

Fundraising Success Guide

Get the ball rolling!



Nobody wants to go first. That's why it's always a good idea to get your fundraising off to a good start by making the first contribution. This will show your own dedication to the animals and make others more likely to get involved.

Start with your close contacts.



Your close contacts are the most likely to donate, so try sending personalized messages via text message or email to your inner circle. This will build momentum for your fundraiser.

Share on social media.



Once you've reached out to your inner circle, it's time to turn to social media. One of the best strategies to use on Facebook, Twitter, and Instagram is tagging and thanking people who have already donated when you are asking for new donations. This spreads your message further and lets people know that others are supporting you in your fundraising efforts.

Continue thanking and updating social media.



As more of your network gets behind you, keep thanking them on social media and continue to share your progress towards your goal.

Share the impacts of your efforts.



Your supporters--and prospective supporters--want to know the impact that their donations have. Share a few stories from the Atlanta Humane Society's blog or social media accounts to showcase how your supporters' donations will help the animals.

We are so thankful for your support of the Atlanta Humane Society! Please know that you are making a big difference to our animals, the families who come to love them, and our community. Together, we are saving lives.