

FUNDRAISING WITH IMPACT SQUAD

Impact Squad participants are animal advocates of all abilities who are joining together to raise money to eliminate the suffering of animals raised for food, in partnership with The Humane League.

The Humane League exists to end the abuse of animals raised for food by influencing the policies of the world's biggest companies, demanding legislation, and empowering others to take action and leave animals off their plates. Your fundraiser will help our effective programs reach people all over the world. We welcome you to [learn more about our impact.](#)



WHAT IS IMPACT SQUAD?

Impact Squad is a team of volunteer fundraisers who reach out to their own network to financially support The Humane League. To join our Impact Squad, you can set up your own fundraiser to celebrate a milestone life event or create a fun and inspiring personal challenge!

Your relationships with your friends and family create new opportunities to help animals and spread awareness. You, as an individual, can tap into funds we would otherwise be unable to reach. Without you, these donations are left behind and fewer animals are helped. To create your own fundraiser anytime, visit thehumaneleague.org/fundraise

TYPES OF IMPACT SQUAD FUNDRAISERS

- **Birthday Fundraiser:** Ask friends and family to donate as a birthday gift to you. This is one of the most popular and simple methods.
- **Personal Goal:** Ask for donations in support of a personal goal. Perhaps you want to learn to play the banjo, and each \$50 increment means you'll post a video of a new song you've learned. Or do your own vegan hot wings challenge, and each \$100 increases the level of spiciness! Running a marathon is another popular goal. Get creative and have fun with it!
- **Wedding:** Ask for donations in lieu of or in addition to wedding gifts.
- **Veg Anniversary:** A special way to mark your anniversary of choosing to leave animals off your plate.

HOW TO CREATE YOUR FUNDRAISER

1. Choose your type of fundraiser from thehumaneleague.org/fundraise
2. If you already have a *FastAction* profile, double check to make sure that your information is correct, then click the 'submit' button. If you don't, then just enter your information to populate your custom fundraising page.
3. Set your fundraising goal and tell people why you're fundraising #ForTheAnimals! Your fundraising goal will be automatically set to \$500, but you can edit your fundraising goal by clicking the 'edit' button. To personalize your fundraising page, click the 'edit' button next to 'About' to tell your story about why you're raising money and how supporting The Humane

League will make a difference for animals. Your friends and family care about you, so the more personal, the better!

4. Click your custom link at the top to make sure everything looks right. We will also send you an email with the link to your personal fundraising page so that you may edit it anytime.
5. Now share your page with your friends and family so that they can make a difference for animals with you!

TOP 10 FUNDRAISING TIPS

- 1. Make it personal**
- 2. Support yourself**
- 3. Ask everyone you know to support you**
- 4. Ask in many different ways**
- 5. Update on your progress**
- 6. Say 'Thank You!'**
- 7. Ask again**
- 8. Break it down into smaller goals**
- 9. Get creative**
- 10. Remember why you are doing this**

PROMOTIONAL IMAGES

Use any of these photos to promote your fundraiser on social media and through email. Just right click to save and download any images for your personal use.





FAQ

What if I don't know how to fundraise? → We're here to help! You'll receive access to fundraising tips, template emails to help you get started, and social media images to grab people's attention and ask them to donate to your fundraiser. Our team is always available to work with you one-on-one to find strategies that work best for you. Just email us at impactsquad@thehumaneleague.org.

Am I responsible to pay the difference if I don't meet my fundraising goal? → Nope! We encourage fundraisers to raise at least \$500 to help end the abuse of animals raised for food, but this is not mandatory. We will be here to help you meet this goal, but if you don't get there, you are not expected to cover the difference.

What will this money be used for? → The Humane League exists to end the abuse of animals raised for food by influencing the policies of the world's biggest companies, demanding legislation, and empowering others to take action and leave animals off their plates. Your fundraiser will help to further the reach of our effective programs. Money raised from Impact Squad fundraisers are not earmarked for any specific program or purpose. We welcome you to [learn more about our impact.](#)

What if I have other questions? → Contact us (impactsquad@thehumaneleague.org) and we'll be happy to answer any other questions you may have.

THANK YOU FOR MAKING AN IMPACT #FORTHEANIMALS!