



Fundraising Ideas for Your Future Service Dog

Introduction

Congratulations on taking the next step to better manage your health! Fundraising and figuring out which fundraising method is best for you can be overwhelming. Here are some ideas on fundraising methods for your future sidekick. We want this process to be as stress-free and low spoons as possible. We understand the effort it requires.

As soon as you make the decision to get a service dog, you should begin fundraising. The people who are most successful with their fundraising treat it like a business, or at least, a part-time job. The more effort and research you put into your fundraising, the faster you will reach your goal and more willing people will be to help.

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Share your goals regularly, thank donors and supporters personally, and be transparent. Your story will help people to better understand what you are going through. Be open and honest with your donors. People like to know exactly where their hard earned money is going. Breaking down the cost of your puppy, training, supplies, veterinarian care, service dog gear, etc, will help people understand the costs associated with a service dog, what their money is going to be used for, and how their donation is going to help you.

For many people, your fundraising will be their first introduction to the world of service dogs. This is a great time to share with your friends and family how a service animal can help you live a better, more fulfilling life. This is a big step for regaining your independence and freedom.

Tip: Set up a free LinkTree account (<https://linktr.ee>) to keep all of your links in one place. This will make it much easier for people to find your fundraisers.

In order to use Hope Service Dogs, Inc's name in your fundraiser, the fundraiser *must* go directly to Hope Service Dogs, Inc. *This is a great option as you do not have to claim any money received through donations on your taxes.*

***Disclaimer: If you fundraise directly to Hope Service Dogs, Inc., and decide not to go through us for your service dog, that money is non-refundable and will be taken as a donation.**

GoFundMe

GoFundMe can be very user friendly for you and for your donors. You have a platform to share your story and why you made the decision to get a service dog. You have the ability to thank donors and update them on the status of your fundraiser directly through the app and website. GoFundMe does take a small percentage of the donations as their service fee.

To set up a GoFundMe for your fundraiser go to:

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<https://www.gofundme.com/create/fundraiser/type>

If you choose this method, be sure to add your link to your LinkTree as well as share on all your social media platforms, including TikTok, Facebook, Instagram, Twitter, ect.

T-Shirts

T-shirts are a great way to fundraise. Some people really like to get something in return while helping someone out, and this is an excellent way to do that. Bonfire and Custom Ink are the two best ones we have found and are very easy to navigate. The best way to find a style you like for your fundraising shirt is to research ideas and play around with the designs. It really is trial and error, but once you make one you love, it is worth it. Canva.com has a t-shirt design template.

HSD has free graphics for people on the HSD puppy list. One of our volunteers drew these and you are welcome to use them for your fundraising t-shirt designs. These will be available in our HopeServiceDogs - Puppy Families Facebook Group. To use these, just copy and paste them onto whatever website you are using through the "Upload Art" button.

Hope Service Dogs - Puppy Families

<https://www.facebook.com/groups/285895999243477>

Bonfire:

<https://www.bonfire.com>

<https://www.bonfire.com/org/hope-service-dogs-832116761/>

Custom Ink:

https://www.customink.com/fundraising/catalog?ref=CI_MM_

Fundraising at a Restaurant

There are a lot of restaurants that offer fundraising nights. You can schedule your fundraiser for a certain date and time and during that period, a certain percentage (typically between 15%-20%) goes to the non-profit.

How this would work for your fundraiser is super simple.

The fundraiser would be for Hope Service Dogs, Inc. and whatever amount is donated from your fundraising night, will go towards *your* service dog. There is a website that shows you what restaurants near you hold these fundraising nights as well. Krispy Kreme has a good fundraising option with up to 50% profit towards your fundraiser, but if you're in a smaller area check out local businesses and see if they offer a way to fundraise through them.

Contact the news media for coverage of your event.

GroupRaise:

<https://www.groupraise.com>

Krispy Kreme Fundraising:

<https://www.krispykreme.com/fundraising/home>

List of Fast Food Fundraisers:

<https://www.fundraiserhelp.com/fast-food-fundraisers.htm>

Facebook

Facebook is an excellent way for people to donate. The easiest way to do this is to set up the fundraiser for Hope Service Dogs, Inc. directly. Doing this will provide information about our non-profit and our mission. Some donors feel more comfortable doing it this way since they are familiar with Facebook and know

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exactly where their money is going. You can send Victoria a screenshot with the total so we can put the amount your fundraiser earned towards the total for your future service dog.

Victoria Email:

Victoria@HopeServiceDogs.org

Facebook Fundraiser:

<https://www.facebook.com/fundraisers/>

Tip: If you have a birthday coming up, this is a great opportunity to fundraise! Facebook offers an option to hold a fundraiser for a non-profit for your birthday and Hope Service Dogs, Inc. is an option.

Using your skills and talents

If you have any talents or skills you can use to raise money, we really recommend this! You can make an Etsy or use Facebook to sell something you made. Selling jewelry, stickers, personalized items, or art are a great way to use your talents to reach your goal for your future service dog.

How to set up an Etsy shop:

<https://help.etsy.com/hc/en-us/articles/115015672808-How-to-Open-an-Etsy-Shop?segment=selling>

Amazon Wishlist

This one isn't exactly fundraising, but it is helpful in preparing for your future service dog. Making an Amazon Wishlist with everything you need for your puppy is great for you to have, but also gives people who want to help another option.

How to Make Amazon Wishlist:

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<https://www.amazon.com/gp/help/customer/display.html?nodeId=GHC7B7SQ222YMD>

Company Matching

Some companies will match donations to a 501(c)(3) nonprofit organization. We have had people donate to Hope Service Dogs via their company, and the company matches it (usually 50% or 100%). This is definitely something to check out.

More Options

Victoria Warfel, Head Service Dog Trainer and Executive Director of Hope Service Dogs, Inc., hosted a podcast episode on this topic as well, along with other very informative and helpful podcast episodes. Her podcast is called "Service Dog Success."

Apple Podcast:

<https://www.apple.com > apple-podcasts>

Mad Libs Style

When a person desires to donate to a fundraiser, there are certain pieces of information that can be helpful in making their choice. When utilizing a platform such as GoFundMe, there are certain elements that are beneficial for the requestor to include. These elements help to explain the need for fundraising as well as make a connection to potential donors. Addressing the questions of who, what, why, when and how can be a great start in properly explaining your needs. Using this outline can help you to begin the process of creating your own individualized fundraising request. This is a great tool to help build your bio for a GoFundMe.

- (1) First, introduce yourself to the potential donor. Keep it simple. You can simply introduce yourself with your name and location.

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- (2) Next, you will want to address the reason you are raising funds. Be specific. Describe important details that connect you to and demonstrate the need you are presenting to potential donors.
- (3) Tell your story. Provide supporting information and ideas.
- (4) After telling your story, get technical. Describe what you are planning to do with the money raised. What will the money be used for? Then, donors will want to know why and how their money will be beneficial.
- (5) Describe what the money raised will cover, and how it will impact your life.
- (6) You will also want to let donors know the timeline on your request. Explain the timeframe and why it is needed.

Be sure to make your request personal, informational and honest. Feel free to provide as many details as you feel comfortable. Try to make a personal connection. If you are in need of assistance in putting your thoughts into words, do not hesitate to reach out. By following the outline below, you can begin to build a profile that will catch the attention of donors and provide the information that they will be interested in.

Remember, if you are doing a Go Fund Me, and want to use Hope Service Dogs name, photos, and/or information, it must directly benefit Hope Service Dogs, Inc.

- (1) Hi! My name is _____ and I am from _____.
- (2) I am _____ because _____.
 - (a) _____
 - (b) _____
 - (c) _____
- (3) I am requesting funds in order to raise \$_____ toward _____.
- (4) This goal will benefit me because _____
 - (a) _____
 - (b) _____
 - (c) _____
- (5) Raising these funds by _____ will allow me to _____.