



FUNDRAISING GUIDE

Welcome to TEAM PAWS Chicago!

Our 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 in 1997, PAWS has helped the number of homeless animals euthanized per year in Chicago drop more than 92.5 percent, and we've put over 80,000 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!

STEP 1:

PERSONALIZE YOUR FUNDRAISING PAGE

Go to your Fundraising Dashboard and add some personal flair to your fundraising page. 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. We've seen custom pages raise on average **three times more** donations!

The screenshot shows the PAWSCHICAGO fundraising page for Hannah Fife. The page header includes the PAWSCHICAGO logo, a search icon, a share icon, a cart icon with '0', a 'VIEW' button, and a profile icon. The main content area features a banner image of a dog and a clock tower. Below the banner is a navigation menu with tabs: OVERVIEW, STORY (selected), DONATIONS, EMAILS, and DETAILS. The 'STORY' tab is active, showing a 'Personalize your story' section with a text editor. The text editor contains a welcome message and a detailed story about running the Bank of America Chicago Marathon on behalf of PAWS Chicago. The story describes the author's motivation for running and the importance of PAWS Chicago's work. The text editor includes a 'Reset story' link at the bottom right.

Customize your welcome message in the **Story tab. Think about why this cause is special to you and share it with the world. Even just adding a couple sentences goes a long way! You can also add a gallery of additional photos or videos to your welcome message.**

In the **Details tab, you can create a custom URL so it's easier for donors to find you. You can also upload a profile photo—consider a photo of yourself, your dog or cat, or your whole pack!**

STEP 2:

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 your fundraising page on Facebook and Twitter. 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!
- Remember that all funds raised must come through your individual page. We are unable to accept any funds from third party sites like meta!

Sample Facebook/LinkedIn message:

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 on October 13. Every penny counts. Thank you!

DONATE NOW: <https://donate.pawschicago.org/hannah>

Like what you see? Go the extra mile and share this post.

Sample Twitter message:

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: <https://donate.pawschicago.org/hannah>. Don't forget to retweet!

WHAT MAKES A GOOD SOCIAL POST?

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

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.

Sample email message:

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 on October 13: <https://donate.pawschicago.org/hannah>

Since its founding in 1997, PAWS has assisted in over 80,000 adoptions and helped reduce euthanasia in Chicago by 92.5 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 even the sickest and most injured animals who have no where else to go.

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

RESOURCES

YEAR IN REVIEW

See what the PAWS Chicago community has accomplished in the past year. This web page is a great link to include in emails to showcase the life-saving difference your fundraising helps make possible.

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). You can send funds and this form to
ATTN: TPC
PAWS Chicago
1933 N Marcey St.
Chicago, IL 60614

TEAM PAWS CHICAGO WEBSITE GUIDE

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

VIEW FAQs

Many commonly asked questions are answered here, including important information about fundraising deadlines and requirements.

If you have additional questions, please email us at TeamPaws@pawschicago.org