

Fundraise like a Pro!



CHAMPAIGN COUNTY
HUMANE SOCIETY

Fundraising is a great way to help care for companion animals in need.

Let your friends, family, neighbors, and colleagues know that you value helping homeless pets.

As you ask for their support, here are a few things we hope will help!



SPREAD THE WORD

Tell everyone about your fundraiser! You never know who shares your values and will make a donation, simply because you gave them the opportunity! Use pinned social media posts or links in your email signature to reach as many people as possible.



SHARE YOUR "WHY"

Why do you love pets? How does CCHS help your community? When have you seen the impact of our work? Tell your story to donors. Passion is contagious!



ALWAYS FOLLOW UP

When reaching out to your network remember that people truly want to support you, and homeless pets. Give people more than one chance to donate. And unless they decline, never give up after a first try!



IT'S OKAY TO HEAR A "NO"

Not everyone will give, and it's ok! If someone declines, thank them and ask if they can share your fundraiser on social media or support CCHS in another way, instead. Thank you for sharing our mission with them!



ALL GIFTS WILL HELP ANIMALS

Big or small, all donations are an investment in the work we do. Generous gifts of \$5, \$50, or \$500 come together to make a huge impact at our shelter. Everyone can help give pets a better life.



SAY "THANK YOU" TO YOUR DONORS

As your campaign grows, please thank people who have supported you! CCHS can send thank you letters and tax acknowledgments for donations, but a personal thanks from you will be so meaningful.



LET'S HAVE SOME FUN!

Fundraising doesn't have to be all work and no play! Try to find creative ways to use your skills and experience to support your campaign and build your network. Maybe that's hosting an event, selling a handicraft, or setting a challenge. Have fun with it!