

Fire Hydrant 5K Peer-to-Peer Fundraising Toolkit

By registering for NOCO Humane's Annual Fire Hydrant 5K & Expo on June 1st, you're already helping to make a difference in the lives of homeless animals in our community. With the resources provided in this toolkit, you'll have everything you need to make your fundraising campaign a success and further your impact on the lives of animals in need. Let's team up for our furry friends!

Our Mission & Values

NOCO Humane is an independent nonprofit working to further the compassionate, safe, and responsible relationship between animals and people. As an open admission shelter, we believe all animals deserve a safe place to go for shelter and care. We believe that our role is to serve our community, both animals and people, with respect, dignity, empathy, and kindness. We are committed to the safety of animals and people in our community and workplace.



Why Should I Fundraise for the Fire Hydrant 5K?

Peer-to-peer (P2P) fundraising is a fundraising strategy where participants create a campaign and fundraise on behalf of a nonprofit organization. P2P fundraising plays a crucial role in fulfilling the mission of NOCO Humane, as your support provides substantial additional funds that directly support our efforts to provide care, shelter, and resources to homeless animals in our community.

By raising funds through a P2P campaign, you are not only helping animals in need, but you are also spreading awareness about this important cause to your community and inspiring others to take action. Additionally, fundraising as part of a P2P campaign can be a fun and rewarding experience that allows you to connect with like-minded individuals who share your passion for animal welfare.

The Power of Your Donations

- \$25 donated provides five animals with vaccinations
- \$50 donated provides 2 days of care and shelter for an animals
- \$100 donated provides 1 spay/neuter surgery for a shelter animal



Create Your Fundraising Page

1. Check your Inbox following registration to claim your fundraising page!



- a. **As an Individual** - Sign up to get started right away and fundraise on your own for the cause you love.
 - b. **Join a Team** - If your school, business, or other group has already created a team, join them to make an even greater impact
 - c. **Create a Team** - If you plan on recruiting your friends and family to set up fundraising pages in addition to yourself, make sure to create a team so you can work together
2. **Click on “LOGIN” in the upper right corner of FH5K.org. Then, set your fundraising goal** - There is a pre-populated goal set, but you can customize that goal to whatever is right for you. Keep in mind that you can come back to edit your goal at any time. If you've fundraised before, challenge yourself by setting a goal that is \$100 higher than your previous year's achievement. But, if this is your first time, don't be afraid to set an ambitious target of \$500! Here are some ideas of how the money you intend to raise will impact our mission.
- a. \$250 – Provide 10 animals in need with food, shelter, and care
 - b. \$500 – Prevent overpopulation by spaying/neutering a litter of 5 puppies/kittens
 - c. \$750 – Help nearly 40 animals transferred from crowded shelters receive vaccinations, microchips, and heartworm tests so they're ready for their new homes in Colorado

Create your page

Set your fundraising goal *

USD ▼ \$ 500.00 ✓

3. Choose a fundraising end date

Fundraising end date *

📅

4. **Add your headline** - Share a short blurb about why you are fundraising for our organization. Here are some ideas to get you started:

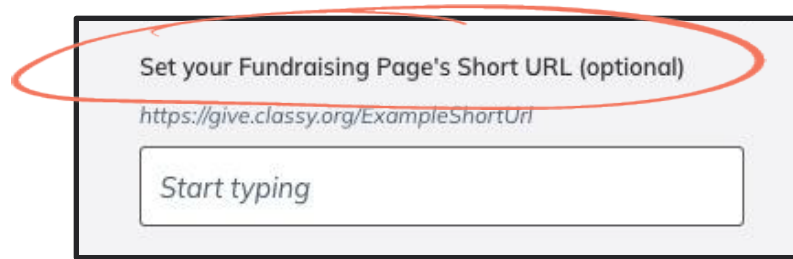
- I'm making a difference by running to help animals
- Support me in my journey for fitness, fun, and furry friends
- Northern Colorado's animals need us

Your Page's Headline *

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5. **Set a short URL** - This allows you to easily share your page with your friends and family

a. Example: `give.yourorganizationsname.org/yourfundraisersname`

A screenshot of a web form for setting a fundraising page's short URL. The form has a title "Set your Fundraising Page's Short URL (optional)" and an example URL "https://give.classy.org/ExampleShortUrl". Below the example is a text input field with the placeholder text "Start typing". A red oval highlights the title and example URL.

6. **Upload a photo** - Make your page more personalized and recognizable for your friends and family. You can always come back and change it at any time!

PRO TIP: To learn more about editing and personalizing your page, explore Classy's support article [here](#).

Tell Your Fundraising Story

People love giving to people they know!

Adding personal touches to your fundraising page, like why you're fundraising, your connection to our organization, or personal photos and stories, helps your friends and family connect more with our mission. Remember the reason you signed up to fundraise for NOCO Humane and share that passion on your campaign page. Your personal supporters will feel more compelled to give because they understand your unique relationship to our cause and what our organization means to you. So don't forget to personalize your page to reflect your reason for fundraising and share updates as your progress grows!

PRO TIP: Be the first to donate to your fundraising page to show how dedicated you are to the mission. You're bubbling up your own progress bar and removing any fear of donors being the first to "join the party"!

Key Messages

Here are a few key messages that can help you get started with your outreach. They're also great to share with your friends and family if they ever ask you what our organization does in the community.

- NOCO Humane is one of the largest open-admission shelters in Colorado, welcoming over 8,500 animals each year
- As an emergency responder for Larimer County, NOCO Humane also provides shelter to animals in the case of fires, floods, and other disasters
- NOCO Humane reunites over 2x the national average of lost dogs, and 4x the national average of lost cats, with their families

Spread the Word

You're on your way to fundraising success! Now it's time to spread the word and take strides toward your goal.

We suggest starting by creating a list of people you plan to reach out to.

1. **Start with your closest inner circle** - This is a great group to target for your first few donations, as they are more likely to respond to your personal outreach. It's always nice to get some quick wins in the beginning!
2. **Cast a wider net** - Don't be afraid to look beyond your immediate connections and expand your list. Some people in your wider network may have a personal connection to our mission, and it could spark some great conversations on top of a donation towards your goal!

Email Examples

Email is one of the easiest and most effective ways to fundraise. This should be the first place you start in your outreach strategy.

PRO TIP: Keep your message clear, direct, and timely! Don't be afraid to add some visual and personal elements to catch donors' attention and inspire immediate action.

Example 1:

Subject – I'm raising money for the animals at NOCO Humane – Will you help me?

Dear **[Name]**,

I'm raising money for NOCO Humane and it would mean so much if you could help me reach my goal!

Please Click Here **[Add Your Fundraising Page]** to give.

Here are some quick facts about NOCO Humane's mission:

- NOCO Humane is one of the largest open-admission shelters in Colorado, welcoming over 8,500 animals each year
- As an emergency responder for Larimer County, NOCO Humane also provides shelter to animals in the case of fires, floods, and other disasters
- NOCO Humane reunites over 2x the national average of lost dogs with their families

Thanks so much for your support!

[Name]

Example 2:

Subject – [Name], I just need 5 people to help me raise money for animals in our community

Hey **[Name]**,

I'm fundraising for NOCO Humane, an organization that **[Why you support NOCO Humane]**. The money raised will go providing food, shelter, and care for lost and abandoned animals in our community.

I'm trying to raise \$500 by **JUNE 1**. If I can inspire just five people to contribute \$100 or more, I'm there.

It's really important for me to help animals in need because **[Your unique connection to the cause]**. I hope you'll support me and NOCO Humane by making a gift to my fundraising page below. **[Add Your Fundraising Page]**

Thanks so much for your support!

[Name]

Example 3:

Write your own!

Subject - [Add Powerful Subject Line]

Hey **[Name]**,

[Content]

Thanks so much for your support!

[Name]

Social Posts

In addition to email, use social media to bolster your communication outreach. This is a great way to reach people who fall outside of your inner circle. While we

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recommend using your own images to personalize your posts and get more attention, you are welcome to use the included graphic to get you started. To make this even easier, take advantage of the built-in social sharing options on your fundraising page!

PRO TIP: All social channels are good social channels. Your network on Facebook will be vastly different from your network on LinkedIn, but each offers its own unique value. Don't be shy about promoting your campaign across all of them to spread the word!

Example Post

I'm making a difference for homeless animals in my community! I've signed up for NOCO Humane's Fire Hydrant 5K, a walk/run to help homeless animals in northern Colorado. Will you join me in helping to provide second chances to animals in need? Make a donation to my page [Insert Page Link] or join my team at FH5K.org! #FireHydrant5K



Sample Timeline & Posts

What Should I Post and When?

Now - April 14	<p>Share with your friends & family that you're participating in the Fire Hydrant 5K & fundraising for animals in our community</p> <p>"I've signed up to participate in NOCO Humane's Fire Hydrant 5K on June 1st! Join me in supporting NOCO Humane to reach their goal of \$100,000 to help homeless animals in our community. I have my own fundraising page, so check out this link to donate to my personal campaign: [Insert link to your fundraising page]"</p>
April 14 - May 1	<p>Post an update about your fundraising progress & encourage your friends to join your team or donate</p> <p>"Team members wanted! I'd love to have some friends join me for a morning of fitness, fun, and furry friends at NOCO Humane's Fire Hydrant 5K & Expo on June 1. You can join my team [Insert team name] and register at FH5K.org. Can't make it? I would so appreciate donations to my fundraising page: [Insert link to your fundraising page]."</p>
May 1 - May 15	<p>Post an update about your fundraising progress & encourage your friends to join your team or donate</p> <p>"The Fire Hydrant 5K is less than [Insert number of days until June 1] days away! My goal is to raise \$[Insert your fundraising goal] - I am so close to my goal OR I am \$[fundraising goal minus amount raised] away, but I need YOUR help to get there. Make a long lasting contribution for the animals here: [Insert link to your fundraising page]."</p>
May 15 - June 1	<p>Send out a Last Chance to Donate post</p> <p>TODAY IS THE DAY! I need your help in supporting NOCO Humane so they can continue to help provide food, shelter, and medical care to animals in need. I am fundraising because [Insert your personal connection to the cause]. Please consider making a contribution to my fundraising page here: [Insert link to your fundraising page]. Your gift will make a huge impact on saving the lives of homeless pets!"</p>
June 1 - June 15	<p>Tell your supporters thank you</p> <p>"We did it! With your support, I raised [Insert total \$ raised] for lost and abandoned animals. Together, with our help, NOCO Humane can continue to further the compassionate, safe, and responsible relationship between animals and people."</p>

Example Thank You

Be sure to thank every person who donates to your campaign and highlight how much their support means to you and to the pets NOCO Humane cares for. Your success wouldn't have been possible without them! Send a personalized email or thank you note, acknowledge them directly on your fundraising page by leaving a comment, bake them some cookies, or give them a shout out on social media.

Subject – You've saved lives by supporting my campaign, thank you.

Dear **[Name]**,

My fundraising campaign for the Fire Hydrant 5K has officially wrapped, but the impact of your contribution will continue! I am extremely grateful for the support you have shown for NOCO Humane.

With your help, I have raised **[\$X]** to help lost and abandoned animals receive second chances. I encourage you to follow NOCO Humane on Facebook, Instagram, and Twitter to stay up to date on their work, and see how your donation is already being put to work fueling their mission.

Thank you again for your generosity.

[Name]

PRO TIP: Don't underestimate the power of an old-fashioned handwritten card! It only takes a few minutes to do and can make an incredible impact on those you send it to.

GET STARTED



[Support Center](#)



[Classy Academy](#)



classy.org