RICHMONDSPCA
Compassion Unleashed

DOG JOG, 5K AND BLOCK PARTY

FUNDRAISING TOOLKIT



How to Raise Donations and Inspire Others

COMPETE

Is there more than one Dog Jog and 5K Run team in your company, school or neighborhood? Inspire everyone's competitive spirit by setting up a challenge of some kind, or an incentive for the team with the most members or highest fundraising total.

TELL YOUR STORY

Personalize your fundraising web page with a photo and be sure to tell your page visitors why the cause of helping homeless dogs, cats, kittens and puppies is important to you. Use this space to ask your friends, coworkers and family to make a donation in your (or your pet's) honor.

Tip: Persistence pays. Most people appreciate a reminder.

AVAILABLE TOOLS

Use the **Sample Donation Request Letter/E-mail** or your own preferred communication method, to send weekly updates to your team members to keep them up to date on the team's progress and to share news. Remind them about the top fundraising prizes too!

SNAIL MAIL

Write a note to mail to your neighbors letting them know you are participating in the Dog Jog, 5K and Block Party. Provide them with a stamped envelope with your address on it – it's so easy, they'll have to donate!



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ASK FOR SUPPORT

Ask your employer to match what your team raises!

Fundraising walks can be a great company team building experience – your supervisor would love to hear that you've taken on this leadership role.

In addition, individual gifts made by your team's supporters may be eligible for matching funds from their employers, please remind them to find out about their company's matching gift policy.

DONATE YOUR BIRTHDAY

Ask that your friends contribute to your fundraising goal in lieu of purchasing a gift for your upcoming birthday, anniversary or other special occasion. You can easily do this by creating a Facebook Fundraiser.



USE SOCIAL MEDIA

Place regular updates about your team's progress on your Facebook or other social networking pages. Encourage people to support your team by making a donation in your honor.

THROW A PARTY

Get your family and friends in on it and divvy up the tasks.

Ask your guests to support your team by making a donation.

Or, if your company has a business professional dress code or your school has a uniform policy, organize "Jeans Days" where employees or students can wear jeans for a $5 donation toward your team.

OTHER FUNDRAISING EVENT IDEAS:

- Bake sale
- Car Wash
- Day-by-Day Challenge (Ask for $1 on Day 1, $2 on Day 2, $3 on Day 3, and so on)
- Dog wash
- Pennies for pets fundraiser (collect and roll pennies and other loose change)
- Yard Sale

Sample Dog Jog, 5K and Block Party Donation Request Letter/E-mail

Please feel free to customize this letter with your own thoughts and words about your participation in the event.

Dear [NAME],

I'm excited to share that I'm participating in the Richmond SPCA's 25th Annual Dog Jog, 5K and Block Party on Saturday, March 20, 2027, and I'm asking for your help!

I'm raising funds to support the Richmond SPCA and its lifesaving mission to create a more compassionate community for people and pets. Each year, the Richmond SPCA rescues nearly 4,000 homeless animals, providing them with shelter, medical care, rehabilitation, adoption services and, most importantly, a second chance at a happy life.

The Richmond SPCA is a local non-profit, no-kill humane organization dedicated to providing the education and resources needed to achieve and sustain a no-kill community. Every day, its lifesaving programs and services help animals in need while strengthening the bond between people and their pets.

Would you consider making a donation to support my Dog Jog fundraising efforts? Your gift, no matter the size, will help provide lifesaving care and support for the more than 400 cats, dogs, kittens and puppies in the care of the Richmond SPCA daily. Together, we can help give vulnerable animals the love, care and second chances they deserve.

Making a donation is easy! Visit richmondspca.org/dogjog and search for my name to find my fundraising page. If you prefer to donate by check, you can mail it directly to the Richmond SPCA at 2519 Hermitage Road, Richmond, VA 23220. If mailing a check, please include my name in the memo line so your contribution is credited toward my fundraising total.

Thank you for considering a gift and for helping me make every step of the Dog Jog, 5K and Block Party count. Your support truly makes a difference for animals in need!

Sincerely,
Your Name