! Will you support me?

Dear Aunt Jamie,

I'm running the Chicago Marathon on behalf of PAWS Chicago and I need your support!

Over the past 3 years, you've seen me transform into an avid runner. What happened? I adopted my dog, Bolt, from PAWS! Bolt is part Rhodesian Ridgeback (and maybe part cheetah) and requires a ton of exercise. He's the reason I started walking, jogging and, finally, running. Seeing the joy in Bolt's whole body while we trained was the greatest motivation of all to keep pushing and improving. Now, I'm attempting a marathon. Please help me change the lives of thousands of homeless pets just like Bolt changed my life.

DONATE NOW and watch me cross the finish line October 10: my.pawschicago.org/TEAMPAWSChicago2022/JulieName

Since its founding in 1997, PAWS has assisted in over 70,000 adoptions and helped reduce euthanasia in Chicago by 91 percent. Today, PAWS offers free or low cost spay/neuter surgeries and vaccinations in underserved communities. Plus, its state-of-the-art Medical Center means PAWS can save sick and injured animals no one else can or will.

This cause is very near and dear to my heart. I hope you'll join me.

Thanks for your support,
Julie (and Bolt)

What makes a good email?

- Eye-catching subject line
- Clear call to action
- Make it personal/give a reason
- Convey urgency
- Include impact highlights

DOWNLOADABLE RESOURCES

2021 Highlights

See what PAWS Chicago has accomplished in the past year. This one-pager is perfect for attaching to emails or printing out and sharing with people in person.

How Your Donation Helps

This printable handout features animal success stories as well as a summary of how different donation levels help the homeless animals at PAWS. It's also great for attaching to emails.

Offline Donation Form

Print this form if you'd like to collect donations from people offline (i.e. personal checks/cash).

TEAM PAWS Chicago Website Guide

Download a detailed description of how to navigate your fundraising page.