



snout & about

September 16th, 2018

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FUNDRAISING MANUAL FOR THE MONTREAL SPCA'S SNOUT AND ABOUT

More information is available on www.snoutandabout.ca

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1. Introduction

Thank YOU for joining us, the Montreal SPCA, by participating in the Snout and About event.

All the animals that come through our doors need funds to pay for their food, care, and medicine. We need YOUR help by not only coming out on the day of the event to show your love for animals, but by also raising money to help these animals.

Each dollar you raise will go directly to helping the animals.

Raising money is EASY, and this guide will teach you how to do it. It might seem intimidating at first, but, if you follow this manual, you'll not only help a lot of animals, but you're going to have a ton of fun as well!

Remember:



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- Don't be discouraged if someone turns you down, and always invite them to the event.
- People are busy or forget to respond. It is always good to follow up.
- Most people can and will give.
- Giving feels good!

2. About the Montreal SPCA

Our promise:

At the Montreal SPCA we put animals' interests first! We promise to do our best for every animal that comes through our door, and for every animal that needs us.

Our passion:

ANIMALS, ANIMALS, ANIMALS. We care for them when their owners can't, we find new loving homes for animals through adoptions, we work hard to change laws that don't protect them and our inspection department works every day to save neglected and abused animals.

Our people:

Over 100 staff, and 400 volunteers, who always there to help.

3. About Snout and About

The Snout and About is an annual walk organized by the Montreal SPCA.

It is a fun-filled day with educational, team, and family- focused activities, while ALSO raising funds to take care of rescued and abandoned animals and fight against animal cruelty.

Audience includes families, corporate teams, senior citizens = ANIMAL LOVERS

This year, it will be taking place on Sunday, September 16, at Mont-Royal Park by the Smith House.



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4. Registration

You can register at www.snoutandabout.ca

5. Fundraising in your community

Set a goal.

We encourage setting the initial goal at \$500 if you have never fundraised before. And if you have fundraised before, consider something that stretches you a little bit.

HOW TO RAISE \$500 IN 7 DAYS!		
Day 1	Sponsor yourself first	\$25
Day 2	Ask 4 family members to sponsor you for \$25 each	\$100
Day 3	Ask 5 co-workers to contribute \$15 each	\$75
Day 4	Ask 5 friends to contribute \$20 each	\$100
Day 5	Ask 5 neighbours to sponsor you for \$15 each	\$75
Day 6	Ask your boss for a company contribution of \$50	\$50
Day 7	Ask 3 businesses you frequent for a donation of \$25 each	\$75

Sponsor yourself first. This way, people are more likely to give if they see that you have also donated.

Pledge form

Always carry the pledge form or direct potential donors to your personal fundraising page. Copies can be downloaded from www.snoutandabout.ca

Tell EVERYONE

Let everyone know that you want to raise money to help animals AND participate in the Snout and About event.

- Phone, email, or approach people in-person and tell them why they should donate to take care of animals (for a list of people you could approach, please see the Appendix 2 – Whom should you ask?). You could also include this text in your emails to them or even in your email signature.



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Sample Text:

I'm raising funds as part of the Montreal SPCA's Snout and About event on June 12. It's a great way to help the thousands of abandoned and rescued animals in Montreal and the greater Montreal area. Even a donation as small as \$10 can make a huge difference for these animals. You can find more details and make a donation on my page by clicking the following link: <link to your registration page>

- Tell your co-workers to support you, or better, participate as a corporate team. For more information on fundraising in the workplace, check the document *Fundraising Ideas for the workplace*, available on www.snoutandabout.ca
- ASK, ASK, ASK. The reason people choose not give is that they were not asked. People want to support important causes, and they enjoy helping their family, friends, and neighbours achieve their goals – you are giving them the opportunity to do just that.

Host events/ perform simple actions that will raise money

- Wine and cheese party: Gather an assortment of wines and cheeses, invite your friends and family to the party for a contribution of \$20/person.
- Used-book sale: Summertime is a great time to gather all those old books, from friends and neighbours, and to host a weekend book sale on your lawn.
- Lawn service: Offer to mow someone else's lawn for a donation.
- Movie/ video game night.
- Vacation Days: Ask your boss or HR staff if you could donate the pay of a vacation day.
- Lemonade Stand: Nothing like a cool glass of lemonade on a hot summer's day!
- Car Wash: Try saying you are accepting donations (suggest \$10) instead of charging a set fee.
- Pet-Wash: Offer to wash pets in your neighbourhood.
- Pet-Sit: Help out the pets of friends and neighbours while they are on vacation.

Remember to advertise your participation in the Snout and About and that you are raising money to be donated to the Montreal SPCA to help animals.



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THANK YOU NOTES

Sample:

Thank you <Name> for helping the animals around us!

Appendix 1 - USING SOCIAL MEDIA

USE STATUS UPDATES

Encourage your friends with status updates on Facebook, Twitter or LinkedIn and ask them to make a donation. Be sure to include a link to your personal fundraising web page in each status update.

SAY THANKS & GET SPONSORS

When somebody makes a donation to your page, thank them publicly by writing on their Facebook wall, and also updating your status with the same message. This lets the donor know how thankful you are for their donation, but also encourages others to donate!

PUBLICIZE YOUR EVENTS

Use the "Events" tab on Facebook to create an invitation for the Snout and About event and send it out to all of your friends. Make sure you make it an open event so it appears in searches and so guests can send it to their friends.

THE MONTREAL SPCA FACEBOOK PAGE

Become a follower of the Montreal SPCA Facebook page. Then you can share the posts you read with an additional message of your own asking your followers to donate to your fundraising webpage.

FUNDRAISE ON YOUTUBE

Record a personal message asking for support for your fundraising efforts, and post it on YouTube, Facebook, etc.

POST YOUR PHOTOS

Make a record of your experience at the Walk by posting your photos through Instagram or Flickr.



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Appendix 2 - WHOM SHOULD YOU ASK?

Relation	Asked in-person	Emailed	Phoned	Amount pledged	Date Pledged
Parents					
Neighbours					
Boss					
Teachers					
Attorney					
Repairman					
Accountant					
Professor					
Teammates					
Personal trainer					
Father					
Roommates					
Aunt/Uncle					
Vendors					
Banker					
Grocer					
Baker					
Golfing friends					



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Relation	Asked in-person	Emailed	Phoned	Amount pledged	Date Pledged
Massage therapist					
Brother/ Sister					
Cousins					
Doctor					
Dentist					
Pediatrician					
Pharmacist					
Coach					
Grand parents					
Daycare					
Co-workers					
Friends					
Hair Stylist					
Landlord					
Manicurist					
Dry Cleaner					
Study group					
Veterinarian					