SFSPCA GIVING DAY 4.18

Start Your Fundraiser Today

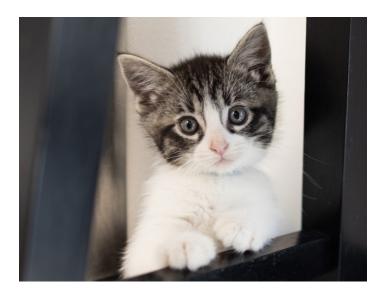### WHAT IS SF SPCA GIVING DAY?

Celebrate the San Francisco SPCA's inaugural Giving Day on our birthday, April 18th, as we mark 156 years of making miracles happen for animals in need! Join us by starting a team fundraiser to support the SF SPCA.
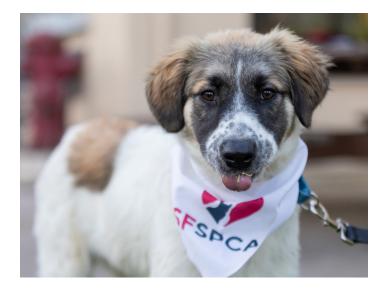
Your generous donations ensure the SF SPCA can increase access to veterinary care for animals in San Francisco and across California while also finding forever homes for 5,000 dogs and cats by June 30th.

HOW CAN YOU AND YOUR TEAM GET INVOLVED?

STEP 1: Create your own SF SPCA Giving Day fundraiser! Use this *link* to set a fundraising goal, add your team name (make sure to include your company name), and get started!

STEP 2: Share it with your team! Use your personal fundraiser link to share more about why your colleagues should support the SF SPCA. Share the Help Us Save More Animals pdf with your team.

STEP 3: Does your company match? We have a match for all Giving Day donations, so your company's match would TRIPLE your impact. Use our Double the Donation tool to see if your company will match your SF SPCA Giving Day fundraiser!

STEP 4: Let's celebrate! Every participating team will be recognized on our Giving Day webpage and will receive a personalized thank you video for reaching your goal.

PRIZES FOR TOP FUNDRAISERS

1. Win a team wellness *Corporate Cuddle* event at the SF SPCA with some of our adorable puppies or kittens*

2. Win a team volunteer event at the SF SPCA*

Tell us on social media about the special animal who inspires your Giving Day support by tagging #SFSPCAGivingDay and #SFSPCAMiracleMoment

*must be redeemed by June 30, 2024

HOW SHOULD I SHARE THIS WITH MY TEAM?

Announce it in a team or all-hands meeting.
Ask if you can have 5-10 minutes in an upcoming team meeting to announce the fundraiser and answer any questions from your team.

Share via an internal Slack or Teams channels.
Share the Help Us Save More Animals one pager via your internal Slack or Teams channels, and use the talking points below to highlight your fundraiser.

Use our resources!
The Help Us Save More Animals one pager provides information about Giving Day and is geared to be an introduction to the SF SPCA.

Download photos and/or a short video here that you can use to spark interest about the SF SPCA (if you've volunteered with us, look for photos of you or your team!)

FREQUENTLY ASKED QUESTIONS

What is Giving Day?
Giving Day is a fundraiser celebrating the SF SPCA's 156th birthday on April 18th! They are rallying our community to raise funds for their important, lifesaving work.

Isn't the SF SPCA part of the ASPCA?
No! This is one of the questions they get most often. The San Francisco SPCA is an independent organization, and they do not receive support from any national animal welfare groups.

Where does my donation go?
Your donation goes directly to support the SF SPCA's work to find forever homes for over 5,000 animals this year and to provide accessible veterinary care for the people and animals in our community.

Why does the SF SPCA need donations?
They are a 501(c)3 nonprofit organization. Half of the organization's revenue is donations from community members including individual donors, corporate partners, foundations, and more.

Where can I learn more about the SF SPCA?
You can learn more about the San Francisco SPCA including adoptions, veterinary resources, or volunteering on their website at www.sfspca.org, or follow them on Instagram or Meta (Facebook) at @SanFranciscoSPCA.

NOT SURE WHAT TO SHARE?
Check out our example email copy & talking points:

Email copy:
Hi all!

I am starting a fundraiser for the San Francisco SPCA! The SF SPCA is celebrating their 156th birthday on April 18th with a giving day. All donations will go to support the SF SPCA's goal of finding forever homes for over 5,000 animals this year.

The San Francisco SPCA is important to me because of the work they do to find forever homes for thousands of animals every year and the resources they provide so that all dogs and cats can access veterinary care. [*You can talk about your experience volunteering or hosting an event with the SF SPCA, or a special animal in your life*]

You can check out our team's fundraiser here: [*insert link to your team's fundraiser*]

Talking points:
- The SF SPCA is holding their first ever Giving Day to celebrate their 156th birthday on April 18th!

- I'm starting a team fundraiser for the SF SPCA to support their Giving Day. The team that raises the most for the SF SPCA wins a Cuddle wellness event with puppies or kittens!

- [*Your company name*] matches donations made to the SF SPCA, so you can double your impact

- I support the SF SPCA because:

  —They provide medical care, behavior services, AND find homes for over 5,000 animals this year.

  —They provide subsidized veterinary care for thousands of animals through their free Mobile Vaccine Clinic and Community Veterinary Clinic.

  —[*talk about your experience volunteering or hosting an event with the SF SPCA, or a special animal in your life*]

HOW ELSE CAN YOUR TEAM GET INVOLVED?

You can build a strong team culture through employee wellness events and team volunteering at the SF SPCA! We will work with you to customize your experience to meet your specific corporate social responsibility, marketing, and employee wellness goals.