



Friends For The  
Dearborn Animal Shelter

A pledge-driven dog walk and community-wide animal celebration

# Top Ten Fundraising Tips

- 1** When **writing a letter** requesting donations, make it personal. The more emotionally connected you are with the cause, the more responsive your donors will be. Be certain to send your letter not only to family, friends, co-workers, club, committee, and religious organization members; but to those who provide you with services throughout the year and are grateful for your business, such as drycleaners, hair stylists, manicurists, dentists, accountants, lawyers, stock brokers and teachers. Sample letters and more ideas on starting a letter-writing campaign can be found on our Mutt Strut Fundraising Tips Page.
  - 2** **Widen the reach of your letter-writing campaign** by requesting the address books/email lists of your family and friends. You can send a special version of your letter, introducing yourself and making a new connection, i.e. "I am Mary's sister and ...." Or ask your family and close friends, as well as your service providers and business associates with corporate emailing lists, to forward your donation request on to their friends and colleagues, or club, committee and religious organization members, adding their own plea on your behalf.
  - 3** Try **keeping in touch with your donor list throughout the year**, not just during the event solicitation season. Send updates and progress reports regarding activities at the shelter to show how their support is helping. To receive our newsletters please visit [www.dearborn-animals.com](http://www.dearborn-animals.com) or call us at (313) 943-2697 and ask to be added to our mailing list.
  - 4** When contacting individuals who have donated to you in the past, remember to **thank them profusely**. Send them their previous giving amounts in case they have forgotten. Donors often meet or exceed past donation levels when reminded of their own generosity and of how greatly it was appreciated.
  - 5** Take advantage of existing **Mutt Strut fundraising tools** at the Mutt Strut Fundraising Tips Page. This page offers Team Leads, Captains and Walkers personalized, fun, easy, and effective way to recruit walkers, register, and fundraise online.
  - 6** **Create a slide show** to e-mail and post to YouTube and other online video sites. A slide show letter will bring a whole new dimension to your fundraising efforts. Be certain to send your video letter to everyone in your e-mail list. A How to Guide for creating your own fundraising slide show can be found on our Mutt Strut Fundraising Tips Page.
  - 7** Bolster your team total through **existing fundraising programs** such as pizza, candy, and gift-wrap sales, or home parties featuring beauty products or jewelry.
  - 8** **Organize your own fundraising event** such as a bowl-a-thon, spaghetti dinner, car wash, bake sale, concert, or garage sale; or honor a private event such as a birthday, Bar/Bat Mitzvah, First Communion, Confirmation or wedding by accepting donations to FFDAS in lieu of gifts or flowers.
  - 9** Make use of the **fundraising techniques utilized by others** in your very own way. Fundraising ideas for teams and individuals can be found in our "Menu of Fundraising Ideas" document on our Mutt Strut Fundraising Tips Page.
  - 10** **Involve as many people as possible**. Invite everyone you know to join your team by e-mailing them an invitation from your team's fundraising page. If they are unable to participate on event day, ask them to be a "Silent Walker" who joins your team and requests donations on your team's behalf without actually walking the day of the event.
- BONUS TIPS ... Create team spirit** by designing a team button or hat and promote a playful competitive spirit by rewarding the highest contributing team member ... And, NEVER forget to remind your team members, those you ask for donations, and everyone you meet exactly **why you are so devoted to supporting homeless animals and the Dearborn Animal Shelter!**