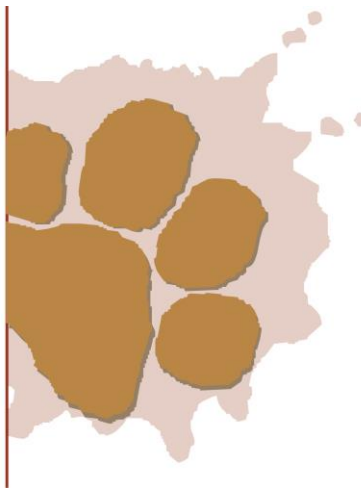


SECOND
chance
PET ADOPTIONS



Second Chance Pet Adoptions



Racing for Rescues

PEER TO PEER

FUNDRAISING TOOLKIT

IN-PERSON: SUNDAY, MAY 5, 2024
SUGG FARM AT BASS LAKE

VIRTUAL: APRIL 29TH — MAY 5TH 2024

WHERE TO START?

MAKE A FUNDRAISING WEBPAGE USING A FREE TOOL

✓ Set Up A Page (JustGiving or Facebook) & Make It Personal!

See next page for details about how to set up a Facebook fundraiser.



JustGiving:

1. First, you'll start at <https://www.justgiving.com/campaign/rfr-2024>
2. Click on the orange "Start Fundraising" button. If you already have a JustGiving account, log in and then advance directly to step 3.
 - If you don't have a JustGiving account, complete the rest of this step. JustGiving will ask you to sign up with your name, email address, and password, and they'll ask if you want to receive their emails (you have the option not to). Once registered, you'll be taken to the JustGiving home screen. Click this link again: <https://www.justgiving.com/campaign/rfr-2024> and the orange "Start Fundraising" button again to return to the fundraising set-up page (you'll be prompted to enter your address first and then will move to the set-up stage).
3. Next, you will be asked to double-check the details; it should indicate that you are raising money for "Racing for Rescues 2024." You are given the choice of your fundraiser's URL and whether or not to receive weekly emails from Second Chance. Then click the blue "Create Your Page" button.
4. Congrats, you now have a fundraising page! Your page will have default text, photo, and fundraising goal in place already (for your convenience), but you can also edit the text, photo, and fundraising goal any time you want to, which we highly encourage!

You will be able to share your unique link with anyone you'd like. There is a small credit card processing fee, which donors can choose to cover if they'd like, but it's not mandatory (if they don't cover it, we pay it, not you).

WHERE TO START?

Facebook:

1. If you've already got a Facebook account (NOTE: Facebook can only collect donations from Facebook account holders), simply log in and go to <https://www.facebook.com/fund/SecondChanceNC/>.
2. From there, Facebook will guide you through creating a fundraiser; you can set your own goal, set a deadline (we encourage you to set it through May 7 at least, but it's up to you), and edit the title and call to action to your liking. (We encourage you to personalize with your pet's story!) An event-related graphic will already be set as the default, but you can also swap out the picture for one of yourself and/or your pet(s) or any other image that moves you. Hit the "Create" button.
3. Congrats! You now have a fundraising page! You can edit your goal any time—if you pass it, try raising it to make even more money for animals in need!

You will be able to share your link and collect donations directly through your fundraiser. There are no fees, so 100% of the donation will go directly to Second Chance.

✓ Set a Goal

Be sure to set a goal for your fundraiser; make it something meaningful to you and your story, make it something attainable, or make it a challenge!



✓ Donate to Your Own Goal

It might seem strange to donate to your own fundraising page but, if you can, making a donation of your own encourages others to join you. Even a small contribution gets the ball rolling!

✓ Ask for Donations

Ask for support in-person or phone, text, email, or social media! Decide who you will be asking to donate, and then start reaching out. Make a list of people to ask for support, such as family, friends, neighbors, coworkers, or members of groups you're a part of, then start sharing your story, and be sure to include your fundraising page link!

WHERE TO START?

✓ Share Where the Money Goes

Tell (or even better, SHOW) your friends and family what their donations can provide and they'll be more likely to help! Not sure what to say? **We'll provide you with stories and examples regularly!**

✓ Ask a Few More Times

The second or third time is the charm! Life gets in the way sometimes and a friendly reminder can be key. Make sure to provide updates on your fundraising goal so that people can see how close you are. **(Don't forget there are prizes on the line!)** Your family and friends want to support you, so don't give up!

✓ Get Social

Post on any and all of your social media channels and be sure to tag Second Chance (see below).

✓ Say Thank You

However you secure a donation, do not forget to thank the donor (we will, too). You can do so in a simple email, hand-written card, or phone conversation. You can also publicly thank them by celebrating their donation by tagging them in a post about your current fundraising successes.

✓ Remember that Donations are Tax-Deductible

Don't forget to remind your potential donors that donations are tax-deductible! Facebook and/or Second Chance will issue receipts with our tax information to any donors who consent to sharing their contact information at the time of making their donation.



FUNDRAISING TOOLKIT



SAMPLE MESSAGES

Not sure where to start when it comes to fundraising? Here are a couple of sample messages you can use to help spread the word about your fundraiser and goal.

Hi, **[NAME]**!

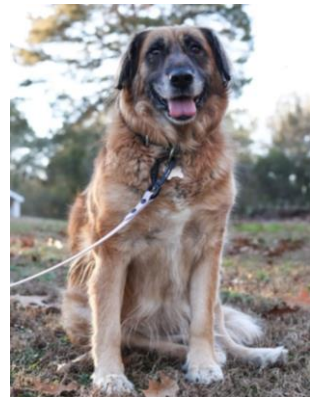
As you may know, I've always had a soft spot for animals and animal rescue, and on May 5, I'll be participating in the 2024 Racing for Rescues 5K race/fun walk in support of a local nonprofit, Second Chance Pet Adoptions.

Second Chance is dedicated to giving homeless dogs and cats in and around the Raleigh area their second chances at life and love, and this annual event is one of their biggest fundraisers of the year to support their mission. To ensure more stray and abandoned animals are saved, I've set up a fundraiser of my own for contributions towards the event goal. Your support will help get me one step closer to my fundraising goal, and it will also help animals in our community—plus, I might win a personalized prize of my own!

*Check out my personal fundraising page to make a tax-deductible donation: **[LINK]***

Best,

[YOUR NAME]



Chessie

Don't forget to follow up as the event gets closer!

Hi, **[NAME]**!

Apparently, people are passionate about pets—which is great news for my Racing for Rescues fundraiser!

*In fact, I'm only **[\$X]** away from raising **[\$GOAL]** for Second Chance Pet Adoptions! Here's a fun fact: on average, it costs about \$100 to keep 10 dogs heartworm-free for three months or to spay/neuter 12 adoptable cats. By the time I reach my fundraising goal, we'll be able to provide **[GOAL/10]** dogs with life-saving preventatives or to spay/neuter **[GOAL/12]** cats to prevent more kittens from being born into homelessness. The animals are counting on us, so here's a link to my fundraising page—your tax-deductible donation would be greatly appreciated! **[LINK]***

Best,

[YOUR NAME]

10-DAY CHALLENGE

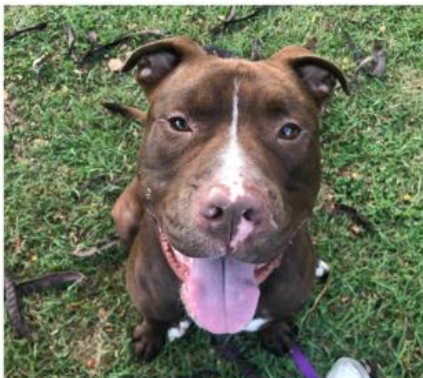
Are you a fan of a swift start broken into manageable pieces? Here's a schedule you might love!

- 1 Show your commitment! Set up your personal fundraising page and unlock fundraising tools that will help you get the word out. Start by making your own donation of \$5, \$25, \$50, or more.
- 2 Ask two family members for \$25 each.
- 3 Ask a business you frequent to donate \$25.
- 4 Ask five coworkers to sponsor you for \$10 each.
- 5 Ask your boss for a company contribution of \$100.
- 6 Ask five people you know from your extracurricular activities, such as sports, book club, or your child's activities, to donate \$5 each.
- 7 Ask five friends to donate \$10 each.
- 8 Turn it around! Ask someone who has asked you to support *their* cause or kid to support you with \$20.
- 9 Ask your company if they offer matching gifts.
- 10 Activate your social media networks! Once you get the word out, you'll be surprised at the individuals who will support you—a high school friend, a college roommate, a former coworker... Give everyone you know a chance to say "yes!" to helping the animals who need us most!



HOW TO MAKE A BIGGER IMPACT

- ✓ **Start a team.** Ask your animal-loving friends, family, and coworkers to join you in supporting Second Chance and the 2024 *Racing for Rescues* event by registering to run or walk, too (remember, we have a virtual/remote option)!
- ✓ **Ask your employer about matching gifts and have your donors do the same!** Many companies match their employees' donations to nonprofits. Ask donors if their employer will match their gift, raising twice the amount for animals in need.
- ✓ **Set up a spare change/candy jar.** Ask your place of employment to put out a change jar for people to drop in their spare change as they pass by—perhaps in exchange for small bites of candy. It adds up and can be applied to your goal!
- ✓ **Create friendly competition. Motivate your crew!** Offer a prize to your fundraiser's top donor to inspire each person to contribute even more to your goal.



Fenway



Aubrey & Davey



Nilla

FREQUENTLY ASKED QUESTIONS

How does Second Chance get the money that my friends and family donate?

For both JustGiving and Facebook, the money is directly deposited into our bank account so you don't have to worry about taking charge of any funds.

For cash and checks, we ask that you or your donors get them to the adoption center (Second Chance, 6003 Chapel Hill Rd, Ste 133, Raleigh, NC 27607) and have your name in the check's memo line or on the envelope. To count towards the competition, donations must be received (through JustGiving/Facebook or by mail) by 5:00 p.m. Eastern on Friday, May 3. (NOTE: it's not advisable to send cash through the mail.)

Do I need to create a fundraising page on JustGiving *and* a Facebook fundraiser? Nope! But, *you can* set up both if you want, if you get the sense that some of your loved ones will prefer donating through Facebook while others (especially those without Facebook accounts) would prefer to donate through JustGiving.

Will I be able to see who donated and how much? Yes, though some donors may give anonymously.

How will Second Chance use the money? For every \$1.00 Second Chance receives, \$0.89 goes directly to [animals](#) and [programs](#) that combat animal homelessness, including spaying/neutering community animals. The other \$0.11 enables us to maintain a facility and conduct vital fundraising and advertising efforts.

Every animal in our program (roughly 800 per year) is rescued from the street, an owner who can't care for them, or an overcrowded county shelter and given:

- safe shelter and love in our adoption center or a foster home;
- nutritious food;
- high-quality medical care for illnesses, injuries, and parasites;
- age-appropriate vaccinations;
- a microchip;
- spay/neuter surgery (if not already spayed/neutered);
- treats and toys for socialization and enrichment;
- and of course, a loving forever family!



Walrus

DID SOMEONE SAY “PRIZES”?!

**THANK YOU FOR YOUR INTEREST IN FUNDRAISING
FOR THE ANIMALS! LET’S SWEETEN THE POT!**

At the close of the Racing For Rescues event (May 5), prizes will be announced for*:

- ✓ The person who raises the *most money overall*
- ✓ The person who receives the *largest number of donations over \$50* (even if they haven't raised the most money)
- ✓ A randomly-selected person *who raises \$100 or more*

***Need not be present to win!**