



Surrey Cat Walk – Fundraising Tips

We've included some tips and samples to get you started.

1. Set a fundraising goal

Set a personal fundraising goal to inspire yourself and your donors. To help set your goal, here are some veterinary costs to care for cats:

- \$30 provides flea treatment for one cat
- \$50 treats a wound
- \$90 pays for neuter surgery for a male cat
- \$140 pays for spay surgery for a female cat

So, for example, maybe you would like to raise enough money to provide flea treatment for 10 cats. Then, your goal would be \$300. Or, you would like to neuter five cats; your goal would be \$450. Or, maybe you would like to be ambitious and raise \$1,000! That would help a lot of cats!

Once you've reached the halfway mark to your goal, consider raising the figure to inspire more people to help. Good luck – you'll probably end up doing better than you originally thought!

2. Create an online fundraising page

It can be hard to ask for money in person, but an online fundraising page makes it simple for your friends and family to support you. It's a convenient, cost-effective, and secure way to get donations.

Once you set up a page, you will have a link you can email to friends and family and post on social media.

If you need help, read [How to Set Up a CanadaHelps Fundraising Page](#).

3. Get face to face

If you do ask for donations in person, it's difficult for people to say no. Ask the friends and family you see on a regular basis to support you by donating. Places like dinner parties, soccer games, church, family reunions, etc. are all great opportunities to ask people in person.

Many people do not carry cash with them, so create small fundraising cards with the link to your online fundraising page that you can give to them and ask them to make a donation online when they get home.

4. Make it personal

People will donate because YOU are asking them to. They like you and respect that you're supporting a great cause.

Use the space on your online fundraising page and in your emails to tell them why you are supporting our cause. Communicate your passion to your friends, family, co-workers, and other potential donors. It's a critical part of your fundraising success.

5. Follow up

It's very common for people to put things off or forget. We all live busy lives and have a lot of other responsibilities. A little reminder never hurt anyone.

If someone has indicated that they want to donate but hasn't yet, don't be afraid to follow up with a phone call or reminder email, especially as the time you have to fundraise for the event runs down. People respond to deadlines!

6. Use social media to promote the fundraiser

Facebook and Twitter are great ways to spread the word about your fundraiser because just about everyone is on Facebook or Twitter!

To draw interest and donations, use photos and/or videos. If you don't have your own photos, you can share or download them from our Facebook page at www.facebook.com/SurreyCats or retweet from our Twitter account at <https://twitter.com/surreycatsbc>.

Use the hashtag #SurreyCatWalk to build momentum.

Sample posts are included below.

SAMPLE FUNDRAISING EMAIL

Hi there!

I'm taking part in the Surrey Cat Walk on June 22 for the Surrey Community Cat Coalition, and I need your support!

The mission of the Surrey Community Cat Coalition is to promote the welfare of cats through rescue, spay/neuter, and public education. The Coalition spays/neuters homeless cats and cats in low income households and provides medical treatment and food for cats in need. You can learn more about them at www.surreycats.ca.

I'm passionate about helping cats and kittens in need, and that's why I'm writing to you today. As a volunteer-run charity, the Coalition relies heavily on the support of people like us. My goal is to raise \$*[insert a dollar amount]*, and it would mean so much to me if you could sponsor me for the walk with a donation of \$*[insert dollar amount]*.

All donors who give \$20 or more will receive a tax receipt, but more importantly, you'll receive satisfaction in knowing you're helping cats in need, like the Cloverdale kittens.

An employee at a storage facility in Cloverdale noticed cats and kittens outside. The Coalition's volunteers worked day and night for weeks until they finally caught two adults and six five-month-old kittens.

Without the Surrey Community Cat Coalition, these kittens could have died, and that's why I'm doing the Surrey Cat Walk.

Here are some examples of veterinary costs for cats like the Cloverdale kittens:

- \$30 provides flea treatment for one cat
- \$50 treats a wound
- \$90 pays for neuter surgery for a male cat
- \$140 pays for spay surgery for a female cat

To support my walk, you can make a safe and secure donation online through my personal fundraising page at: *[insert link to your fundraising page]*.

Thank you!

[your name]

SAMPLE SOCIAL MEDIA POSTS

Below are examples from 2018. You can download the 2019 image from <http://tiny.cc/WalkGraphics>

FACEBOOK

I'm passionate about helping cats and kittens in need. That's why I'll be walking in the Surrey Cat Walk on June 24 to support the Surrey Community Cat Coalition. As a volunteer-run charity, the Coalition relies heavily on donations from the public to promote the welfare of cats through rescue, spay/neuter, and public education. My goal is to raise \$[insert a dollar amount]. Please sponsor me at: [insert link to your fundraising page].



Help raise \$5,000 for cats and kittens in need. Visit surreycats.ca/walk.



This is what the post will look like:

A preview of a Facebook post. The user is "KitsChick" with a profile picture of a cat, posting "2 mins ago". The text of the post is identical to the example above. Below the text is the same "Surrey Cat Walk Strut Your Stuff!" graphic. At the bottom of the post are the "Like", "Comment", and "Share" buttons.

KitsChick
2 mins ago

I'm passionate about helping cats and kittens in need. That's why I'll be walking in the Surrey Cat Walk on June 24 to support the Surrey Community Cat Coalition. As a volunteer-run charity, the Coalition relies heavily on donations from the public to promote the welfare of cats through rescue, spay/neuter, and public education. My goal is to raise \$500. Please sponsor me at <https://www.canadahelps.org/en/pages/surrey-cat-walk-2018>.

Surrey Cat Walk
Strut Your Stuff!
Sunday, June 24 • 1:00-3:00 pm
Surrey Bend Regional Park

Help raise \$5,000 for cats and kittens in need. Visit surreycats.ca/walk.

Like Comment Share

TWITTER

I'm walking in @SurreyCatsBC #SurreyCatWalk to raise money for #cats and #kittens in need! Support me at [insert short link to your fundraising page] #surreybc



I'm helping #cats and #kittens for @SurreyCatsBC at #SurreyCatWalk. You can help, too! [insert short link to your fundraising page] #surreybc



I'm strutting my stuff at the #SurreyCatWalk for #cats and #kittens in need! Please sponsor me today at [insert short link to your fundraising page] @SurreyCatsBC #surreybc

