

Steps to Success

1. Set a fundraising goal

Set your goal, share it with others, and celebrate milestones and achievements along the way. Remember, if you reach your goal, you can always increase it. The more you raise, the more prizes you will earn, and the closer your pet will be to becoming crowned Pet Partners *Pet of the Year*!

2. Form a fundraising committee

Recruit 3-8 friends, family, and colleagues to help your pet become Pet Partners *Pet of the Year*. They can help you recruit other committee members and donors, and celebrate successes achieved together.

3. Customize your pet's page

After your pet has been nominated, a fundraising web page will be set up by Pet Partners staff. You can customize your pet's fundraising page in less than 10 minutes!

Use this page to invite others to support you and your pet. Encourage committee members to join your team online. They can customize their own personal pages too! You can share fun group photos and specific goals on your timeline.

Monitor your fundraising during the first month of the competition by checking your goal thermometer on your fundraising page (until the four-week mark).

4. Create a donor list

Encourage your committee to schedule a Yappy Hour to create a list of potential donors to approach once fundraising opens on March 3. Your friends, family, neighbors, colleagues, fellow pet lovers, and Facebook friends are all potential donors who could help your pet succeed. But don't stop there!

The larger your list of prospective donors, the larger your results! You can ask for donations from your place of work, other local businesses, the contacts in your email list, holiday card contacts, church/club directories, alumni groups, roommates, and much more. Consider any person you meet to be a potential donor. You never know who has been affected by your pet or their own!



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5. Spread the word

Use email, texts, and social media to let everyone know your pet is competing in the Pet Partners *Pet of the Year* fundraising competition. Tons of additional resources can be found at petpartners.org/petoftheyear, including graphics, media tools, and event flyers. Be sure to use #PPPetOfTheYear and #PetPartners when posting photos on social media.

6. Create a letter/email campaign

Make it personal when asking for donations. The more heartfelt you are when sharing your reason for participating in *Pet of the Year*, the more responsive your donors will be. Don't forget to ask for donations from those who provide you with services throughout the year and are grateful for your business, such as pet groomers, pet boarding/daycare, or your veterinarian.



7. Utilize social media

Did you know 88% of donors worldwide said they would give through Facebook fundraising? This is one of the most effective fundraising strategies.

Our new Facebook and Instagram integration has made giving so easy because it automatically connects to your pet's fundraising page, so every dollar counts towards the competition! Explain why your pet is competing and why it's important to bring more awareness about the benefits of the human-animal bond.

- Share your fundraising goal, request a specific donation amount, and provide a deadline to turn in money. This is a competition, so deadlines are important.
- Provide facts about the human-animal bond, *Pet of the Year*, and Pet Partners.
- Mention that donations are tax-deductible and that checks should be made out to Pet Partners.
- Don't forget to post on your social media feed and stories frequently to remind your network to consider making a donation.

8. Give thanks

Announce your pet's total while recognizing and thanking committee members and donors for their generous support. Make sure to invite them to join the virtual celebration on April 14th!