



SAMPLE FUNDRAISING LETTERS AND TIPS

**To Help You Raise
Your Sponsorship Dollars**

Information for Individual Walkers

**For additional information call (925) 296-3156
or email pawsonparade@arf.net**



CREATE A PERSONAL FUNDRAISING WEB PAGE!

Raise money! It's easy!

Tony La Russa's Animal Rescue Foundation (ARF) offers walkers the ability to set up an online personal fundraising webpage to help you raise more money! Your fundraising efforts will allow ARF to continue to provide a second chance abandoned dogs and cats.

How Do Personal Fundraising Web Pages Work?

- Create your own web page and make powerful personalized appeals that include your photos and personal message. This makes asking and donating fun, effective and easy!
- Email the link for your page to family, friends and colleagues who can make credit card donations.
- "Thank you" emails are automatically sent to donors on your behalf.
- A help-desk is provided for fundraisers and donors with questions.

How Do I Get Started?

Visit our website at:

www.firstgiving.com/tlarf

FOR INDIVIDUAL WALKERS: Sample Sponsor Letter

Note to all walkers: Send or email this letter to associates, friends, and family members.

Date

Name

Company

Address

City, State, Zip

Dear _____:

On Sunday, May 2, 2010, I will be walking together with hundreds of other animal lovers in the ***Paws on Parade*** benefiting Tony La Russa's Animal Rescue Foundation's (ARF).

My personal fundraising goal is \$_____ (the average goal for each walker is to raise a minimum of \$100). I would appreciate any support that you can give me for this very worthwhile cause.

The Animal Rescue Foundation (ARF) was created in 1991 by Tony and Elaine La Russa to address the needs of companion animals. Their vision for ARF is an organization that can not only aid abandoned and homeless animals, but also promote the concept that people's lives can be enhanced by strengthening the bonds between humans and animals.

With your support, ARF will continue its mission:

- To provide the rescue, adoption and population control services necessary to ensure all companion animals in Contra Costa County a stable and loving home in which to complete a natural lifespan.
- To improve the quality of relationships between people and pets, with emphasis on populations like abused children, the elderly and others who gain comfort from the "healing connection" with companion animals.
- To support and lead other animal protection and human service organizations, locally and across the country, with solid program models that help save animals and bring the healing touch of animals to local communities.
- To create educational programs utilizing innovative methods to introduce the higher ideals of compassion toward animals and people, define responsible pet guardianship and make the case for the need to control companion animal overpopulation.

Enclosed you will find a copy of my Paws on Parade sponsor sheet. If you would like to join us in supporting this outstanding event, please add your name to this sponsor sheet and return it to me by (deadline date). Checks should be made payable to ARF, which is a private, non-profit 501(c)(3)organization. Your donation is tax deductible.

Thank you for considering this request for your support. If you have any other questions about the ***Paws on Parade*** or ARF, please do not hesitate to call me at _____. You can also call ARF at 925-256-1273.

Sincerely,

(Your Name)

Enclosure: Sponsor Sheet