

RACING FOR RESCUES



Peer To Peer Fundraising Toolkit



WELCOME,

Pawtners In Rescue

We are so grateful that you have decided to fundraise for Second Chance Pet Adoptions. THANK YOU! You are now part of a community who cares deeply about championing homeless cats and dogs to find their forever homes!



Fundraising can seem daunting at first, but the good news is that you don't need to be experienced in fundraising to make a huge impact! By mobilizing your family and friends, you are creating a bigger reach for Second Chance Pet Adoptions and the animals we provide programs and care to everyday! As you support us, we are honored to support you through your fundraising journey! We are here to help, starting with this toolkit full of tips and tricks to be successful!



Questions? email kathyclark@secondchancenc.org

YOUR FUNDRAISING

Impact

Every animal in our program (roughly 800 per year) is rescued from the street, an owner who couldn't care for them, or an overcrowded county shelter and we give them:



Medical Care

- High-quality medical care for illnesses, injuries, and parasites
- Age appropriate vaccinations
- Microchipped
- Spay/neuter surgery



Basic Needs

- Safe shelter and love in our adoption center or foster home
- Nutritious Food



Enrichment and Forever Home

- Treats and toys
 - Socialization and enrichment
 - Most importantly - a FOREVER HOME!
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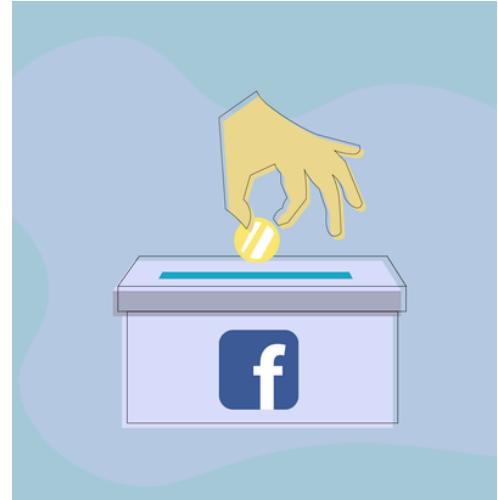
SETTING UP YOUR *Facebook Fundraiser Page*

- Log in to Facebook
 - If you already have a Facebook account (note: donations can only be made by Facebook account holders), log in to your account.
 - Go to the Fundraising Page
 - Visit Second Chance's Facebook Fundraising Page.
 - Create Your Fundraiser
 - Click on the "Raise Money" button. Facebook will guide you through the process.
 - Set Your Goal and Deadline
 - Choose your fundraising goal and set a deadline. We recommend setting the deadline through May 15, but you can choose a different date if you prefer.
 - Personalize Your Fundraiser
 - Edit the title and call to action. We encourage you to share your pet's story to make it more personal and compelling!
 - Choose a Photo
 - A default event-related graphic will be set, but you can swap it out for a photo of yourself, your pet(s), or any image that resonates with you.
 - Create Your Fundraising Page
 - Click the "Create" button to launch your fundraiser!
 - Track and Edit Your Fundraiser
 - You can edit your goal anytime. If you surpass your goal, consider raising it to raise even more for animals in need!
 - Share Your Link
 - Share your unique link with friends and family to collect donations directly through your fundraiser. There are no fees, so 100% of the donations will go directly to Second Chance.
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SETTING UP YOUR *Facebook Fundraiser Page*

CHECKLIST

- Make it personal!
- Add photos
- Write a welcome message
- Include info about Second Chance
- Set a goal



MAKE IT PERSONAL

Make sure your page shows why you're participating in our Peer To Peer Fundraising

ADD PHOTOS

The photos on your fundraising page help your supporters connect to your campaign!

WRITE A WELCOME MESSAGE

Your welcome message introduces you, explains your cause, and asks for support. Personalize it as you go, and use our sample messages to get started!

INCLUDE SECOND CHANCE INFO

Adding information about Second Chance Pet Adoptions will entice your audience to donate and get involved.

INSERT A TASK OR QUESTION

Letting your donors know who they are donating to and why is important and entice them to donate more!

SET A GOAL

Setting a goal keeps your campaign on track! Make it attainable or challenge yourself—we're excited to support you in reaching it!

SETTING UP YOUR

Just Giving Fundraiser Page

Set Up Your Account

- Visit www.justgiving.com/secondchancepetadoptionsinc
- Click the "Start Fundraising" button.
- If you already have a JustGiving account, log in and move to Step 3.
- If you don't have an account, sign up by entering your name, email address, and creating a password. You can opt out of receiving their emails if you'd like.
- After registering, you'll be taken to the JustGiving home screen. Click on the Second Chance page again and click "Start Fundraising".

Create Your Fundraising Page

- You'll be asked to verify that you're fundraising for Second Chance Pet Adoptions.
 - Choose a unique URL for your page. You'll also have the option to receive weekly emails from Second Chance (optional).
 - Click the "Create Your Page" button.
 - Personalize Your Fundraising Page
 - Congratulations, your page is live! You'll see a default photo, text, and fundraising goal set up for you.
 - Edit the photo, text, and goal as you wish to make it personal and fun!
 - Share your unique link with friends and family.
 - There is a small processing fee, but donors can choose to cover it, though it's not mandatory.
 - Now you're ready to start fundraising!
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SAMPLE SOLICITATION

Email

Hi, Name,

As you may know, I've always had a soft spot for animals and animal rescue, and on May 18th, I'll be participating in the 2025 Racing for Rescues 5k in support of Second Chance Pet Adoptions.

Second Chance is dedicated to giving homeless dogs and cats in and around the Raleigh area their second chances at life and love, and this annual event is one of their biggest fundraisers of the year to support their mission. To ensure more stray and abandoned animals are saved, I've set up a fundraiser of my own for contributions towards the event goal. Your support will help get me one step closer to my fundraising goal, and it will also help animals in our community!

Check out my personal fundraising page to make a tax-deductible donation: [LINK]

Best,



YOU COULD WIN

Prizes



**As an incentive to help us fundraise,
we are offering prizes!**

At the close of the Racing For Rescues event (May 18th), the following prizes will be given.

- The person who raises the most money overall
- The person who receives the largest number of donations over \$50 (even if they haven't raised the most money)
- A randomly selected person who raises \$100 or more

*You do not have to be present at the race to win!