



Paws in the Park Fundraising Tips

Asking people for money is hard:

1. Often times “I don’t want to give \$” *feels* like “I don’t like you” (This includes the non-response “no” if you’re using email or some other social media platform). The truth is, it doesn’t mean that at all. “No” has nothing to do with you personally. It just means the person can’t or doesn’t want to give. Try to think: “No big deal. The next person will say yes, because this is an awesome opportunity for him/her to make a meaningful difference in the world”. This is not always easy to do because:
2. The vast majority of people are going to say No. That has absolutely nothing to do with you. Really ☺. Again: Remind yourself that **YOU** weren’t rejected. (And see above, rinse, repeat).
3. When you ask someone to give a specific dollar amount, it often feels like you’re asking a very personal question. The truth is: You’re not. Really. You’re giving them an idea of what an appropriate gift **might** be for him/her to make (maybe the hardest thing to remember).

If you’re using Facebook/other social media, your campaign will work best if you:

1. Make your gift first. (Everyone’s circumstances are different. The dollar amount isn’t important. People just need to see you value the cause enough to contribute.)
2. Set a goal.
3. Tell people why you support MCHS, and ask you to join you in making a difference by matching that amount. Try something like “Friends, as most of you know I work at/volunteer with MCHS. On April 22, we’re hosting Paws in the Park, our Annual Dog Walk and Festival, at Bohrer Park in Gaithersburg. The proceeds will benefit homeless animals. I’ve seen the difference a gift to MCHS can make in the life of a homeless animal (you can expound upon this), that’s why I’m hoping to raise \$XXX this year. It’s also the reason I’ve given \$Z, to help us reach our \$XXX goal, and it’s why I’m asking you to join me in supporting this worthy cause by matching my \$Z gift. Please know, however that any gift you make will be greatly appreciated and put to good use” **Put this all in your own words.** This is just a guideline. But those are the key points to hit. (Remember, ask for the specific amount.)

4. Make sure to quickly publicly thank every person who makes a gift – along with that gift amount. If someone gives anonymously, your public thank you should be something like “Thank you to the person who made an anonymous \$AA gift!” Most people are natural followers, so they’ll start giving once they see that others are also giving.
5. Make frequent references to the goal in the celebration of gifts. (Refer to it as “our” goal rather than “my” goal). “Thanks to John Smith for his very generous \$50 gift. Thanks to him, we’ve now raised \$350! We only need to raise another \$150 to reach our \$500 goal! People like being part of a successful effort. As you get closer to the goal, more people will start giving to help you get there. And make sure to celebrate each gift (no matter how small), with equal enthusiasm.

If you’re going to ask someone in person or via email, the basic ask is the same, but you can tailor it to the person. So for example, one ask to a person with a higher capacity than you might be something like this: *After talking about MCHS, Paws in the Park and why a gift will make a difference:* “Fred, I’m in for \$25, but I’m hoping you’d be willing to give \$100” (if the person knows you, and they know your gift is meaningful to you, they’ll be more likely to consider making this gift).

The more you know about the person you’re targeting for an individual ask, and what their interests are the better off you’ll be. Try to craft your pitch to reflect this
“Jenny, I know you love dogs...”

Or something like this “Doug, I’m in for \$50, and your friends Chris and Jonathan are in for \$25. I’m hoping you’ll match their \$25 gifts...”



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