Spring Forward

Participant Toolkit

It’s as easy as 1-2-3!

1. Sign up today
2. Share your story
3. Spring into action
As a critical part of our St. Hubert’s family, we would like to invite you to be an active part of the first Spring Forward with the St. Hubert’s Animal Welfare Center 30-Day Fundraising Challenge. We have set an ambitious goal of $25,000 but believe that with your continued support we will exceed it.

What is Spring Forward with St. Hubert’s Animal Welfare Center 30-Day Fundraising Challenge?

This online peer-to-peer fundraising campaign allows us to expose our work to a broader audience – engaging our current supporters and allowing you to share your passion for the animal community with your family, friends and neighbors, who will in turn continue to share, expanding our audience far beyond the limits of a traditional campaign.

What YOU can do to help?

The goal is that you will sign up and create your personal online fundraising page and share your story of why you are supporting St. Hubert’s Animal Welfare Center. Our fundraising goal for this campaign is to raise $25,000 to support the hundreds of kittens and puppies that will come through our doors this season. Then your friends and family will be inspired to create their own personal online fundraising page, help homeless kittens and puppies, and share their story... and so on, and so on.

What is St. Hubert’s fundraising for this Spring Forward Fundraising Campaign?

Our work with animals is at the core of what we do, so this effort is focused on saving the lives of the smallest, most vulnerable animals in our care, kittens and puppies. Every Spring we see an influx of baby animals enter our shelters which expends our resources fast. Every dollar counts towards providing nutritious food, medicine, and round-the-clock care and love to those who need it most. Our goal in NJ for this 30-day challenge is $25,000 which will help cover these costs.

How your fundraising makes an impact

$25 sponsors the care of one kitten or puppy for one week.

$100 sponsors the care of one kitten or puppy for four weeks.

$250 sponsors the care of one litter of kittens or puppies for one week.

$500 sponsors the care of one litter of kittens or puppies for four weeks.
1. **REGISTER AS AN INDIVIDUAL ANIMAL ADVOCATE**
   - Create your fundraising goal.
   - Create your personal online fundraising page
   - Add your story of why you support St. Hubert’s and the animals in your life

2. **REGISTER BY FORMING A TEAM**
   - It’s much more fun to do as a team!
   - Sign up and create a team name
   - Create your fundraising goal.
   - Create your team online fundraising page
   - Add your story of why you support St. Hubert’s and the animals in your life
   - Invite team members

3. **REGISTER BY JOINING A TEAM**
   - If someone you know already created a team, join them!
   - Create your fundraising goal.
   - Sign up as part of their team and create your personal fundraising page
   - Add your story of why you support St. Hubert’s and the animals in your life
   - Invite team members

AFTER YOU CREATE YOUR FUNDRAISING PAGE MAKE SURE TO CREATE A PERSONAL URL YOU CAN SEND TO ALL OF YOUR FRIENDS, FAMILY, NEIGHBORS, AND COLLEAGUES. THIS OPTION IS LOCATED IN THE EDIT YOUR PAGE SECTION.
Once you have registered as an individual or a team member you can now share your story of why you’re participating. Everyone has their own personal story of how animals have touched your lives. By sharing your personal story, you will inspire others to support you and to support St. Hubert’s. Hopefully, by sharing your personal story it will encourage others to share theirs too.

**What is your story of why?**

As you are thinking about why you are supporting the 30-Day Challenge, think about the following things:

- Have you had an animal touch your life in an amazing way?
- Have you adopted an animal that changed the way you think of animals and the human-animal bond?
- Have you volunteered with St. Hubert’s and how does it make you feel?
- Have you fostered an animal that changed your life?
- Have you wanted to support St. Hubert’s in a meaningful way but didn’t know how. This is your chance to tell your story.

**SAMPLE STORY**

**HOW PENNY CHANGED MY LIFE**

It’s amazing that one animal can change your life so dramatically but that is exactly what Penny did for me in the summer of 2016. I was still mourning the loss of my first cat, Kitty, and wasn’t planning to adopt another cat but then a foster volunteer posted a video on Facebook of a feisty little calico and I knew right away she was mine. I met her when she was only a few weeks old and she came running right to me. Again, solidifying that she was meant to be part of my family. She has been my partner in crime every since and she knows she’s the queen of the house. No animal will ever take the place of my first cat but Penny filled a void and gives me nothing but unconditional love. I’m participating in the 30-Day Challenge to support other animals waiting to find their family because their day will come.

**SUPPORT ME BY DONATING TODAY!**
Now that you have written your story of why you are participating and you have set up your personal fundraising page, it is time to Spring into Action. Share your fundraising page with your network of friends, family, neighbors, and colleagues.

Sample e-Mails

We have provided you with sample e-Mail language within the platform so you can customize the message, add your contacts, and hit send.

St. Hubert’s Animal Welfare Center will also be sending out e-Mails throughout the month of April. Please forward those messages to your network and add your personal fundraising page link to them.

Sample e-Mail Signature Graphic

Add this image to your outgoing e-Mails so you’re promoting the 30-Day Challenge every chance you get. You can link it to your personal fundraising page.

Social Media Posts

St. Hubert’s Animal Welfare Center will be sharing social media posts throughout the month of April. Share those posts on your social media accounts for maximum exposure. You can add the link to your personal fundraising page.

SAMPLE SOCIAL MEDIA POSTS

I have joined St. Hubert’s Animal Welfare Center’s Spring Forward: 30-Day Fundraising Challenge. Will you support me? I’m raising money to support the animals in St. Hubert’s care and your donation will help. <insert your participant center link>

Will you Spring Forward with me? I’m raising money to support the animals in St. Hubert’s care and your donation will help. Please support me today. <insert your participant center link>

Spring Forward with me and St. Hubert’s by joining me in a 30-Day Challenge to raise $25,000. I have a goal of <insert amount> and your support will help me provide loving care to hundreds of homeless kittens and puppies this spring season. <insert your participant center link>

QUESTIONS?

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