

## **REGISTRATION & FUNDRAISING GUIDE**

**[Register here now!](#)**

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Thank you for signing up for the 2022 Walk for the Animals!  
We can't wait to have you join us in celebration on  
**Saturday, May 28th, from 9 a.m. – 1 p.m.**  
for the 1.5 mile walk around Duke's East Campus  
to help the homeless and neglected animals of Durham County.  
Our goal is to raise \$90,000 – and with your fundraising efforts, we will!

**We know that in these uncertain and difficult times, making donations can feel difficult enough, let alone asking for donations from others. That can make fundraising on behalf of organizations we are passionate about particularly challenging. However, the important work at Animal Protection Society of Durham continues, even in times of crisis. Your support in raising funds for the care of the animals is needed now more than ever. If you are struggling to come up with the right words or images to use in your fundraising efforts, please look to these APS communications for help. You are more than welcome to share any and all Walk related graphics ([downloadable here](#)), social media posts, email copy, or website copy. We want to make it as easy as possible for you to fundraise for APS of Durham!**

Your headquarters for fundraising will be through an online portal [here](#), making it is easy for you to raise much needed contributions for the Durham animals in need. This guide will help you navigate your online fundraising profile, and offer online fundraising tips and ideas, too. The social media portion of this guideline begins on page 5 – please check it out for important information on how to fundraise through your online networks!

# HOW TO REGISTER & PERSONALIZE YOUR PAGE

aps Animal Protection Society of Durham Text APSWalk to 71777  
Msg & data rates may apply

MAY 28 '22

aps WALK FOR THE ANIMALS

\$6,036.30 Total Raised

\$87,000 Goal

7 Donors 8 Fundraisers

MAKE A DONATION

REGISTER

Impact Teams Fundraisers Donors

Sign up to fundraise [here](#) by clicking the “register” button on the main page.

1 Tickets 2 Guests 3 Confirmation

MAY 28 '22

aps WALK FOR THE ANIMALS

Walk for the Animals

Saturday | May 28th | 09:00 AM (EDT)

Early Bird Registration 1 +  
\$35  
Includes commemorative T-Shirt. (Early Bird active until April 15, 2022 5pm)

Adult Registration 0 +  
\$40  
Includes commemorative T-Shirt

Youth Registration 0 +  
\$15  
Includes commemorative t-shirt

Click on the option that you prefer and enter a discount code if you’ve been given one. You’ll be prompted to choose your shirt size and enter your payment information.

A pop up will ask you to “Confirm and Sign Me Up!” Click that to personalize your page next.

**NOTE: If you decide later that you want to fundraise but didn't go through the steps to do so yet, No problem! Click [here](#) to sign up as a fundraiser:**

This is the tab to personalize your page. If you create a team, you'll see that tab too.

Once you've personalized your personal fundraising page, click here to join or create a team! Then personalize that page the same way.

Click the photo icon to upload your profile picture. It needs to be small and square. You can use free online photo editors to resize.

# How to personalize your Walk fundraising page!



This part of the screen is not editable. It's just a preview of what your page will look like.

Join or Create a Team

Profile



Recommended image size is 128x128 pixels with a maximum file size of 1 MB

Fundraising Goal

\$300

Message

You can edit your goal here anytime.

Click the plus sign next to "message" to view and edit the information your donors will see at the bottom of the page.

Save Changes

Don't forget to save!

Now you'll be able to personalize your fundraising page. The above screenshot of our event manager's page shows what your new unedited page will look like after you register.

You can edit your photo, change your goal, and edit your message to donors in this screen. This is a great place to personalize your message to your friends, family, co-workers and social network. They've taken the time to go to your fundraising page and are ready to donate so use that space to tell them what APS of Durham means to you!

Click "save changes" to show your edits in the preview screen on the left. The preview screen is not clickable.

**If you didn't personalize your page when you signed up, or want to wait, you can always edit it by following the link in your registration email. Just click "edit my page" and it'll take you there.**

## HOW TO CREATE OR JOIN A TEAM

Now it's time to join up with others! Go to the top right of the page and click "Join or create a team". You will be prompted to either create a new team or you can search for existing teams to join.

If you create a team, you'll be directed to personalize your team page as well by choosing the button at the top. Here you can edit the team profile pic, add photos to the page, change your team goal, and edit the team message, just like on your personal page.

Now that you have registered as an individual or member of a team, what's next?

# HOW TO SHARE YOUR FUNDRAISING PAGE ON SOCIAL MEDIA OR BY EMAIL

Follow the link in your registration email to your fundraising page. (If you didn't receive an email, check your junk/spam folders.) You can now start sharing that page or your team page with your potential donors.

Below is an example of our Event Manager's Walk Page and what each section means.

This will be your personal fundraising link. Copy and paste this to share your page. You can also do this for your team page.

Here you can see what team you're on. It will be listed before your name. The team name is an active link that will take you to the team page. Then people can donate directly to your team.

Here is your profile picture. You can edit this anytime by following the link in your registration email.

**Your Walk fundraising page!**

This is your "text to give" keyword. Each person is different. Tell people to text your keyword to 71777 - it's that easy!

Share links allow you to share your fundraising link to Facebook, Twitter, or via Email.

You can see your total raised toward your goal here, as well as how many donors

When people go to your page, they can either make a donation or register themselves.

To see your list of donors, click this tab. Then you can thank them!

The screenshot shows a mobile browser view of the fundraising page. At the top, it says 'aps Animal Protection Society of Durham' and 'Text APSWalk7 to 71777'. Below that is a green banner with 'WALK FOR THE ANIMALS' and 'MAY 28 '22'. A profile picture of Kat Benson is shown. A progress bar indicates '\$0 Total Raised' towards a '\$300 Goal'. There are '0 Donors' and '0 Fundraisers'. Buttons for 'MAKE A DONATION' and 'REGISTER' are visible. At the bottom, there are tabs for 'Impact' and 'Donors'.

**Remember, in order to share your fundraising page, you need to follow the link in your registration email. (Be sure to check your spam/junk mail in case it's filtered.) Then you can copy and paste the link (as shown above) to share with your network.**

As always if you have any questions, please don't hesitate to reach out.

You can contact Dawn Drake at 919-560-0640 ext 235 or via email at [Dawn.Drake@apsofdurham.org](mailto:Dawn.Drake@apsofdurham.org).

# SOCIAL MEDIA TOOLKIT

Social media can play a huge part in your fundraising success. Read on for tips, tricks, and blurbs that will help you with your posts!

## **The Basics:**

- Post as often as you can. Not everyone will see your posts on their timeline. Plus, repetition is key!
- Make your posts public so your network can share them and help you raise even more!
- Personalize your post – Even though we’ve provided the graphics [here](#) and suggested text below, feel free to tell YOUR story. Your friends and family want to know why this makes a difference to YOU.
- Have you participated in Walk for the Animals in the past? Posting a picture or video of you going for a walk, with or without your pet, in your Walk t-shirt is a simple way to get people excited about sharing our walks online on May 28th!
- Always use #WalkWithMe2022 when posting on social media about the walk.
- Make sure to tag Animal Protection Society of Durham in all your Walk posts (see handles below). We try to reshare as many posts as we can!
- You can always share any Walk posts that APS makes and add your own personal note!

## **APS accounts to tag**

- Facebook – @apsofdurham
- Twitter – @APSoFDurham
- Instagram – @aps\_of\_durham
- TikTok - @APSoFDurham

## **Sample posts for different days of the week utilizing hashtags for maximum outreach (Be sure to add your personal fundraising page link at the end.):**

- Monday Motivation (#mondaymotivation)  
*Suggested message:* “Who’s ready for a latte? My goal is raise \$100 this week to support @apsofdurham and their annual Walk for the Animals. I’ll randomly draw two of you to receive a Starbucks gift card if you donate \$10 or more to my fundraiser. #mondaymotivation #WalkWithMe2022”
- Tongues Out Tuesday (#tonguesouttuesday)  
*Suggested message with picture/video of your pet with it’s tongue out:* “I adopted my Alfie from @apsofdurham and he’s changed my life for the better. I can’t think of a better way of saying thank you than a donation to their Walk for the Animals! Can you give in honor of my silly Alfie? #tonguesouttuesday #WalkWithMe2022”
- Wednesday Wisdom (#wednesdaywisdom)  
*Suggested message:* “Did you know that @apsofdurham has a kitten foster program to help the most vulnerable cats in our community? I am a big supporter of their efforts, and am asking for your donations to their #WalkfortheAnimals. #wednesdaywisdom #WalkWithMe2022”
- Throwback Thursday (#throwbackthursday)  
*Suggested message:* “Can you believe that just a year ago, I adopted Alfie from @apsofdurham? Join me on #throwbackthursday by sharing a memory of your pet! For more than 20 years, APS has been hosting their #WalkfortheAnimals fundraising event. Will you join me? #throwbackthursday #WalkWithMe2022”
- Friday Friendship (or Fun) (#fridayfriendship/#fridayfun)  
*Suggested message:* “I really appreciate @Louann, @David and @Jake for the support they shared by making a donation to my #WalkfortheAnimals fundraiser. And thank you to @Johnny for joining my team! I’m so lucky to have such good friends! #fridayfriendship #WalkWithMe2022”

# TIPS ON HOW TO START ASKING AND RAISING FUNDS

- 1. Expand your network.** Think about all the people who can help you reach your fundraising goal. Get creative as you make your list. Think beyond the family and friends that you see every day. Consider people like colleagues, acquaintances, and others who have expressed interest in animal welfare. Many people want to give to a great cause... all you need to do is ask!
- 2. Start low and then aim higher.** Starting out with a smaller goal can make the fundraising process seem less intimidating and make your friends and family feel like any donation (even a small one) is really helping you to meet your campaign goal. Someone who can only give \$10 may be more willing to give it to a campaign with a \$100 goal than they would a \$500 goal, because they think they are making more of an impact by giving you 10% versus 2% of your total goal. You can always raise your goal later, which will encourage more donations!
- 3. Update and share your personal page!** Your friends and family care about YOU! You are the reason why they are learning about what APS does, you are the person who is asking them to give, and you need to tell them why the APS mission is important to you. Update your personal fundraising page with your own picture and personal message, and then share it to start building a connection with those who you are asking to donate. Do the same if you're in a team! (See instructions above on how to share.)
- 4. Ask for specific amounts.** By asking for specific amount like \$20, you are more likely to get a donation of \$20 and not \$10. You don't have to ask for the same amount from everyone, but by always asking for a specific amount, you are more likely to get the donation amount you hoped for. You can even encourage specific amounts that mean something to you, like your favorite number, your age, or your sports number. For example, "I'm turning 35 this year and if 5 people donate \$35 I can meet my goal! Won't you help?"
- 5. Don't forget to send emails.** Take a moment to copy and paste some of our pre-written messages (below) or create your own to email. While there are a variety of ways you can ask people to donate, the advantage of email asks is that you are making a connection with a specific person, making them more likely to donate than if they just saw a general ask while scrolling through their newsfeed. You can also add a line with a link to your fundraising page to your email signature, so you'll be publicizing your efforts to everyone you email!
- 6. Use social media!** Regularly send messages and share your fundraising link on social media to keep everyone updated on your progress. Be sure to take advantage of the Walk graphics that can be found online [here](#) as well as sample messaging above. You don't have to make every post an ask - share inspiring and positive photos and anecdotes as well.
- 7. Encourage "text to give".** Your personal keyword is a great way to share your campaign verbally. When you are chatting with people about your fundraising efforts, ask them to pull out their cell phones and text your personal keyword to 71777. Or send them a text – according to one study 98% of text messages are read and nearly half are responded to. (As a reminder, your text to give keyword is in the email that you were sent when you registered as a fundraiser. It is also at the very top of your fundraising page.)
- 8. Give updates.** You should keep people posted about you or your team's progress towards your goal—and the APS's progress towards our big overall goal. Here are some easy ways to share updates in your fundraising efforts with your friends and family: post weekly social media updates on where you're at and share the percentage raised of your goal. Or send a bi-weekly email with a fundraising update and reasons why you are fundraising

(don't forget to include a donation ask!) FUN FACT: Crowdfunding campaigns get 126% more donations when fundraisers update supporters!

**9. Say thank you!** Remember to follow up each donation with a personal thank you and a note about what their gift will mean for the animals and community that APS serves. Tag supporters in social media when they donate, send out a simple "I'm grateful for you!" text, or connect with an email. You can also send pictures after the Walk to your supporters. FUN FACT: 80% of donors say a simple 'thank you' would convince them to make a second donation – wow!

**10. If you really, really, really cannot bring yourself to ask...** Don't feel guilty about asking. You will find that people will be honored to be included in your fundraiser. Lots of people plan on donating, but simply forget due to your email getting buried in their inbox - follow up and encourage them to donate early. Just talk about APS, why it is important to you, and why you joined the walk/volunteer/do what you do for APS. If people are able to connect with your passion, then they will ask how they can help. If you are on a team, you can also reach out to your teammates and ask them how they ask people to donate. Just because you have your own page does not mean you have to do this on your own, especially if you have teammates/friends who you know are really successful fundraisers.

We hope these tips will help with your Walk for the Animals fundraising campaign!

## **Don't forget!**

**We always recognize and give a trophy & certificate to the top fundraiser,  
top team fundraiser, and top youth fundraiser.**

**We also give certificates to the two runners up in each category.**

**So do your best and you just might win!**

## SAMPLE LANGUAGE TO USE

### SHORT AND SWEET POST EXAMPLES:

Include statements so that the person you ask for a donation will learn about the difference they will make in an animal's life. Empower them with that information so they will be more interested in donating. Donors want to know that their contribution is going to a good cause. By breaking down the numbers for them, you're making the difference their donation makes more concrete.

Example:

*WE can make a difference. YOUR contribution will make a difference.*

Below are some examples of what various donation amounts mean for the shelter and animals. This has proven to be extremely effective in inspiring folks to get involved and may increase what people are willing to give. Feel free to copy and paste!

If you donate \$555, YOU will cover the cost of heartworm testing for 30 dogs!

OR

Together, if we raise \$555, WE will cover the cost of heartworm testing for 30 dogs!

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If you donate \$300, YOU will cover the average cost of care and feeding for one animal's length of stay!

OR

Together, if we raise \$300, WE will cover the average cost of care and feeding for one animal's length of stay!

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If you donate \$210, YOU will provide tick and flea prevention for 20 dogs for one month!

OR

Together, if we raise \$210, WE will provide tick and flea prevention for 20 dogs for one month!

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If you donate \$160, YOU will cover the average cost of medical care for one animal.

OR

Together, if we raise \$160, WE will cover the average cost of medical care for one animal.

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If you donate \$105, YOU will cover the cost of feeding 250 animals for one day!

OR

Together, if we raise \$105, WE will cover the cost of feeding 250 animals for one day!

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If you donate \$70, YOU will cover the cost of spaying/neutering one animal!

OR

Together, if we raise \$70, WE will cover the cost of spaying/neutering one animal!

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If you donate \$30, YOU will cover the cost of microchipping one animal!

OR

Together, if we raise \$30, WE will cover the cost of microchipping one animal!

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### **MIDDLE LENGTH POST EXAMPLES:**

APS works hard to benefit the Durham community. Sharing some examples of where we go above and beyond will encourage and inspire people to donate. We've included a few examples for you to copy and paste or share your own story.

#### **Did you know that APS has a community spay/neuter program?**

APS ensures that every animal they adopt out of the shelter receives a health and behavior assessment, vaccinations, a microchip, and is spayed or neutered before going to their new home. Their veterinary staff perform more than 1,600 surgeries per year, helping reduce the number of unwanted or abandoned animals in the community. They also contract with local veterinary partners to provide a low or no cost option for community members to have their animals spayed or neutered.

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#### **Have you heard about APS's microchipping program?**

Durham County Animal Services deputies use microchip scanners to identify lost animals and reunite them directly with their owners. That's why APS has instituted a program to microchip all dogs and cats who are redeemed by their owners from our shelter. Additionally, they've donated microchips to owned animals in the community, ensuring fewer stray animals experience stressful separations from their families.

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#### **Have you heard about APS's stellar kitten foster program?**

This program was created to provide critical 24-hour, life-saving care for nursing and orphaned kittens. They recruit and train a robust network of volunteers to care for kittens and nursing mothers in their homes. They

furnish all of the supplies and medical services to nurture this fragile population. Caring staff are available around the clock to provide, support, and comfort to new and experienced foster volunteers alike.

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### **LONG AND STRONG EMAIL EXAMPLES:**

**These stories go into more depth about the difference APS makes in our community.  
As always feel free to copy and paste, and use the pictures shown here.**

At Animal Protection Society of Durham, they value every animal that comes through their door. Each day that they can improve an animals' chance for a healthy future is a good day. This is what makes Animal Protection Society of Durham stand out: They go that extra mile to restore the health – both physical and emotional – of the animals that enter their program.

Above and beyond our robust standard of care, sometimes specialized surgery is necessary – surgery that is vital for a good quality of life. We would not be able to provide this level of care without your generous financial support. Will you please donate today to ensure animals are able to receive the care they need, improving their chance of finding a new home?

I would like to share a story with you, about two special animals that recently received extraordinary surgeries at APS of Durham. This shows that our value for the lives of all animals improves their chance of finding a forever home.



Bobby, a sweet, playful young cat, came to us with a degloved tail – a crushing injury that was extremely painful! He lost all the skin on his tail, leaving it susceptible to infection and unable to heal. Our only option was to amputate his tail. Bobby peacefully recovered at the shelter until he found a loving home.

Soon afterward, Sandy – an extremely sweet, active lab mix puppy, was surrendered to the shelter with medical issues. She had never been to the vet before, so all of this was completely new to her. Our veterinary team rolled up their sleeves and gently addressed Sandy's needs. She suffered with entropion, which causes the eyelids to fold inward. The eyelashes continuously rubbed against the eyes causing constant irritation.



Luckily for Sandy, APS was able to perform the necessary surgery to correct her condition. Otherwise, she would have continued to experience chronic pain, and the condition could have led to ulcers, infections, and other complications. Because APS of Durham is committed

to improving the quality of life for our animals, Sandy received life altering surgery to correct the inversion of her eyelids. After recovering, Sandy was adopted and went home with her new family.

At APS of Durham, our standard practice is to fully vaccinate every animal upon arrival at the shelter. Additionally, each animal that remains in our program receives a full medical exam, spay/neuter surgery, microchip implant, treatment, and prevention for external and internal parasites, including heartworm disease. But sometimes, more specialized help is necessary to ensure that the animals in our care enjoy the comfort of health as they find their new forever home. Thank you for caring about the animals. Your financial contribution – *the gift of health* - makes a world of difference for animals just like Bobby and Sandy.