



Fundraising Toolkit

Sophie's Circle Dog Rescue believes **there's nothing we can't accomplish when we band together**, and we need your voice more than ever! As a **Rainbow Bridge Walk Ambassador**, your fundraising efforts ensure that all the animals in our care are healthy, safe and have the opportunity to find their new forever home.

Will you help us reach our \$10,000 fundraising goal?

Sample branded outreach materials, including social media posts, are provided in this toolkit. You can use these materials to generate awareness of your Rainbow Bridge Walk fundraiser to reach your fundraising goal and voice your support for rescue dogs in need.



SOCIAL MEDIA

One of the best methods of fundraising is by using social media! Included on your Rainbow Bridge Walk fundraising page are sample social media posts and branded images for Facebook, Instagram, & Twitter!

EMAIL BLASTS

Your Rainbow Bridge Walk fundraising page also includes the ability to create emails! We have templates available, but you're also welcome to customize to your email list and send your message directly!

DIRECT ASK

Check in with friends and family the old fashioned way! Reaching potential supporters of your fundraiser over the phone or texting a link to your fundraising page are great traditional ways to get them involved!

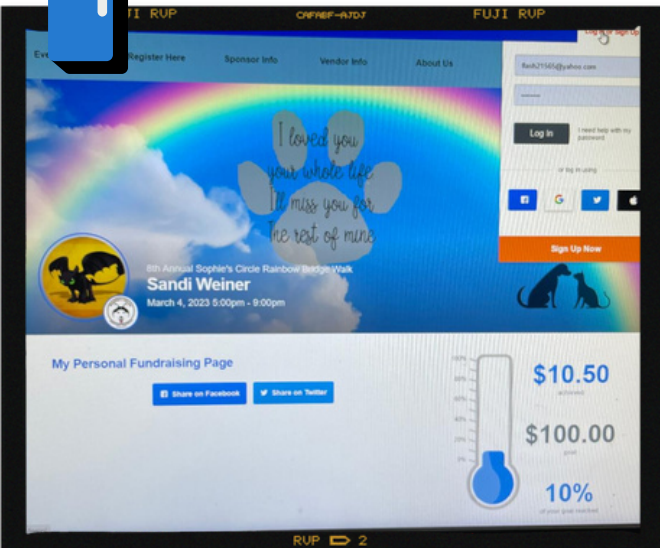


Get The Word Out



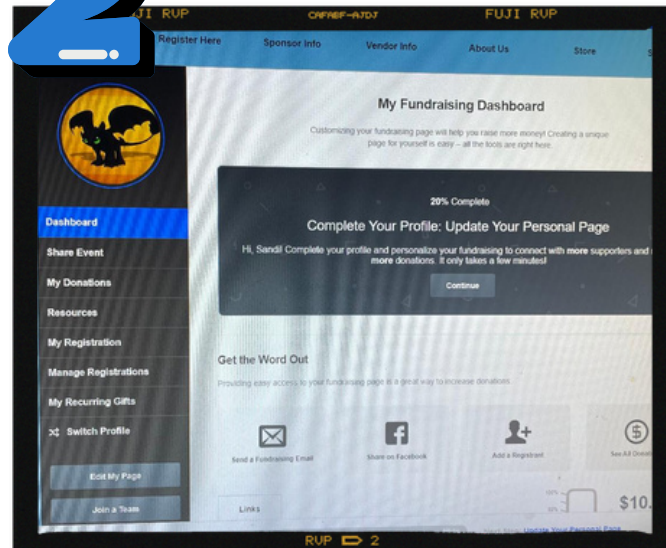
Start with your fundraising page!
SophiesCircleRainbowBridgeWalkp2p > Login
(top right)

1

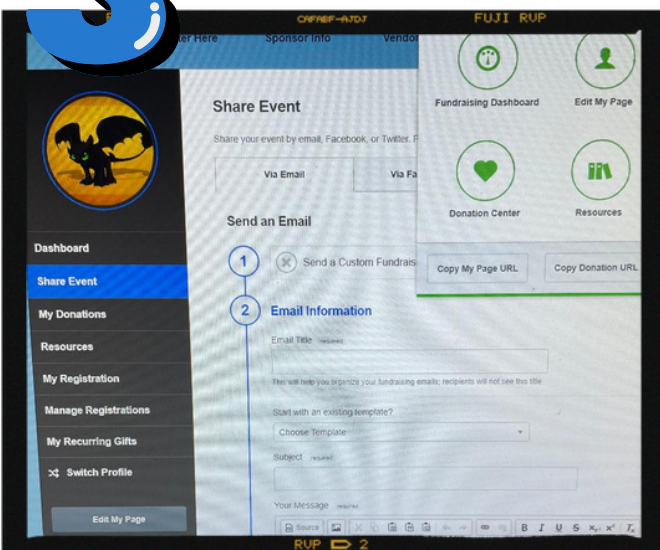


Explore your fundraising Dashboard!
Add a profile photo, personalize your
page and share!

2



3

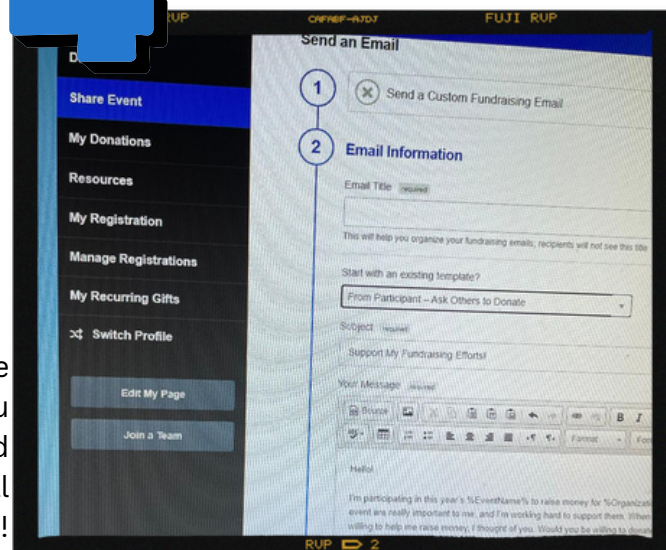


Access automated
email templates in
the "Share Event"
tab on the left
hand side!



It's easy! this page
will help you
email donors and
post on social
media!

4



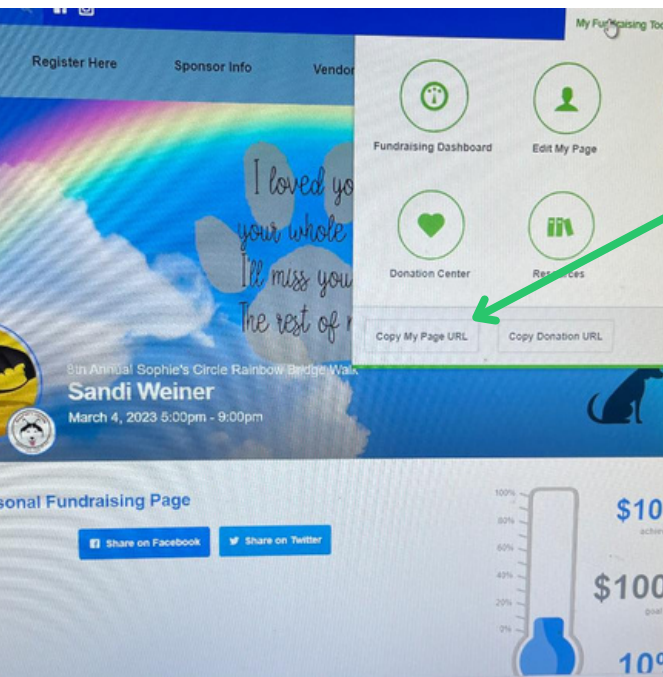


Social Media



First Step to Sharing on Social Media:

Copy Your Fundraising Page URL



When sharing on social media, you will want to login to your fundraising profile. Once logged in, head to "My Fundraising Tools" (top right) >> "Copy my Page URL"

Tag [@SophiesCircleDogRescue](#) [#RainbowBridgeWalk](#)

Sample Social Posts

"If you don't support the homeless dogs in your community, then who will? Support my Rainbow Bridge Walk fundraiser to help me reach my \$XXX goal! All donations are given to Volusia County's largest dog rescue and pet food pantry @SophiesCircleDogRescue! Here's my fundraising page: **[COPY & PASTE URL]** #RainbowBridgeWalk

"Let's save some dogs! Your gift today to my Rainbow Bridge Walk fundraiser gets straight to work helping Volusia County's largest dog rescue and pet food pantry @SophiesCircleDogRescue. Check out my fundraising page: **[COPY & PASTE URL]** #RainbowBridgeWalk

"My [insert info about your pet] created a fundraising page for @SophiesCircleDogRescue! Support my fur baby supporting pets in need! Donate today!
[COPY & PASTE URL] #RainbowBridgeWalk



Social Media

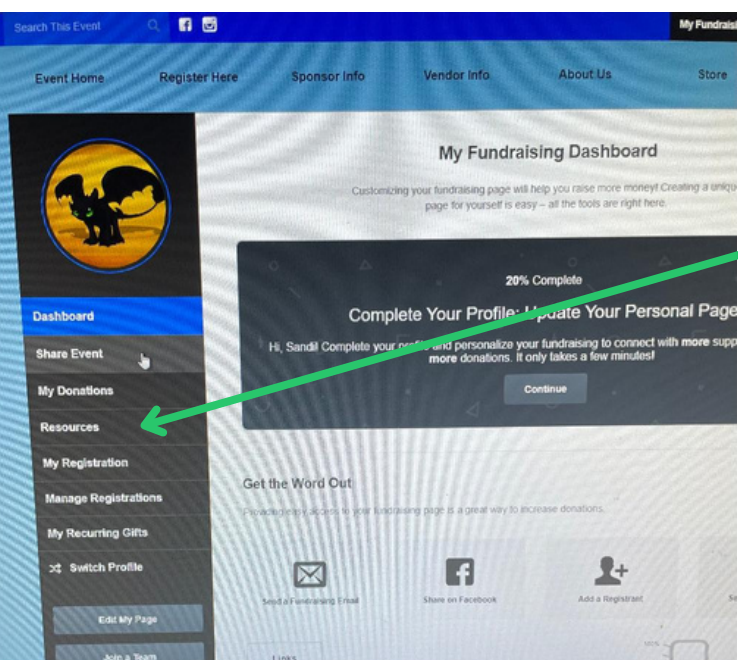


Download Branded Materials in the Resources Tab!

Images, graphics and logos (Rainbow Bridge & Sophie's Circle versions) are available for fundraisers to download and share to their following!

A photo is worth 1,000 words and we have plenty of cute faces to help you advocate for our rescue pets.

Tag **@SophiesCircleDogRescue** **#RainbowBridgeWalk**



Sample Social Posts (Continued)

"Give back to the pets who give us so much! Support my Rainbow Bridge Walk fundraiser to ensure that all the animals in Sophie's Circle care are healthy, safe and have the opportunity to find their new forever home. Check out my fundraising page: **[COPY & PASTE URL]** #RainbowBridgeWalk

"Hey, mom! Help me raise \$100 to get this cool Rainbow Bridge Walk t-shirt!!! All donations support @SophiesCircleDogRescue! **[COPY & PASTE URL]** #RainbowBridgeWalk

"After the past year, we owe pets so much! Donate to my Rainbow Bridge Walk fundraiser and support @SophiesCircleDogRescue. They shelter and care for hundreds of dogs each year. **[COPY & PASTE URL]** #RainbowBridgeWalk

"Yes, they will find homes! Donate to my Rainbow Bridge Walk fundraiser and support Sophie's Circle, who shelters hundreds of dogs each year. **[COPY & PASTE URL]** #RainbowBridgeWalk