

# Fundraising & Supply Drive TOOLKIT

## HELP US MAKE LIFE BETTER FOR ORPHANED & NEGLECTED PETS

Thank you for your interest in raising funds or hosting a supply drive to support one of our core functions: providing comfort and care to the animals in our shelters and pet families in need. Through your efforts, we can further engage our community, expose our work to a broader audience, and continue to provide critical care to homeless animals in our area.

You will become a St. Hubert's animal advocate and share your passion for the animal community with your family, friends, and neighbors, who will in turn continue to share, thus expanding our audience far beyond traditional limits.

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# RAISE FUNDS

*to benefit homeless pets.*



## STEP 1

### Set up your page.

It's quick, easy and, once your page is set up, the donations you raise go straight to work on behalf of the homeless pets in our care.



## STEP 2

### Spread the word.

Share your fundraiser with signage, by email and social media. Use the templates on the following pages to reach more people!



## STEP 3

### Make an impact.

Raise funds and make a big difference! You'll be helping us provide comfort and care for homeless pets from arrival day to adoption day.

## MAKE IT PERSONAL

Once you've created your page, you can share with others why your fundraiser is so important to you. At some point in life, we've all had an animal that touched our lives. It's time to share that story with the world. Inspire people to support you and St. Hubert's by sharing your personal story. Hopefully your unique experience will encourage others to share theirs too. Some ideas to think about sharing:

- Have you had an animal touch your life in an amazing way?
- Have you adopted an animal that changed the way you think of animals and the human-animal bond?
- Have you volunteered with St. Hubert's and how does it make you feel?
- Have you fostered an animal that impacted your life?
- Have you wanted to support St. Hubert's in a meaningful way but didn't think you could make a difference?

**CREATE YOUR PAGE TODAY, IT ONLY TAKES A FEW CLICKS!**



# Step 1: Set up your page.

[STHUBERTS.ORG/FUNDRRAISE](http://STHUBERTS.ORG/FUNDRRAISE)



- Click "Create a Fundraiser".
- Register as an individual animal advocate.
- Set your fundraising goal.
- Customize your personal fundraising page.
- Tell your story...why you support St. Hubert's and the animals in your life.



# Step 2: Spread the word.

**EMAILS, SOCIAL MEDIA & PRINT**

Now that you've set up your page explaining why you're raising funds to benefit St. Hubert's, it's time to spread the word. Share your fundraising page with your network of friends, family, neighbors and colleagues.



## Sample e-Mail

To help you get started, we're providing you with a sample e-Mail so you can simply customize your message, add your contacts, and hit send.



A note from <insert your pet's name>,  
 Fetch this! My human <insert your name> and I are raising funds to help the homeless animals at St. Hubert's. I know how lucky I am to have a place to call home and a human to love me. I want all the pets at St. Hubert's to find new families too, just like I did. Won't you help us meet our goal?  
 <Add activity/event details> or <insert fundraising page link>  
 Love and wags, <insert your pet's name>



## e-Mail Footer Graphic

Promote your fundraiser every chance you get by adding a creative touch to your e-Mails. Take a screenshot and include this image in your outgoing messages. Don't forget to link it to your fundraising page!



**Donate to my fundraiser and help me raise money for homeless pets!**

**SOCIAL MEDIA IMAGES & IDEAS**



# SOCIAL MEDIA

## Post & Share!

Share an image on social media platforms and use your post to tell your story:

- // A rescued pet that impacted your life.
- // Why you support St. Hubert's.
- // Your fundraising goal.

We've included some sample text and images you can screenshot below, or use them as creative inspiration to design your own.

### SAMPLE SOCIAL MEDIA POSTS

Hi friends!  
I'm raising money to support the animals in St. Hubert's care and your donation would really help! Will you help me reach my fundraising goal?

<insert your fundraising page link>

It's my birthday and I'm celebrating by raising funds to benefit the homeless animals in St. Hubert's care. Won't you help me celebrate with your gift of a donation?

<insert your fundraising page link>

Happy Spring Friends!  
I'm running a race and hope to raise <insert amount> for St. Hubert's. Your support will help me provide loving care for hundreds of kittens & puppies this season!

<insert your fundraising page link>

### SAMPLE POST IMAGE



### SAMPLE FACEBOOK COVER



Create a catchy, easy to share hashtag for your fundraising efforts. Other hashtags to consider using may include: #animalrescue, #animallovers, #adoptdontshop, #fundraising, #instagood, #foracause, #charity.

**DON'T FORGET TO ADD THE LINK TO YOUR FUNDRAISING PAGE IN YOUR POSTS, AND BE SURE TO ASK FRIENDS TO SHARE IT WITH OTHERS!**



## Step 3: Make an Impact.

### WHAT WILL YOUR FUNDRAISING GOAL BE?

Our work with animals is at the core of what we do, so your fundraising efforts impact the actual, ever-present cost of care of incoming animals and their stay with us as they wait to find their new homes. The average cost of any animal's stay with us is \$250, which covers medical care, behavior assistance, as well as food and daily care.

**Even small change can make a big difference!**

**AVERAGE COST OF CARE PER ANIMAL IS \$250**



**\$50**

VACCINATIONS,  
MICROCHIP



**\$150**

SPAY/NEUTER  
SURGERY



**\$30**

FOOD



**\$10**

BEDDING



**\$10**

TOYS

## Think outside the ask.

- Walk this way. In exchange for dog walks, ask neighbors to donate to your fundraising cause.
- Challenge your friends. Why not start a friendly competition between your friends? Challenge them to donate an amount equal to the number of years you've known each other. You could even make a donation in honor of your upcoming birthday—you decide human or dog years!
- Discard clutter and spark joy—or, in this case, donations. Sell your dog's unused toys and your gently used objects and be sure everyone knows that proceeds will go toward St. Hubert's.
- Let's play! Host a virtual game night ... cards, board or otherwise and let winners know a percentage of their winnings (or all!) will be donated.
- Learn and earn. Ask parents and friends to pledge for tests and report cards. Make the grade, get the donation!

Chances are that if people don't donate to your cause, it's because they weren't asked. So, you know what to do, and remember we believe in you! Now get out there and fundraise for homeless pets.

**LEAVE YOUR INHIBITIONS AT THE DOOR...  
START BY ASKING THOSE CLOSEST TO YOU TO DONATE.**

# TIPS FOR FUNDRAISING SUCCESS

## Set a goal.

Having a goal helps you achieve it. Watch the progress tracker on your personal page move rise as donations come in. You can always increase your goal if you reach it early.

## Make it personal.

Be sure to tell your event participants your story and why helping improve the lives of homeless pets matters to you. There is a space on your fundraising page where you can add a note about why you support St. Hubert's. Your fundraising efforts will be more effective if you add a personal touch.

## Tell supporters how their donation will help.

Let them know their money will touch the lives of many homeless pets, and explain that the money raised through your fundraiser also supports St. Hubert's programs that help animals stay with their families, such as pet food banks, vaccine clinics and emergency pet boarding. Your supporters may not be aware that St. Hubert's does not receive government funding and relies on the generosity of private donors.

## Get social.

Most of us have a whole social media network right at our fingertips, and can use Facebook, Instagram, Twitter and LinkedIn to ask friends and family for support. Be sure to include the link to your fundraising page in your posts. Making your fundraising page accessible on multiple platforms will make it easier for your supporters to donate. Don't forget to encourage your friends to share the link, you'll reach more people than you ever thought possible!

## Say thank you.

Don't forget to tell everyone how much you appreciate their support and generosity. Whether by email, hand-written note or a follow up post on social media, be sure to express your gratitude for how much their gifts mean to you and the animals.

## Need more inspiration?



**Birthday Events:** Celebrate your birthday by giving to the animals.



**Athletic Events:** Challenge yourself and raise funds to save lives.



**Wedding Events:** Make helping pets part of your love story.

**RAISE LIFE-SAVING FUNDS FOR ANY SPECIAL OCCASION!**

# HOST A SUPPLY DRIVE



*Help us make life better for homeless pets.*

Thank you for your interest in hosting a Supply Drive to help us achieve our mission. We help over 7,000 pets each year, and your donations play a key part in keeping our lights on, our kennels and cattery warm, and the pets at St. Hubert's happy and healthy.

You can support St. Hubert's by hosting a Supply Drive at your office, neighborhood, church or school and help us stock our shelves to care for pets in need. Have fun with it, and get your coworkers, classmates, neighbors and friends involved.

And, we make it easy with all the tools you need on the following pages. You can print our letter-sized flyers and donation bin signs. Print and distribute (or screenshot and email!) our general Wish List to co-workers, friends and family (a more seasonal Wish List can be found at [sthuberts.org/wishlist](http://sthuberts.org/wishlist)). We've also made a handy Supply Drive Checklist with tips and tricks to help make sure your drive has tails a-waggin'.

When you're done, we want to meet you and thank you! We'd welcome you to drop off your donations, and take a picture to share on our social media. Connect with our development team by emailing [development@sthuberts.org](mailto:development@sthuberts.org) to schedule a time to deliver your items.

**LET'S DO THIS TOGETHER!**

# HOW TO HOST



1

Gather your group of pet lovers together and set your dates to collect items. On the next page is signage for you to include on collection boxes as needed.

2

Review our Wish List for items we can and will use at our shelters, then share with your group!

3

After collecting items, make an appointment to bring your donations in! Donations can be delivered to our main shelter located at 575 Woodland Avenue in Madison, New Jersey. Please check our website, [sthuberts.org](http://sthuberts.org), for our current hours. Or, please contact our development team by email at [development@sthuberts.org](mailto:development@sthuberts.org) to make an appointment to come in so we can thank you in person!

## WANT TO HOST YOUR SUPPLY DRIVE ONLINE?

*If you'd like a virtual option, we've got just the thing! ↪*

By purchasing items from our online Wish Lists, your Supply Drive can operate online, through social media or by email, directly sending much-needed items to help the pets being cared for by St. Hubert's.

From homeless to homebound, you make their stay with us more comfortable. Send us your favorite items by shopping and sharing online!



[AMAZON SHELTER SUPPLIES LIST](#)

[AMAZON FOOD BANK SUPPLIES LIST](#)

**CUDDLY**

[CUDDLY SHELTER SUPPLIES LIST](#)

[CUDDLY FOOD BANK SUPPLIES LIST](#)

HOSTING A SUPPLY DRIVE IS AS EASY AS 1-2-3....





# Supply Drive to Benefit St. Hubert's!

Help me collect much-needed items  
to help make an orphaned pet's journey from  
homeless to homebound more comfortable.

## Needed Items Include:

- ✓ Canned Dog & Cat Food
- ✓ Enrichment Toys
- ✓ Fleece Blankets
- ✓ Kitten Nursery Supplies

Last day to drop off donated items is:

Thank you!

Contact Name:

Phone:

Email:



SUPPLY  
DRIVE FOR  
**ST. HUBERT'S**  
ANIMAL WELFARE CENTER

DROP OFF  
DONATIONS  
HERE!



SUPPLY  
DRIVE FOR  
**ST. HUBERT'S**  
ANIMAL WELFARE CENTER

DROP OFF  
DONATIONS  
HERE!

Supply Drive  
**WISHLIST**

**FOOD ITEMS**

- Canned Dog, Cat, Kitten & Puppy Food
- Dry Dog & Cat Food
- Soft Dog & Cat Treats
- Peanut Butter
- String Cheese
- Plain Yogurt
- Small Animal Food & Treats (guinea pig/rabbit)
- Nutri-Vet Milk Replacement Powder

**DOG CARE**

- Fleece Blankets/Towels
- Kong Toys
- Collars & Leashes
- Durable Dog Toys

**CAT CARE**

- Cat Litter
- Toys (mice, balls, wands)
- Small Blankets
- Churu Lickable Cat Treats
- Snuggle Safe Heating Pads

**OTHER/MISC. ITEMS**

- Store Gift Cards (Petco, PetSmart, Target, Walmart, etc.)
- Paper Towels & Toilet Paper
- Kaytee or Carefresh Small Animal Bedding
- Small Animal Food & Treats
- Dawn Dish Soap
- Hand Soap
- Baby Wipes
- Snuggle Safe Heating Pads
- Little Remedies Nose Drops

*Thank you!*

# SUPPLY DRIVE CHECKLIST



Thank you for supporting St. Hubert's through a Supply Drive! As a life-saving organization, we depend on the generosity of supporters like you to provide the highest level of care to more than 7,000 pets every year. Below are some tips and tricks to make your Supply Drive as successful as possible!

## ✓ Determine what you are collecting and set a goal.

Are you just collecting wet and dry food? Paw-some! Want to collect a variety of supplies? Purr-fect! Set a realistic goal, depending on the number of participants. Maybe you just want to collect 100 cans of cat food. Or, 40 dog toys. No matter the amount, it all helps our furry friends!

## ✓ Set up your bins and boxes.

Grab some cardboard boxes or storage bins and wrap them in festive gift wrap. Print our donation bin sign, laminate and post them on your collection boxes around your office, school, church or other common area where your drive is taking place.

## ✓ Distribute our Wish List.

Download (or screenshot) our Wish List and print to post and disperse. Attach our Wish list to email to co-workers, friends and families.

## ✓ Use the power of social media.

Post your Supply Drive in social media community groups and share the drive with your friends.

## ✓ When you finish, let us know.

We want to thank you in person, and make a big deal of your support. Contact us to arrange a time to drop off your donations. We'll give you a tour, meet some furry friends, and take your photo to share your support on our social media. Please contact our Development Department at [development@sthuberts.org](mailto:development@sthuberts.org) when you're ready!

**WE, AND THE ANIMALS IN OUR CARE, THANK YOU!**



## // FUNDRAISING FAQs

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### **Can St. Hubert's provide staff or volunteers to assist me with my fundraiser?**

We're happy to provide general guidance, however we do not have the resources to handle the tasks associated with outside fundraising events. Therefore, third party fundraisers are responsible for all details of their own event.

### **Can St. Hubert's provide collateral materials (flyers, brochures, etc.) for my fundraiser, or post any that I create in its shelter locations?**

We may be able to provide some general informational material for your use, please contact [development@sthuberts.org](mailto:development@sthuberts.org) for more information. We are unable to distribute flyers or other information about your event in our shelters or adoption packets.

### **I've completed my fundraiser, where do I send my donation?**

Checks, payable to St. Hubert's Animal Welfare Center, can be mailed to us as follows:  
St. Hubert's Animal Welfare Center, Attn: Third Party Fundraisers, P.O. Box 159, Madison, NJ 07940. Or visit [sthuberts.org/donate](http://sthuberts.org/donate) and leave a note in the comments section so we know the details of your donation.

### **Will I receive a receipt for my donation?**

All donations made to your fundraiser are tax deductible and donors will receive a receipt for tax purposes.

## // SUPPLY DRIVE FAQs

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### **What is your most commonly-needed item?**

Cans of dog and cat food are always our top priority, we use more than 100 cans of food a day. Other high-priority items, include soft dog treats, fleece blankets and towels, and durable dog toys. Please visit [sthuberts.org/wishlist](http://sthuberts.org/wishlist) to see our most current needs, and the links to our Amazon & Cuddly Wish Lists where you can order online and have items delivered right to us!

### **I'd like to provide you with gift cards. What stores are most helpful?**

Any local grocery stores such as ShopRite, Stop N' Shop and Walmart, or gas station gifts to support our field services team who are on the road every day rescuing animals.

### **My company would like to make a monetary gift. What is the best way to do that?**

You can mail a check, payable to St. Hubert's Animal Welfare Center, to: St. Hubert's Animal Welfare Center, Attn: Development Dept., P.O. Box 159, Madison, NJ 07940. Or, visit [sthuberts.org/donate](http://sthuberts.org/donate).

### **I've collected items to donate to St. Hubert's. Where can I drop them off?**

Items can be delivered to our main shelter, located at 575 Woodland Avenue in Madison, New Jersey during our regular business hours. Please note that our other locations cannot accept donated items. Our current hours of operation can be found by visiting [sthuberts.org](http://sthuberts.org).

**For information on youth fundraising opportunities, please contact our Humane Education Manager, Karen Potocek: [kpotocek@sthuberts.org](mailto:kpotocek@sthuberts.org).**



**HAVE OTHER QUESTIONS? Please contact [development@sthuberts.org](mailto:development@sthuberts.org).**

# CONTACTS & MORE WAYS TO HELP



**FUNDRAISING OR  
SUPPLY DRIVE  
QUESTIONS?**

Please contact:  
[development@sthuberts.org](mailto:development@sthuberts.org)

*Don't hesitate  
to reach out!*

...we appreciate your support and want to help make your efforts on our behalf a success.

**Fundraising Check Mailing Address:**

St. Hubert's Animal Welfare Center  
Attn: Development Department  
P.O. Box 159  
Madison, NJ 07940

**Supply Drive Drop Off Location:**

St. Hubert's Animal Welfare Center  
575 Woodland Avenue  
Madison, NJ 07940

## MORE WAYS TO HELP

**Have a school or scout group looking to organize a service project for St. Hubert's?**

Contact our Humane Educator, Karen Potocek, at [kpotocek@sthuberts.org](mailto:kpotocek@sthuberts.org), to discuss options.

**Have a corporate group looking to support St. Hubert's in a meaningful way?**

Contact Katie Rotramel at [krotramel@sthuberts.org](mailto:krotramel@sthuberts.org) to learn how to become a corporate partner. More information can also be found at [sthuberts.org/corporatepartners](http://sthuberts.org/corporatepartners).