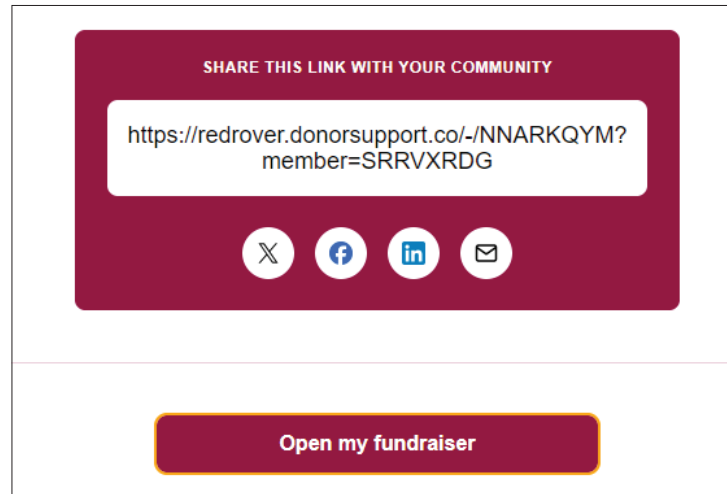


Tips for a Successful Fundraiser

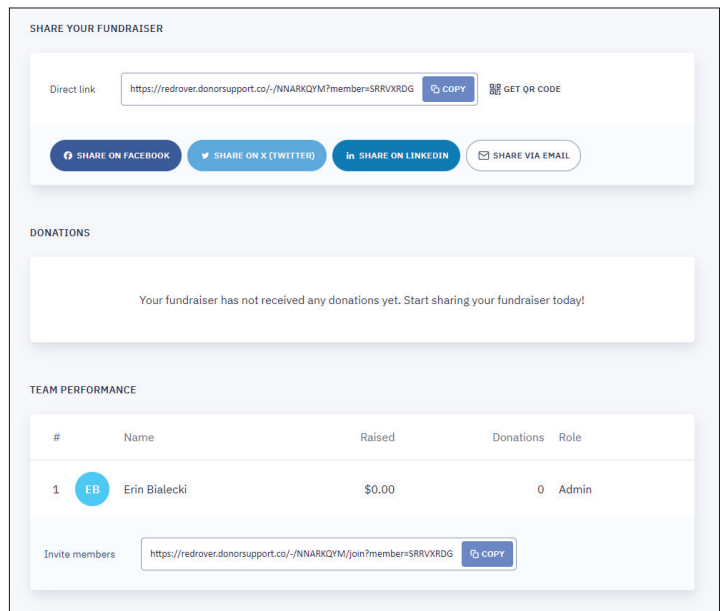
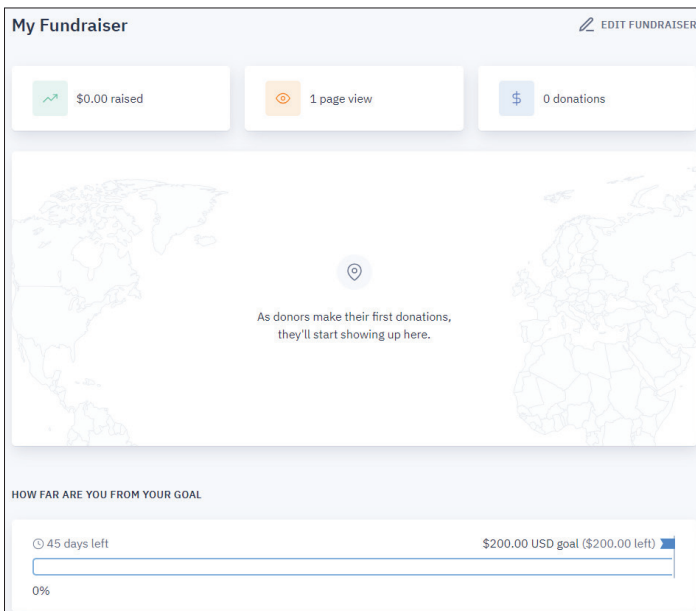


IT'S EASY TO GET STARTED

Visit [RedRover.org/fundraiser](https://redrover.org/fundraiser) to set up your own personal fundraising page. It's easy to create a Birthday, Memorial, Special Event, or Just Because fundraiser. Once you've created your page, you will receive an email confirmation that includes all the information you need, including direct links to share your fundraiser with friends and family through social media and email.



Click "Open my fundraiser" to go directly to your fundraising dashboard where you can track your fundraiser's success and share it directly with your supporters.



If you have any questions about your fundraiser, please reach out to Olivia Carpenter at ocarpenter@redrover.org.

HOW TO MAKE YOUR FUNDRAISER A SUCCESS

Set a goal. Having a goal is a great motivator to reach or exceed it! By setting a goal on your personal fundraising dashboard, you can watch the thermometer rise as donations come in. If you reach your goal early, you can always increase it.

Share your why. Share with your friends and family why you're supporting RedRover's important work. Are you getting married and you'd like to request donations to RedRover in lieu of gifts? Is it your pet's "gotcha" day and you want to commemorate the occasion? Are you honoring the memory of someone special? Your fundraising efforts will be more effective if you add a personal touch and customize these emails with your own style and story. And don't forget to include a link to your fundraising page.

Share the impact. Let your friends and family know how their donations will make the world a better place for pets and the people who love them. Refer to this summary of all RedRover's programs and campaigns for inspiration.

Spread the word. Social media is the fastest way to reach out to people in your network. Use Facebook, Instagram, Threads, or LinkedIn to ask friends for their support. Be sure to include a link to your fundraiser in your social media profile. Sharing your fundraising page across multiple platforms will make it easier for your friends and family to donate. Create a post that includes why you chose RedRover as your personal cause, links to your personal fundraising page, and encourages your friends to share it. You'll reach your goal before you know it!

Thank them for their support. You know how special you feel when you are recognized for your effort, thoughtfulness, and generosity. Tell your friends and family just how much it means to you that they support the cause that you love.