


TAILS OF HOPE
TELETHON
TO BENEFIT LOLLYPOP FARM

PRESENTING SPONSOR



Fundraising Toolkit

March 4, 2023



The biggest fundraising event of the year to benefit homeless and abused pets in need.



Your Roadmap to Success

Because of you, pets in need will get the second chance they deserve. Keep up the great work by fundraising to help even more homeless and abused animals in need of shelter, veterinary services, and compassionate care. Every dollar you raise goes toward creating happier, healthier lives for animals in our community.

Thank you for participating in this year's Tails of Hope Telethon!

Set a Goal!

Let your friends and family know how much you are hoping to raise for pets in need!

Start the Donations early!

The sooner you start fundraising, the faster you will reach your goals! You can also start off the donations yourself to get the ball rolling.

Make a list of Your Fur-iends!

Create a list of friends, family, coworkers, or anyone you can ask to donate. They may even want to participate with you, so don't leave anyone out! Will your employer match donations? Ask!



***Two-sided!**

Donate or Fundraise \$150 or more and receive an exclusive gift celebrating Lollypop Farm's 150th Anniversary.



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Host a fundraising event!

Host a bake sale, a craft sale, or other event to encourage donations. What's better than an excuse to get together with friends?

Say Thank you!

Make sure to thank everyone who has donated to your cause. It's a simple, but effective way to make sure that they are an essential part of your team!

Get Social!

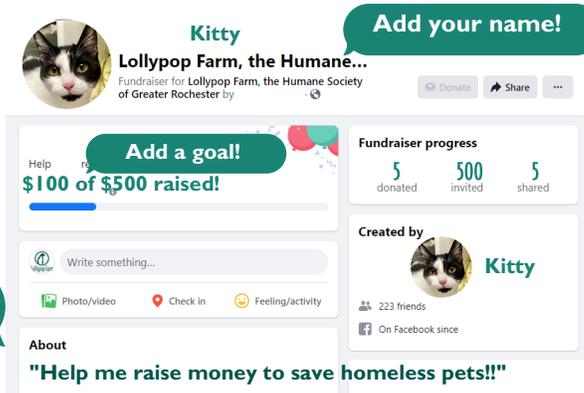
Social media is a great tool to help in your fundraising efforts. Whether you use Facebook, Instagram, or other social media outlets, have fun with it! (The next pages have a few examples!)



Social Media Samples

Facebook Fundraising

An easy way to fundraise for pets in need is to create a Facebook fundraiser! The dollars you raise through Facebook will be reflected in your participant center and will count towards your overall goal. You can invite family and friends to your fundraiser page, update the photos and description to express why you're passionate about raising funds for homeless and abused pets in our community.



For Instagram

Help me raise funds for homeless and abused pets in need for Lollypop Farm's annual Tails of Hope Telethon! Donate on my Facebook fundraiser!



For Facebook

Join me as I raise funds for pets in need at Lollypop Farm! The Tails of Hope Telethon provides thousands of pets with life-saving care. You can donate on my Facebook fundraiser!



Download more on our event website!

