

# ***ONE TAIL AT A TIME***



**OTAT FUNDRAISING  
TIPS & INSPIRATION**

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# **FUNDRAISING GUIDE**



# WELCOME, RESCUE LOVER

**Thank you for supporting One Tail at a Time!**

One of the things I admire so much about our OTAT community is how the people in it embrace every opportunity to save another life.

Sometimes that can mean cleaning kennels or bottle feeding kittens. Other times that means helping us raise funds to keep those kennels and bottles full, 365 days a years!

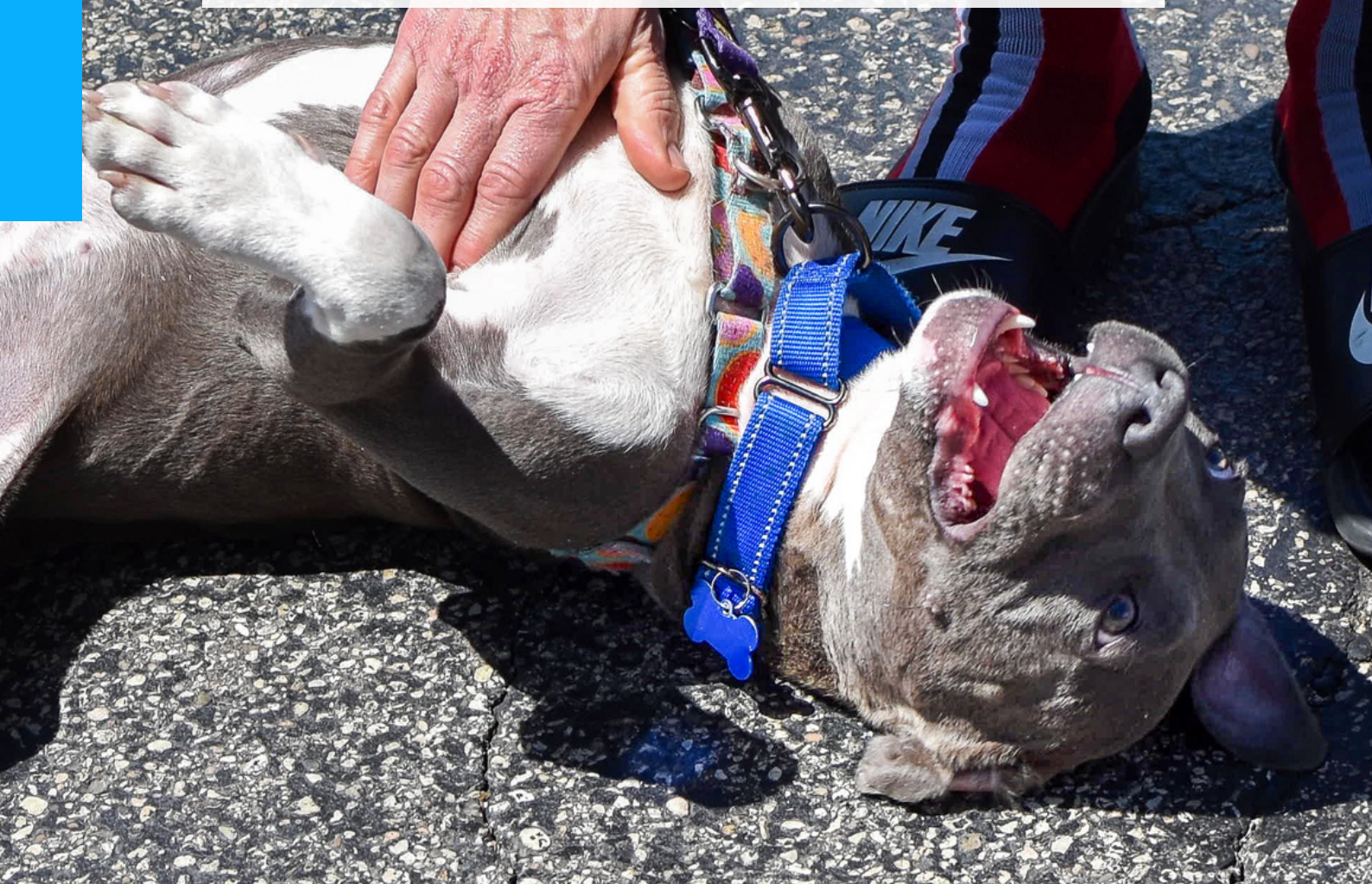
OTAT depends (like, completely depends!) on the kindness of others to keep saving lives, so believe us when we say it...Thank you for fundraising for our animals!

Inside you'll find a few fundraising ideas that have worked well for others, but we can't wait to see what you'll come up with on your own.

Happy FUNraising from One Tail!

*Cara Schwalbach*

*OTAT Development Director*





# FUNDRAISING TIPS WE LIKE (A LOT)



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## MAKE THE FIRST DONATION.

No one likes to be the first at *anything*! Try to make the very first donation to your page before asking others to join you.

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## START CLOSE TO HOME.

Ask 5-10 of your closest friends & family first. They're more likely to donate than anyone else!



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## SET A REALISTIC GOAL... THEN RAISE IT!

Make your first goal one that you're pretty confident you'll reach, but plan to raise it later! Your supporters will love watching you reach one goal right after another :)



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## DON'T MAKE *EVERY* POST AN ASK.

Make sure to share pictures, positive messages, and thank you's in between asking for donations. It makes a difference!

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## GET YOUR TAG ON.

On Facebook, make sure to tag donors in thank you posts. They'll see your kind notes, and others will too!



## E-MAIL FUNDRAISING

### **EMAIL YOUR CLOSEST FRIENDS ONE AT A TIME**

keep things personal and from the heart -- try not to "bcc"

### **INCLUDE PHOTOS**

in the body of your email instead of attaching them

### **KEEP THINGS BRIEF**

unless you're sharing a super personal story that needs \*details\*

### **INCLUDE THE LINK TO YOUR FUNDRAISING PAGE**

make it obvious how to donate!

### **ALWAYS INCLUDE A P.S., AND ASK FOR DONATIONS HERE**

some people will *only* read the p.s., so make it good ;)

### **FOLLOW UP**

people get busy and forget things! Plus, inboxes are weird. Give 'em more than one chance to see your message!



# YEP, MORE IDEAS!

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## IN-HONOR.

Celebrate a pet or someone you love by raising funds in their name, or for a special occasion!

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## IN MEMORY.

Make a tribute to a pet or loved one who has passed by supporting pets still in need.

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## IN LIEU.

Ask for donations instead of birthday or holiday gifts!

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## MAKE IT A (FRIENDLY) COMPETITION.

See who can raise more---You or a sibling? You or your significant other? Your team or another team?!

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## DO SOMETHING WEIRD.

Promise to do something wild (like sing, dance, or shave your whole head!) when you reach your goal :)

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## GIVE GIFTS.

Draw a sketch, make a craft, or do something nice for everyone who donates \$25 or more!





## FACEBOOK FUNDRAISING

### **USE THE 'INVITE' BUTTON**

to personally invite friends to your fundraiser

### **SHARE STORIES FROM OTAT'S PAGE**

this is a great way for people to 'meet' the pets they're helping!

### **SHARE A PHOTO WITH EVERY SINGLE POST**

posts with just words are booooooring areweright? :)

### **MAKE POSTS TO THANK YOUR DONORS**

be sure to 'tag' their names too

### **SHARE UPDATES IN YOUR FUNDRAISER**

plus pictures and thank yous!

### **COMMENT & LIKE EVERY SINGLE DONATION**

and... you guessed it... tag your supporters by their name!



# WHAT'S EVERYONE ELSE DOING?

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## MELISSA

promised a ridiculous song if she met her goal.

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## MARLENE

did some hip-hop dancing for her supporters!

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## KATIE

drew a picture for everyone who donated to her fundraiser.

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## ANDREA

told a completely genuine and hilarious story.

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## SAM

took family photos for each of his donors and their pets!

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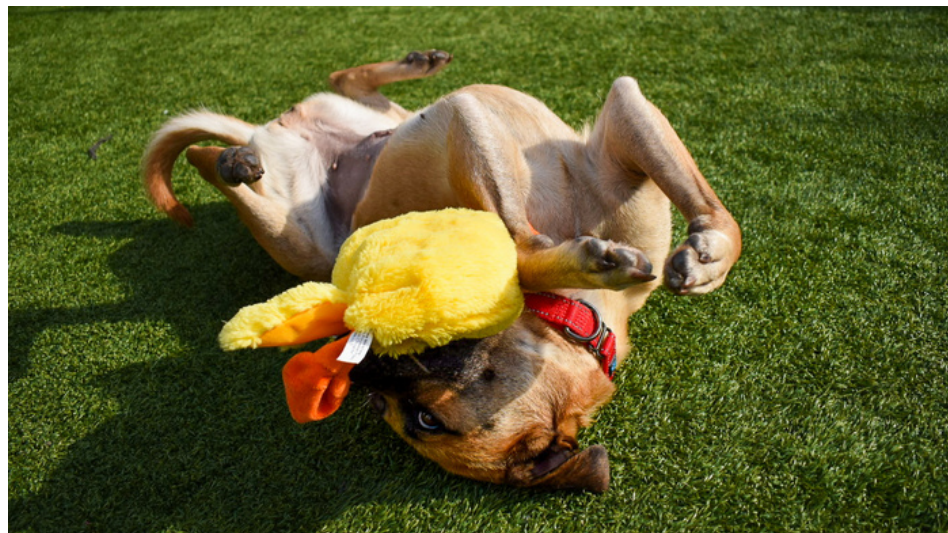
## JILLIAN

posted a funny picture of her pup with a custom message for each of her supporters.

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## WHEN IN DOUBT...

promise to feed your dog tacos...  
this literally always works!





# FREQUENTLY ASKED QUESTIONS

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## **CAN MY SUPPORTERS DONATE BY CHECK?**

Of course! Make sure your name/fundraiser is mentioned somewhere on the check or included on a note. Checks should be made to One Tail at a Time and mailed to: 2020 N. California Ave, Suite 7, #152, Chicago, IL 60647

## **ARE THE DONATIONS I COLLECT TAX-DEDUCTIBLE?**

One Tail at a Time is a 501(c)(3) non-profit. Donations made to your page tax-deductible to the full extent of the law.

## **WHAT ABOUT MATCHING DONATIONS?**

If you've been told about a matching gift by one of your supporters, please email [maggie.hudston@onetail.org](mailto:maggie.hudston@onetail.org). We'll add the match as a pledge to your fundraising page, and once we've received the payment it will count publicly toward your goal!

## **HOW DO DONATIONS I'M COLLECTING MAKE A DIFFERENCE?**

In 2020, OTAT rescued over 1,800 pets and every single rescue was made possible by donations like those you'll collect! Fundraisers like yours support One Tail at a Time's mission of ending pet homelessness by making pet ownership a joyful and accessible experience. Check your fundraising toolkit (received after you register a fundraising page!) for stats and more donation facts that you can share with your supporters!

## **WHAT DO YOU MEAN BY "FUNRAISE PAGE" VS. "FACEBOOK FUNDRAISER?"**

There are two different kinds of pages that you can collect donations from and share! If you create a fundraising page through OTAT's donation platform *funraise*, this page will have a url like this --> [teamonetail.funraise.org/your-name](https://teamonetail.funraise.org/your-name), while your Facebook fundraiser will live...on Facebook!



# FREQUENTLY ASKED QUESTIONS

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## **DO I REALLY NEED TWO FUNDRAISING PAGES?**

It's a great idea! Fundraising on Facebook will help you get donations from so many different people, maybe even friends you haven't seen in years. A *funraise* page is better for linking in an email, or if you're sharing your fundraiser with people you aren't friends with on Facebook.

## **CAN I CONNECT MY FACEBOOK FUNDRAISING PAGE TO MY FUNRAISE PAGE?**

Only if you start your Facebook fundraiser through your *funraise* account. When you register a new *funraise* page, you'll be asked if you would like to start a Facebook fundraiser. You can either 1) Say yes to start a Facebook fundraiser RIGHT NOW or 2) Say "maybe later" and start a Facebook fundraiser from your account settings. Your two pages (Facebook and *funraise*) will be linked, and you'll be able to reach twice as many people in two very different fundraising locations!

## **WHY AREN'T FACEBOOK DONATIONS SHOWING UP ON MY FUNRAISE PAGE?**

Facebook donations will only show up on your *funraise* page if you start your Facebook fundraiser from your *funraise* account (*funraise* is OTAT's fundraising platform). If you're collecting Facebook donations through a 'button' instead of a page, those will not show up.

## **I STILL HAVE A FUNDRAISING QUESTION...HELP!**

Email Maggie --> [maggie.hudson@onetail.org](mailto:maggie.hudson@onetail.org). She knows everything :)