Team Fundraising Ideas

While individual fundraising is effective, team fundraising is fun! A combination of the two will help your team reach its goal and get excited for DogFest at the same time.

Get Creative
Team fundraisers are excellent for building team morale and getting pre-event publicity. You might even help recruit new teams by holding a team fundraiser. Team fundraisers on those where the money raised goes towards the team goal. You can choose to split cash donations between team members who are planning for a fundraising recognition prize, or apply all of the funds to one team member. It’s simply another way to raise money and let everyone know you are participating in DogFest. You can hold a team fundraiser anytime between when you sign up as a team and your DogFest event day.

What makes a team fundraiser? The possibilities are endless. All it takes is a group of team members and some creative thinking. Here are a few ideas to get you thinking:

- Bake Sale
- Dog Wash
- Car Wash
- Auction
- Pasta Feed
- Spare Change
- Guest Bartender gets the tips
- Make Lunch / Donate your lunch money
- Make a donation / chance to win something

If you learn the hidden talents of your team members, you’ll be able to come up with some great ideas for team fundraisers. Make sure you engage your entire team and don’t try to organize it all yourself. That’s what your team is for -- so utilize them. The more you engage them, the more fun you’ll have at DogFest!

And don’t forget about the opportunity to do team fundraisers on event day. Talk with your DogFest committee and see if your team can raise money at the event with a special service, entertainment or product.

Online Fundraising Works
Once you register as a Team Captain, you’ll want to send your team’s fundraising page url to your potential team members so they can sign up to be on your team.

Then, encourage your team members to create a personal page and to start spreading the word to their friends and family! This is an important tool for you to tell people about DogFest and give them a simple way to donate. It’s also fun to track your progress towards your team’s fundraising goal. If you hit the goal early, you might want to adjust it upwards!

An email blast is the most effective way to raise money. Most team members will blast it out to
their inner circle of family and close friends the first time. Encourage them to then do to their outer circle (who is on your Christmas card list?). And don’t forget the people you see on a regular basis. A blast asking for support from your doctor, dentist, vet, insurance agent and others can prove very effective!

And since most people are busy and receive a lot of emails, you might have to send a reminder before you get a donation. Remember, you are giving them an opportunity to support the mission of Canine Companions – and give a dog a job!

Use Your Social Media Network
Social media is a great way to let your friends know what you are doing and give them an opportunity to support your efforts. Simply cut and paste your fundraising page link and post on Facebook, talk about it on Twitter or post of picture of your favorite dog on Instagram with a link to your fundraising page in your bio. You can target your messaging to (1) ask friends or followers to join your team; or (2) tell them you’ll do the walking and ask them to support your volunteer effort with a donation.

Social media is also great for marketing the event. Canine Companions will post messages about DogFest via the official Canine Companions Facebook page (facebook.com/CanineCompanions) as well as the event page specific to your local DogFest. You’ll want to “share” these posts on your personal Facebook page (as well your team members). Encourage participant fundraisers to “like” Canine Companions’ page on Facebook so they get the posts directly and invite others to the Facebook event page to get the latest details. As a team captain and participant, you can help us promote DogFest and the mission of Canine Companions.

While we know Canine Companions dogs are really smart, you might want to write your posts from a dog’s viewpoint. Ask your person to grab the leash and take you to DogFest. I hear it’s a tail-waggin’ good time!