



# TIPS TO SMASH YOUR FUNDRAISING TARGET



**PAWS  
FOR A  
CAUSE**  
PRESENTED BY  
HILL'S® SCIENCE DIET®

**1** Set your fundraising goal and deadline

**2** Plan a list of actions & use this guide for tips

**3** Start fundraising for the animals!

# Keeping your fundraising classic

**Share your fundraising page online.** Do you already have an extensive following of you and your pet on Instagram or Facebook? Unleash your social power to turn 'likes' into donations toward your goal by fundraising online at [spca.bc.ca/walk](https://spca.bc.ca/walk). Send emails or share on Facebook, Twitter, Snapchat or Instagram with friends, family and colleagues. #pawsforacause

**Personalise.** Add some personal touches to your fundraising page. Add a photo, tell your unique story and set your target. Tell the world how your pets pawsitively impact your life.

**Start a team.** Walking and fundraising as a group means double the funds! By starting a team and spreading the word, you are getting more friends and family involved in the cause to fight animal cruelty. Turn it into a friendly competition amongst other teams - who can raise the most?

**Hold a garage sale, clothing swap or bake sale.** Whether you love baking (we can't get enough!) or it's about time for an annual summer garage sale, you can put your total earnings towards your goal for the animals.

**Give up a treat for a month.** Can you live without coffee, cookies, or soda for a month? Whatever your vice, donate what you would have spent to your fundraising goal.





# Summer Fundraising

**Host a summer BBQ or birthday.** By asking your pals for a \$10 entry donation, you are already halfway to goal.

**Tempt your neighbours with summery treats.** Ice cream bars, cool lemonade, frozen dog treats, or popsicles are sure to go quick in the heat. Just like the ice cream truck, you can lure just about anyone out in the sun for an irresistible treat - especially when you tell them the proceeds benefit the animals.

**Set up a mini tournament** A returning tournament of poker, boardgames, sports, or a pub games - whatever your interests lie.

**Organize a group hike.** Bring your friends, neighbours, and dogs along for a "Hike for Paws" in the great outdoors.

## Speak up to your boss... about charity!

Got a hunch that they might have a soft spot for animals?

Pitch a "casual" or "flip flop" day and collect donations from your colleagues and work friends. If you're lucky, maybe you'll have a "bring your pet" to work day.

## Ask your employer about a matching gift

Meeting what you plan to reach as your fundraising goal means double the love for the animals!

## Popsicles. Muffins. Cupcakes. Sundae bar.

Host a sweet shin dig at work by rewarding your colleagues with an afternoon treat. Everyone with happily pitch in toward your goal.



# Paws in the workplace



PAWS  
FOR A  
CAUSE  
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# Thank you for joining the walk to fight animal cruelty.

[spca.bc.ca/walk](http://spca.bc.ca/walk)  
[paws@spca.bc.ca](mailto:paws@spca.bc.ca)  
[#pawsforacause](https://twitter.com/pawsforacause)