



Fundraising Toolkit

Thank you, fundraisers!

We, at CHA Animal Shelter, are so grateful to have your support for this year's Dog Jog. With your help, CHA can continue providing a loving and caring temporary home for homeless dogs and cats and ultimately, find them a forever home. Last year alone, CHA took in 459 dogs and 762 cats. We are funded solely by adoption fees, public donations and fundraising events like Dog Jog. So thank you again, for all you are doing to help our animals! We hope you find this toolkit helpful a helpful resource during your fundraising journey.

About CHA Animal Shelter

Mission Statement

Our mission is to serve the people and animals of Central Ohio by providing safe, temporary shelter and care for abandoned or otherwise homeless cats and dogs, and to reduce pet overpopulation by means of spay and neuter, education, and community outreach. We have been fulfilling our mission since 1975.

CHA Animal Shelter is a 501(c)(3) nonprofit animal shelter in northeast Columbus, Ohio. CHA is funded solely by donations from adoption fees, donations from the public, and our own fundraising efforts.

Vision Statement

Effectively promote the humane and responsible care for companion animals. To reduce pet overpopulation by means of spay and neuter, education, and community outreach.

CHA Animal Shelter has been helping cats and dogs find loving homes since 1975. Since the beginning, we have remained focused that helping the greatest number of pets find homes is what is most important. Our goal is to find a home for every animal that comes to us healthy or with a treatable condition. CHA is prided on being able to provide additional services to animals in our care such as extensive medical care and enrichment activities. We attribute the adoption increase to our amazing volunteers and the addition of daytime open hours.

CHA Animal Shelter has adopted the term Flexible Intake to describe our intake practices. What this means is that our ability to take in animals varies greatly on the species, the time of year, and available resources. We manage our incoming dog population quite well and are even able to help out many other shelters. CHA still

struggles with the cat population. The majority of the time our cat intake has to be heavily monitored so that we can ensure we are able to provide adequate care. We do well most of the time, but find the warmer months to be the biggest challenge. We have continued to increase our admission for cats and dogs successfully each year and intend to keep that as a focus as long as the animals still need us.

About this year's Dog Jog

When: Sunday, October 3, registration at 8:00am, race starts at 9:00 a.m.

Where: Genoa Park, 303 W. Broad Street, Columbus, Ohio

What: Dog Jog is a 5k run/walk and one of the largest fundraisers benefitting CHA Animal Shelter. This scenic 5k starts at Genoa Park in downtown Columbus. This is a family friendly race and canine family members are also welcome to participate.

Where do I start?

Make your own personal Dog Jog fundraising page!

Visit: <https://charity.gofundme.com/o/en/campaign/2021-dog-jog-5k-and-fun-run>

Once created, you can set your fundraising goal, track your progress and share your link with friends and family. Need help? No problem. Contact us and we will help get you started: adopt@chaanimalshelter.org

Create a fundraising plan

Having a plan is an important part of reaching your goal, and we hope this toolkit contains all the resources you need to do just that. The email, mail and social media templates can help you get the word out to friends and family. We also have included a list of fundraising ideas to spread the word in other ways. Using these resources, choose the ones that will work best for you, and help you make the biggest impact.

Social Media

If you haven't already, follow our social media accounts:



@CHAAnimals



@CHAAnimalShelter



@chaanimalshelter

Through these accounts, you can stay up-to-date on shelter happenings like events, adoptions, medical fund needs and so much more.

Event Hashtags

#CHADogJog

#CHAAnimalShelter

#AdoptCHA

Sample Posts

Twitter:

"Help me raise money to help homeless animals in need! Support @CHAAnimals 2021 Dog Jog through my page: [link] #CHAAnimalShelter"

"This year, I'm raising money for @CHAAnimals Dog Jog. Help homeless dogs and cats by donating: [link] #CHADogJog"

"@CHAAnimals cares for over 1,400 homeless cats and dogs a year! Events like #CHADogJog help make this possible. Consider donating here: [link]"

Facebook:

"Check out my fundraising page to learn why supporting @CHAAnimalShelter is so important to me! #CHADogJog [link]"

"@CHAAnimalShelter provides loving, temporary homes for homeless and abandoned dogs and cats in need. This cause is very close to my heart [can insert reason here]. Consider donating to the 2021 Dog Jog – this event help makes their care possible. #CHADogJog [link]"

"It's that time of year again! @CHAAnimalShelter 's 2021 Dog Jog takes place on 10/3/21 at 9:00am. This 5k run/walk is one of the largest fundraising events for the shelter and supports their mission of providing safe, temporary shelter and care for abandoned or otherwise homeless cats and dogs. Donate to this wonderful cause! #CHADogJog [link]"

Instagram:

“[photo of adoptable CHA animal] This cutie is looking for [his/her] forever home! Did you know @chaanimalshelter pairs over 1,400 animals a year with loving families? How amazing is that! Make a donation to this year’s Dog Jog and help even more animals find their forever homes. #AdoptCHA #CHADogJog [link]”

“[photo of Dog Jog flyer] @chaanimalshelter ‘s 2021 Dog Jog takes place on October 3 at 9:00am at Genoa Park in downtown Columbus. This 5k run/walk is one of the largest fundraising events that benefit CHA and support their wonderful animals. This year, I am fundraising [in honor of pet name or in memory of pet name]. This cause is so close to my heart and I hope you will support #CHAAnimalShelter by donating here: [link]”

“[photo of event information or photo of animals] Want to help homeless and abandoned dogs and cats in Central Ohio? This year, I am raising money for @chaanimalshelter ‘s 31st annual Dog Jog. They make such an impact in these animals’ lives and in the community. #AdoptCHA Consider donating and continue to help make their work possible: [link]”

Images for social media:



Email Template

Dear [insert name here],

Join me in supporting CHA Animal Shelter's 31st annual Dog Jog! This 5k run/walk is one of their largest fundraising events each year, raising money to support their mission of providing safe, temporary shelter and care for abandoned or otherwise homeless cats and dogs. Each year, CHA pairs over 1,500 animals with their forever families.

CHA is solely funded by adoption fees, donations from the public and fundraising events like Dog Jog. This event helps them continue to provide care to animals in need throughout Central Ohio. I am asking for donations through my personal fundraising page: [link]. Any amount helps me get closer to my [amount] fundraising goal!

If you want to make an even *bigger* impact, consider joining my fundraising team today at [link].

Thank you for supporting me and the animals at CHA!

Sincerely,

[name here]

<https://www.chaanimalshelter.org/>

<https://twitter.com/CHAAnimals>

<https://www.instagram.com/chaanimalshelter/>

Fundraising Ideas

Hosting an event is a great way to help you reach your fundraising goal, while also spreading the word about CHA Animal Shelter. Here are some ideas to get you started, think outside of the box!

- Host a dinner at your house and request donations in a comfortable setting
- If you have a birthday, graduation, wedding or other life event coming up, ask for donations to CHA instead of gifts
- Host a donation-based yoga fundraiser
- Have a bake sale at your local school, business or church
- Plan a car wash with a local business
- Partner with a local restaurant, where a portion of the proceeds from a certain time go to CHA
- Offer a dog-walking service to neighbors and friends

CHA Fun Facts

95.3% of the pets in our care have been successfully adopted into loving homes.

At CHA Animal Shelter, our volunteers mean everything to us. Without them, we simply would not be able to exist. CHA Animal Shelter is almost entirely run by volunteer efforts. We are proud of the 400 volunteers that provide first class care to the animals that need our help.

On average volunteers take 36,000 walks per year with our dogs and provide cats with 59,000 head scratches.

CHA provides over 63,000 thousand meals to homeless animals every year.

CHA has an extensive Foster Care Program which allows the shelter to take in young, sick, and injured animals from the community and house these animals in the homes of volunteers until they are recovered and are old enough to return to the shelter to be adopted.

Dogs and cats are able to be spayed/neutered onsite in the shelter's surgery suite – The average surgery day at CHA is run by one veterinarian, one registered veterinary technician, and one veterinary assistant and this team is able to provide surgeries to an average of 15 animals per surgery day.

Dogs and cats at CHA receive detailed enrichment plans in order to keep them physically and mentally happy in the shelter environment. Daily enrichments for dogs include food-filled enrichments, puzzle toys, playgroups, and out-of-cage time in shelter offices. Daily enrichments for cats include catnip-infused toys, "kitty kongs" (Easter eggs filled with wet food), and having volunteers/staff members read to the cats.

CHA partners with several other animal welfare organizations to bring dogs from crowded rural shelters with low adoption traffic to CHA's location where most dogs are adopted within a few short days.

Additional Resources

Visit <https://www.chaanimalshelter.org/> for more information about the shelter, our animals, updates on the Dog Jog and other upcoming events.

We have print event materials at the shelter. If you would like to pick some up for an event, etc. please contact Catherine@chaanimalshelter.org to schedule a pickup and provide the number of materials.