

DO IT YOURSELF

Fundraising Toolkit

A Fundraising Effort for
True Companions Animal Shelter

DIRECTORY

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ABOUT US

Thank you for your support of **True Companions Animal Shelter**, a No Kill animal shelter for cats and dogs in Denver, CO.

True Companions is a non-profit organization established to provide adoption services and medical care for injured, abused, and abandoned animals with no known owners. **Our goal is to find them homes once they have recovered.**



Fundraisers help True Companions to...

- Educate the public about our No Kill mission
- Encourage community involvement
- Provide lifesaving services to abandoned, abused, and injured animals with no known owners

KEYS TO SUCCESS

HIGH LEVEL TIPS FOR SUCCESS

A successful fundraiser requires careful planning and organization. Here are a few high-level tips to help you get started:

1. **Set a goal.** Determine how much money you want to raise, and create a timeline for when you want to reach that goal.
2. **Be the first to contribute.** Show your appreciation by leading the way with your own donation.
3. **Build enthusiasm.** Utilize social media and other outreach tools to generate excitement for your fundraiser and attract more people to it.
4. **Reach out to potential donors.** Use your networks, online resources, and other contacts to identify key individuals and organizations who may be interested in supporting your cause.
5. **Make it personal.** Take the time to thank each donor personally. Show the impact their donation has made, and how it has helped you reach your fundraising goals.

Following these tips can help ensure your fundraiser is successful!

KEYS TO SUCCESS CONT.

The Power of Your Donations

- **A donation of \$100** can provide two meals a day for 50 animals.
- **A donation of \$500** will help to provide medical testing and behavioral evaluations for 7 animals at the time of their intake. The results of these medical tests and evaluations will help us better understand each animal's individual needs and provide more effective care.
- **A donation of \$1,000** will enable 14 animals to be spayed and neutered. Spaying and neutering helps to control the population of animals in shelters and prevents overcrowding.

REQUEST YOUR OWN

REQUEST YOUR OWN FUNDRAISING LINK!

You can have your own, trackable fundraising link to share with your family, friends, neighbors, and online! The options are endless.

It's simple...

Email marketing@truecompanions.org to request your own fundraising link and a scanable QR code.

DIY fundraising links are easy-to-use! Once your DIY fundraising link is sent to you, you can share it on your social media channels, in emails, and on other platforms. You can also use it on flyers, posters, and other materials you create to promote your fundraiser.

DIY fundraising links are an excellent way to make donating easy and convenient. With a DIY fundraising link, you can reach a wider audience and help your fundraiser succeed.



Find True Companions' social media resources to further your fundraising success on page 9!



FUNDRAISING FOR KIDS

Fundraising can be a great way for kids to learn about philanthropy and how to make a difference in their community. **By involving kids in nonprofit fundraising, you can help to foster an appreciation for giving back and encourage them to become involved in a cause they care about.** Here are some ideas to get your kiddo started!



Use the Power of Social Media!

Social media is an incredibly powerful tool for fundraising. When using social media to fundraise, it is important to establish a goal and make sure it is clear to the audience. By giving donors a clear idea of what the funds will be used for, it will help them to understand the purpose of the fundraising effort.



Create a Change Jar!

Creating a change jar is a great way to fundraise. It's simple, easy, and requires minimal effort on your kiddo's part. Here's how to get started:

- **Find a jar** – You'll need a large, transparent jar so that people can see how much money is collecting. A mason jar or pickle jar works well for this.
- **Decorate the jar** – This is the fun part! Create a label for your jar that explains what the money is being used for and how people can contribute. You can also decorate the jar however you like with paint, markers, or stickers.
- **Place the jar in a visible location** – A kitchen counter, entryway table, or reception desk are all great places to display the jar.



Write Letters!

Knowing who to write to is the first step in successful fundraising. When considering who to address your fundraising letter to, consider the following:

Potential donors can include **family, friends, neighbors, or even strangers - like local businesses**. Businesses in your area may be willing to contribute financially to your cause.

No matter who you choose to write your fundraising letter to, make sure to include all the necessary information. Make sure to explain why you are raising money, how the money will be used, and how it will benefit your cause. Additionally, make sure to thank the donor for their contribution.

FUNDRAISING FOR KIDS CONT.

The following are other ways your child can raise money for a good cause:

➤ **Set Up a Lemonade Stand and/or Bake Sale**

➤ **Host a Car Wash**

➤ **Organize a Garage Sale**

➤ **Use Their Birthday to Collect Donations**

➤ **Sell Candy Grams**

➤ **Request a Donation Box**

This option is just like creating your own change jar, but without the work! Email admin@truecompanions.org to request your own paw print wrapped donation box to display wherever you please - your kiddo's school, a baseball game, at a neighborhood party, etc. You will need to schedule a date and time to pickup your donation box from True Companions Animal Shelter.



RESOURCES

Key Messages Ready for Social Media

Add your own twist to the following messages ready for your DIY Fundraiser!

"We are asking for your help in supporting a cause that we believe in: True Companions Animal Shelter! Please donate today."

"We are fundraising for True Companions Animal Shelter whose mission is to provide adoption services and medical care for injured, abused, and abandoned animals with no known owners. Please help us in our mission to support homeless cats and dogs."

"We are asking you to consider making a donation to help support True Companions, a No Kill animal shelter for cats and dogs. Your donation will go a long way in helping the nonprofit reach its goals and provide essential services to homeless cats and dogs."

Hashtags

Hashtags are a great way to make your content more visible, join conversations, and track engagement. They can be used to increase reach and engagement on social media, making them an invaluable tool for any individual. Add our frequently used hashtags to your social media posts!

#TrueCompanions
#TrueCompanionsAnimalShelter
#NoKill
#TrueCompanionsDogShelter
#TrueCompanionsCatShelter

Social Media Handles

Social media handles are the usernames, or handles, that people use to identify themselves on social media platforms. Find us online!

Facebook: [@truecompanionsco](https://www.facebook.com/truecompanionsco)

Instagram: [@truecompanionscolorado](https://www.instagram.com/truecompanionscolorado)

X: [@truecompanions_](https://twitter.com/truecompanions_)

True Companions Webpage

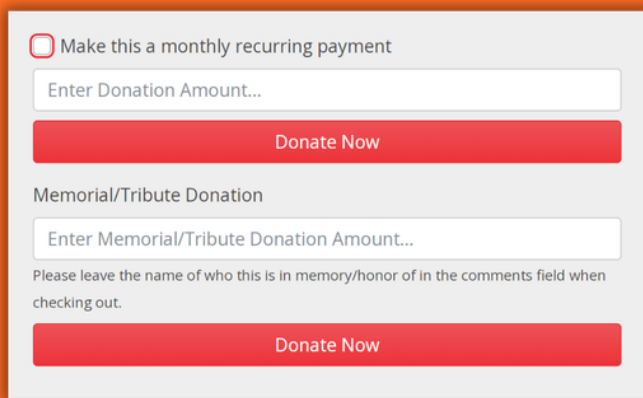
www.truecompanions.org

RESOURCES CONT.

Once your fundraiser is complete, simply send in your True Companions donations via online, cash, or check:

Online: Visit <https://truecompanions.org/Donate-Now> and enter the donation amount you collected

- Make sure to deselect "Make this a monthly recurring payment"
- After filling in your information, **include "DIY Fundraising" in the Additional Comments** section so we can properly account for the funds you raised



☐ Make this a monthly recurring payment

Enter Donation Amount...

Donate Now

Memorial/Tribute Donation

Enter Memorial/Tribute Donation Amount...

Please leave the name of who this is in memory/honor of in the comments field when checking out.

Donate Now



Cash: Cash donations can easily be converted to a check. You can also make a Square donation for any cash collected by scanning the QR code below:



Checks: Make checks payable to True Companions Inc. Mail all checks to:
True Companions Animal Shelter
Attn: DIY Fundraising
958 Inca Street
Denver, CO 80204

CONTACT INFORMATION

True Companions Meow Manor / Administration

958 Inca Street
Denver, CO 80204

(720) 726-4552
admin@truecompanions.org

True Companions Cat Shelter

720 W 10th Ave.
Denver, CO 80204

(720) 266-6081
catshelter@truecompanions.org

True Companions Dog Shelter

1005 Galapago St.
Denver, CO 80204

(303) 595-4917
dogadoptioncenter@truecompanions.org

True Companions Veterinary Clinic

1000 Inca Street
Denver, CO 80204

(303) 595-0532
appointments@truecompanions.org