



**El Rey Fido 2022**

**GiveSmart Profile Instructions &**

**Fundraising Toolkit**

## TABLE OF CONTENTS

Create Your GiveSmart Account & Profile	Page 1
Edit Your El Rey Fido Fundraising Profile	Page 3
Your Page is Live – Now It's Time to Fundraise	Page 6
Event Fundraising Ideas	Page 6
Fundraising Email Sample	Page 7
Social Media & Website Info	Page 7
Suggested Fundraising Campaign Timeline	Page 8
Important Date Reminders	Page 8
Frequently Asked Questions	Page 9
Contact Info & About Us	Page 10

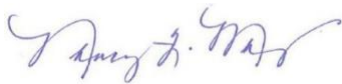
## A MESSAGE FROM OUR PRESIDENT & CEO

Dear Fundraiser,

I want to thank you for choosing to make an impact on the lives of thousands of dogs and cats in San Antonio!

As an El Rey Fido 2022 Fundraising Champion, your passion and commitment to supporting our mission through your fundraising campaign is a true testament to the lifesaving work at the San Antonio Humane Society (SAHS).

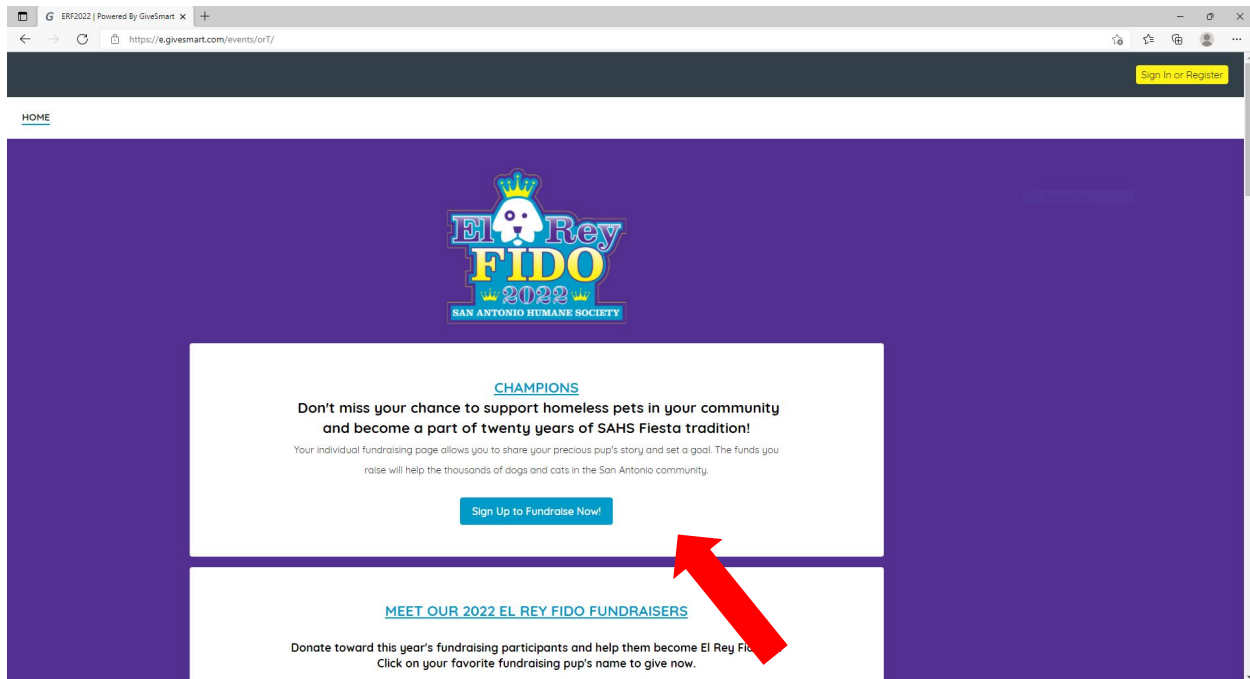
On behalf of our Board, Staff, Volunteers, and Pets we are grateful and honored to have you participate in this twenty year Fiesta tradition. It's going to be an experience you won't forget!



Nancy F. May  
President/CEO  
San Antonio Humane Society

## CREATE YOUR GIVESMART ACCOUNT & PROFILE

1. Visit the El Rey Fido 2022 [Event Page](#)



2. Click on the “Sign Up to Fundraise Now” button – indicated by the red arrow above.
3. Fill out the required information regarding you and your pet.

A screenshot of the registration form titled 'Become a fundraising champion!'. The form is on a purple background. On the left, there's a logo for 'SAN ANTONIO HUMANE SOCIETY'. The form fields are as follows: 'First and Last Name' (required), 'Mobile (area code first)' (required), 'Email' (required), 'COUNTRY' (dropdown menu with 'United States' selected), 'STREET ADDRESS' (required), 'CITY' (required), 'STATE' (required), 'ZIP' (required), 'Your Pet's Name', and 'Username' (required). There are also links for 'Sign In' and 'Forgot Your Password?'. A 'BACK' link is visible in the top left corner of the form area.

4. Check the box to accept the Terms & Conditions, Opt-in to receive Text Messages, and then click the yellow “Create my GiveSmart Account” button – indicated by the red arrow below.

☐ **Terms and Conditions** required

I have read and agree to the [Terms and Conditions](#) and [Privacy Policy](#) and give my consent to San Antonio Humane Society to process my personal data. I understand I can revoke this consent at any time.

☐ **Text Messages**  
( for bids, purchases and campaign announcements )

I agree to receive text message notifications from GiveSmart on behalf of San Antonio Humane Society. Message frequency varies depending on activity. [Privacy Policy](#)

Message and data rates may apply. Text STOP to cancel and HELP for assistance.


**Create my GiveSmart account**

The mobile carriers are not liable for delayed or undelivered messages. Consent is not a condition of purchasing any products, goods, or services.

5. Next, you will enter your fundraising page name and goal, then click the yellow “Create Fundraising Page” button – indicated by the red arrow below and then you can start to edit the page. The name and goal of your fundraising can be anything you want (please, no offensive or vulgar language).

San Antonio Humane Society

← BACK



**SAN ANTONIO  
HUMANE  
SOCIETY**

**Become a fundraising champion!**  
Create a fundraising page and help support San Antonio Humane Society.

**Account Information**  
Tell us a little about your campaign. Don't worry, you will have the chance to change the details later if needed.

**Page Name** required

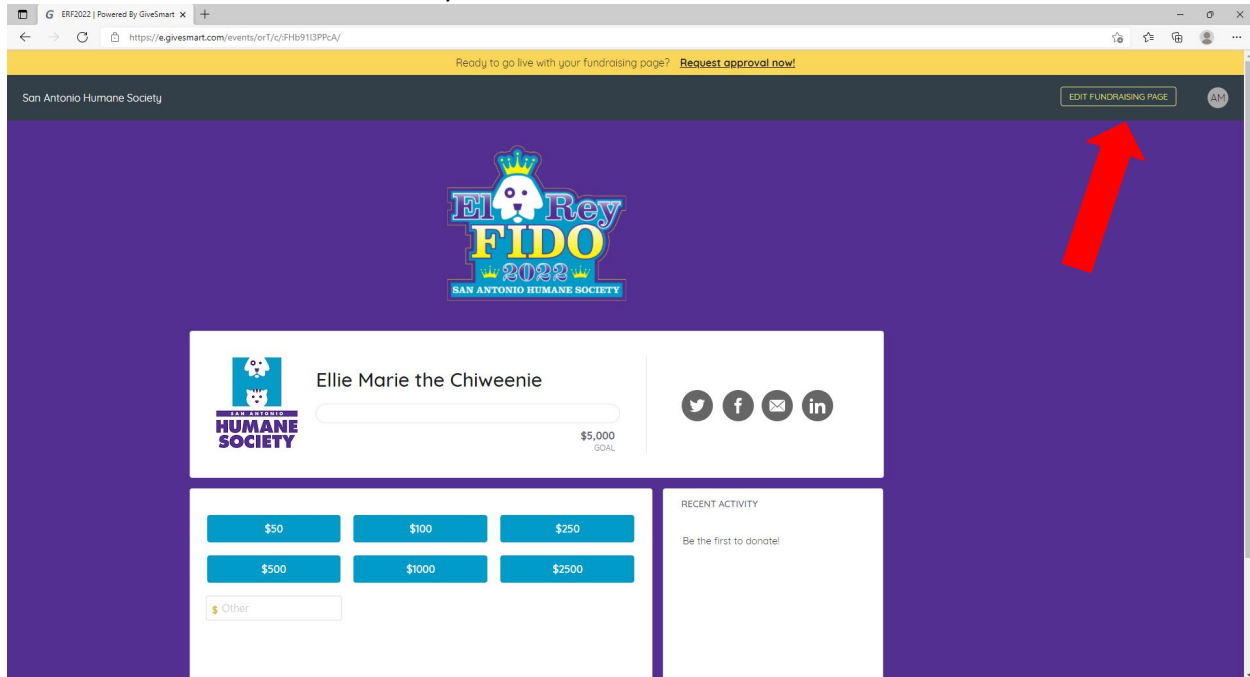
**Goal** required

**Create Fundraising Page**

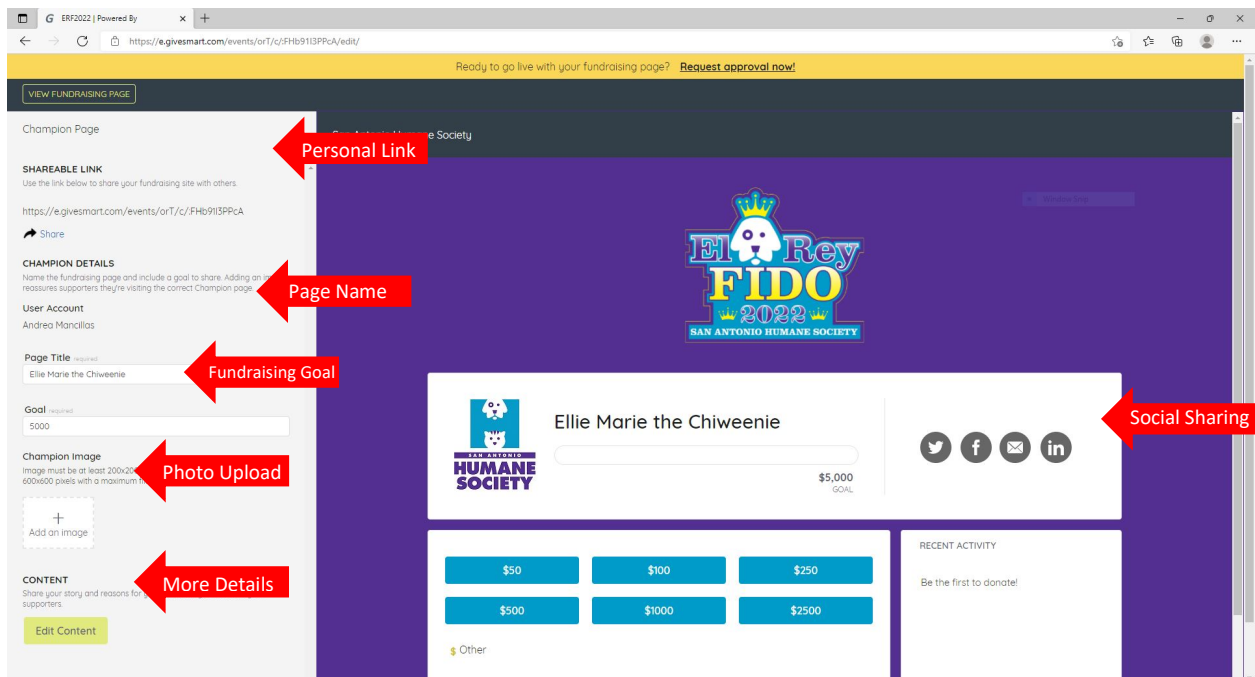
Hosted By: San Antonio Humane Society  
Powered By: GiveSmart, the premier mobile bidding and fundraising platform.  
[Privacy Policy](#) | [Terms of Use](#) | [Terms and Conditions](#)

## EDIT YOUR EL REY FIDO FUNDRAISING PROFILE

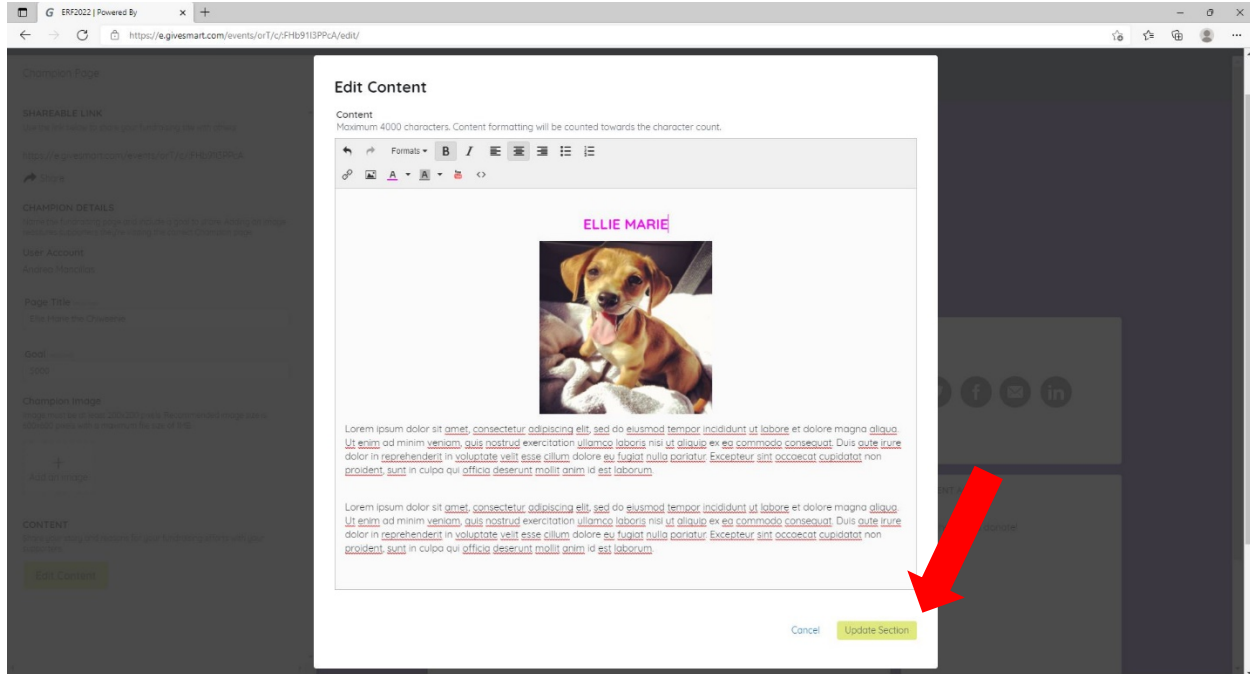
1. To edit your fundraising page, click the “Edit Fundraising Page” button in the top right corner of the screen – also indicated by the red arrow below.



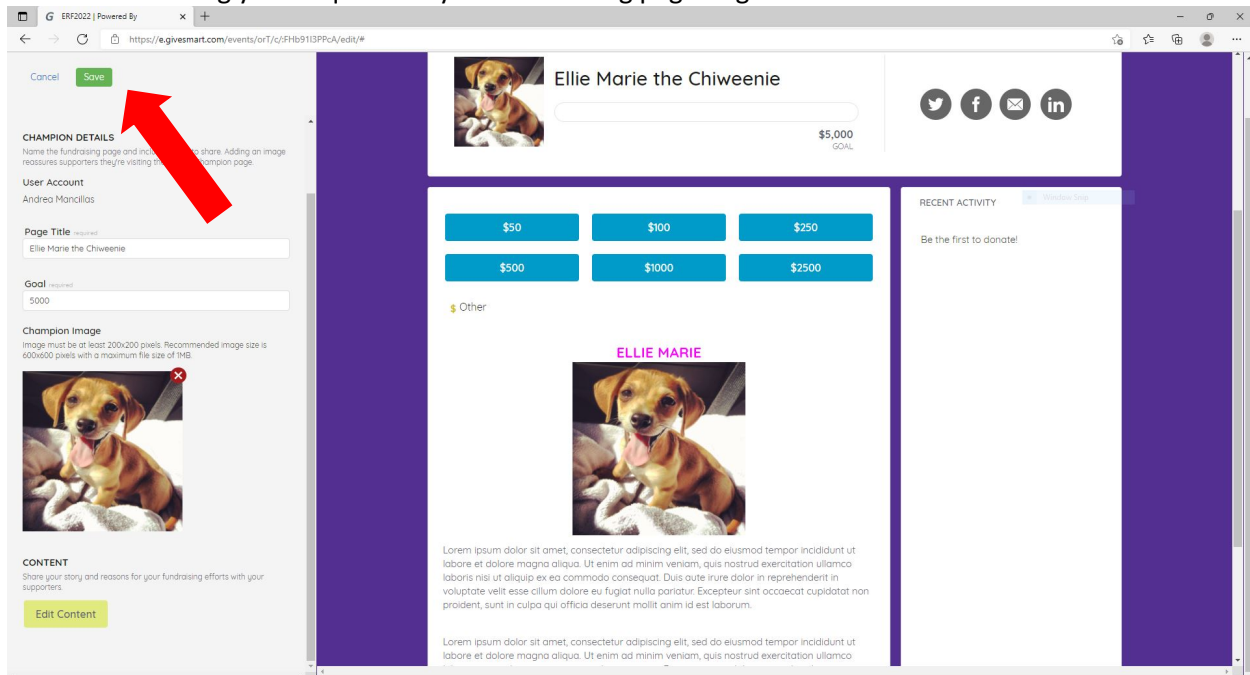
2. Edit and update your fundraising page information using the content bar on the left side of the screen.
  - Share your personal fundraising link
  - Change the name of your page if you want to
  - Change the fundraising goal if you need to
  - Upload a photo of your dog to serve as the “profile image” (photo dimensions & file size provide)
  - Add more details about you, your dog, and why you are fundraising for the SAHS



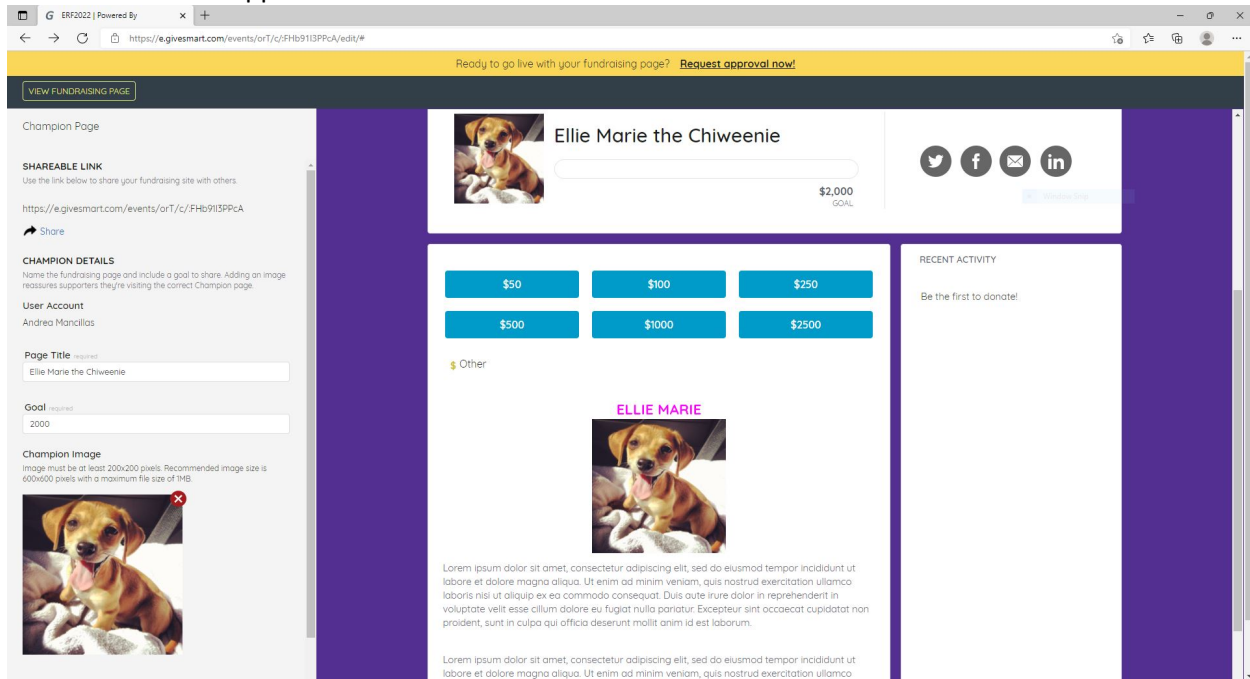
3. Add more photos and details on your fundraising page – share your lovable pup’s story here! The tool bar at the top of the pop-up window allows for you to add and edit photos, share more information about yourself and your dog. Once you have input all the details you’d like to share, click the light green “Update Section” button in the bottom right corner of the screen – indicated by the red arrow below.



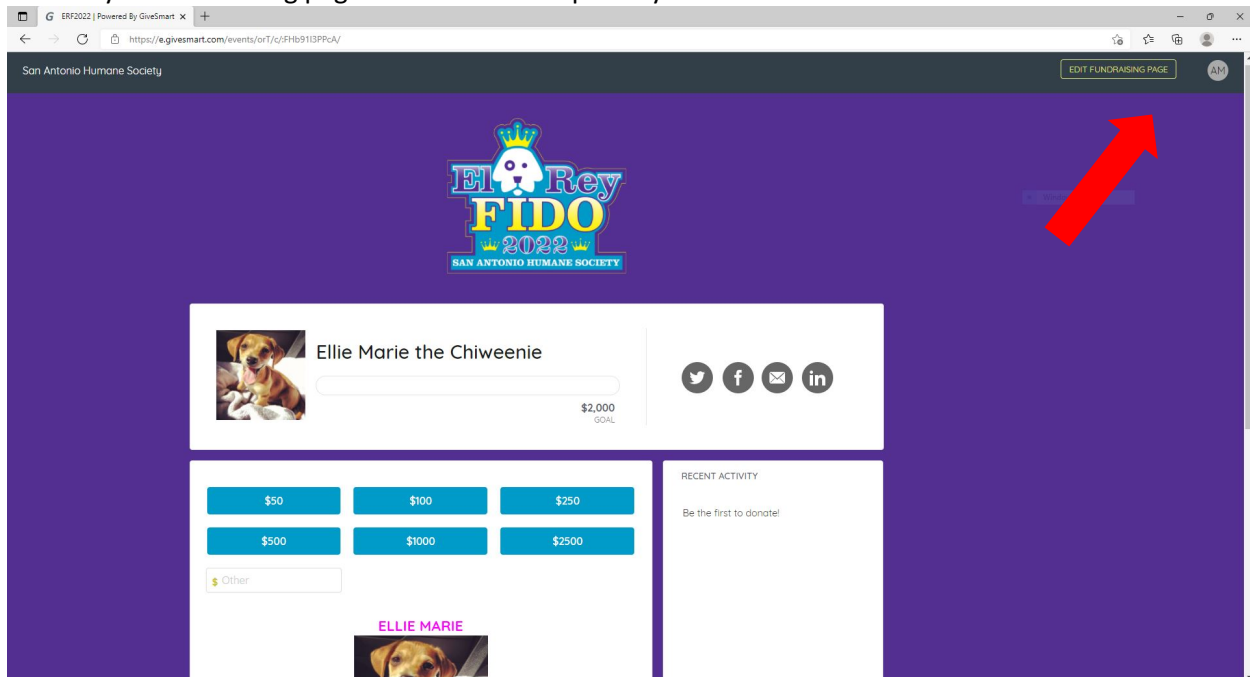
4. Next to save your edits, click the light green “Save” button in the top right corner of the screen – indicated by the red arrow below. Make sure to review all your information and edits before submitting your request for your fundraising page to go live.



5. Now it's time to go LIVE! Click the "Request approval now!" link at the very top of the screen in the yellow bar. Please allow for 24 hours after your request is submitted for your fundraising page to be approved. You will receive an email notification upon the approval and the yellow bar will disappear.



6. Review and share your fundraising page! To access your GiveSmart account and edit your profile, click either button in the top left corner of the screen. These features do not appear on your fundraising page when it's shared publicly.



## **YOUR PAGE IS LIVE – NOW IT'S TIME TO FUNDRAISE**

Peer-to-peer fundraising is when individuals organize personal campaigns to collect donations from their peers through a crowdfunding platform for a worthy cause. This kind of fundraising is easy with online tools and social media! Your personalized fundraising page is your starting point for spreading the word to maximize your campaign. To make the most of your fundraising efforts, consider some of these tips:

- Make the first gift to your fundraiser to get you started
- Share your passion for supporting the San Antonio Humane Society's mission
- Spread the word on social media that you are running for the El Rey Fido XX title
- Ask your friends and family to share with their networks about your fundraising efforts
- Inquire with your employer about a matching gift program, and if they have one, work with them to acquire a matching gift for your fundraiser
  - Matching gifts are a type of corporate giving program that essentially double an employee's initial donation to a nonprofit organization. If you need more information on matching gifts, contact the Development Team – phone and email are on page 10
- Organize a third-party fundraiser with local restaurants or bars, pet stores, dog parks, etc.
- Design your pups own merch or swag to sell
- Create a committee or group of people that can help you with fundraising and planning
- Most importantly... have fun!

## **EVENT FUNDRAISING IDEAS**

The following are some event ideas for your El Rey Fido Fundraising campaign. We suggest thinking of something you can incorporate your dog with. Here are some event fundraisers we suggest:

- Birthday/Gotcha Day/Adoptversary Parties: Does your pup have an upcoming birthday, gotcha day, or adoptversary? Consider celebrating at their favorite dog park, your home, or restaurant/bar that is pet friendly and invite friends with their dogs to make a donation to your fundraising campaign or in lieu of gifts.
- Cocktail/Wine/Beer Tasting Party: Throw a special party at your home or a pet friendly restaurant/bar where you can enjoy drinks or a tasting event. Ask your friends to donate \$50 to your fundraising campaign and then spend no more than \$20 per person on the food/beverage. This will ensure you will have a good amount to donate at the end of the night. Include a raffle or auction to increase revenue.
  - Fun Name Ideas we've seen: Whiskers & Wine | Pours & Pups | Brews & Barks
- Sell, Sell, Sell!: Many marketing/promotional item companies offer discounts. Create a t-shirt, bracelets, key chains, koozies – or even better a FIESTA MEDAL, and sell them above your cost to create revenue.
- Trivia Nights/Loteria/Bingo/Game Nights – This is a fun way to raise funds for your fundraising campaign while raising awareness for the SAHS. Host your trivia night at a restaurant or bar and invite your family and friends! The cost for signing up and playing will go directly to your campaign.

For even more event fundraising ideas, check these [101 Fundraising Event](#) Ideas online. And if you are in need of information to help raise awareness for what the SAHS does in the community, let us know and we can provide some promotional materials.



## FUNDRAISING EMAIL SAMPLE

Hey there! I just recently got involved with the San Antonio Humane Society's official Fiesta event, El Rey Fido. I entered *(your dog's name)* in the fundraising competition and now *(she/he)* is in the running for that official title. I'm reaching out to a couple of people to help with my fundraising efforts, which is to raise \$\$\$\$ for this great organization!

If you're not familiar with what exactly the San Antonio Humane Society does, their mission is to protect and improve the lives of dogs and cats by providing shelter, care, adoption, rescue, spay/neuter programs, and community education. *(Share more about your connection with the organization here – did you adopt your dog from the SAHS or another shelter similar in mission, do you volunteer regularly with animal shelters, etc.)*

Now, here is where I am asking for your support. Whether it's donating to my fundraiser to help *(your dog's name)* get closer to winning the official El Rey Fido XX title or making a gift in honor of your own dog, I'd really appreciate it! You can give online at *(insert your personal fundraising link)*

## SOCIAL MEDIA POST SAMPLE

You all may know that I already consider *(your dog's name)* a *(king/queen)*, so why not try and make it Fiesta official! That's right – I've entered *(your dog's name)* in the San Antonio Humane Society's *(tag us)* El Rey Fido XX contest and I need your help to reach my fundraising goal of \$\$\$\$.

*(Share more about your dog's story here and why you are fundraising to support the SAHS)*

Any donation, any amount, at any time will make such an impact! Check out *(your dog's name)* page now *(insert your personal fundraising link)*

- Use the generated graphic when you paste the link in your social media post or upload your own photo

## SAHS SOCIAL MEDIA ACCOUNTS

Facebook: @sahumane | facebook.com/sahumane

Instagram: @sahumane | instagram.com/sahumane

Twitter: @sahumane | twitter.com/sahumane

YouTube: @sahumane | youtube.com/user/sahumane

## WEBSITE LINKS

El Rey Fido Web Page: [SAhumane.org/ERF](http://SAhumane.org/ERF)

\*\* The Email and Social Media content are just samples for you, please feel free to craft your own messaging for your fundraising campaign. \*\*

## SUGGESTED FUNDRAISING CAMPAIGN TIMELINE

The timeline and tips below will help maximize publicity of your El Rey Fido XX fundraising campaign. Here is a suggested timeline for planning to share your campaign:

- 3-4 Months Before the Event – Identify your audience based on your network and interests
  - Finalize your personal fundraising page with photos of you and your dog, a special impact statement of why you are fundraising, and your goal
  - Plan for 1-2 small event fundraisers
  - Identify a group of friends or family members to help with your campaign
  - Design/create any swag or merch that you would like to sell
  - Share your El Rey Fido XX fundraiser with family and friends
- 4-8 Weeks Before the Event – Push out your El Rey Fido XX fundraising campaign
  - Promote your dog's fundraising campaign on social media, send emails out to your network, inquire with your employer about a matching gift, chat about it with others in everyday conversations
  - Make daily or weekly calls to people and share information about why you are fundraising for the SAHS and why you want your dog to win the El Rey Fido XX title
  - Host an event fundraiser(s)
- 2 Weeks Before the Event – Follow Up and Finalize
  - Make follow up calls and emails with people in your network about donating to your dog's fundraising campaign
  - Continue posting on your social media about the final 2 weeks of fundraising and encourage others to donate in order to help you and your dog reach your goal
  - Host any final event fundraisers before El Rey Fido XX Coronation
- 1-2 Days Before the Fundraising Deadline **(Thursday, March 3<sup>rd</sup>, 2022)**
  - Share the absolute last day for family and friends to support your dog's El Rey Fido XX fundraising campaign on your social media
  - Share a thank you to everyone who has supported our campaign thus far
  - Drop off any final cash or check donations to the SAHS Development Team by **6:00 PM** on **Thursday, March 3<sup>rd</sup>, 2022** at the main location
- Day of El Rey Fido XX Coronation **(Saturday, April 2<sup>nd</sup>, 2022)**
  - Get into your best Fiesta attire and join the SAHS for an exciting night!

## OTHER IMPORTANT DATE REMINDERS

- Fundraising Deadline – March 3<sup>rd</sup>
- Announcing the ERF 2022 Winners (phone call) – March 4th
- Fitting of the Grr-robies – March 5th

## **FREQUENTLY ASKED QUESTIONS**

**1. What is GiveSmart?**

GiveSmart is a peer-to-peer social fundraising platform powered by Community Brands. Individuals can create personal fundraising pages for any campaign related to a non-profit organization and collect donations for that organization

**2. I forgot my username or password, how do I reset it?**

If you forget your login information for your GiveSmart account and fundraising page, please click “Reset Password” on the El Rey Fido event page. GiveSmart will prompt you to enter the information used to initially sign up and email you a link to reset your login credentials so you are able to access your account again.

**3. Can I enter offline donations?**

Unfortunately, not at this time. You cannot enter offline donations (cash or check donations that you collect) into your Fundraising Page. Offline donations are recorded and tracked by the SAHS.

**4. Will cash or check donations be counted toward my fundraising total?**

Yes. For cash or check donations, you can drop them off at the front desk or with a member of the Development/PR Team in a sealed envelope with your information and the amount enclosed. The SAHS will be keeping a detailed record of both online and offline donations to ensure that all Fundraiser’s totals are accurate. If you have a question about any of your donations, please contact the Development department at 210-424-7597 or by email at [development@SAhumane.org](mailto:development@SAhumane.org).

**5. Do people who donate to my Fundraising Page receive a tax-deductible receipt?**

Yes, for all online donations the donor will receive an email notification and thank you in regards to their gift with the tax-deductible information. The same applies for check donations, however, for cash donations unless you provide the donor’s full name and address, the Development Team cannot issue formal tax letters for their gifts.

**6. I’m having technical difficulties with my Fundraising Page, who do I contact?**

If you are having technical difficulties with GiveSmart and your fundraising page, please contact the Development department at 210-424-7597 or by email at [development@SAhumane.org](mailto:development@SAhumane.org).

**7. Is there a credit card transaction fee associated with GiveSmart?**

Yes. The card processing fee is 3.5% for VISA/MC/Discover and 3.95% for AMEX. Donors have the option to offset this Service Fee by accepting the transaction fees at the time of the donation and ensure their full gift is counted towards the individual’s fundraising campaign.

**8. What is the timeline for fundraising and when should I be doing fundraising for my campaign?**

In the El Rey Fido 2022 Toolkit, we’ve included a suggested fundraising timeline for your campaign. It’s broken down by months, week, and a few days before the big event. The timeline provides suggestions for planning and promoting your fundraising campaign. To review the timeline, visit page 8 in this document.

**9. Do in-kind donations count towards my fundraising campaign?**

No. In-kind donations are not accepted and counted towards your fundraising campaign total. We are only able to accept monetary donations, but in-kind donations can be utilized in our fundraising efforts such as raffle prizes or auction items.

## CONTACT INFO

San Antonio Humane Society – Main  
4804 Fredericksburg Rd.  
Phone: 210-226-7461  
Fax: 210-226-7297  
[SAhumane.org](http://SAhumane.org)

Public Relations Team Contact – Mikael Persson  
[pr@SAhumane.org](mailto:pr@SAhumane.org)  
210-226-7461 ext. 110

Development Team Contact – Andrea Mancillas  
[development@SAhumane.org](mailto:development@SAhumane.org)  
210-226-7461 ext. 108

## ABOUT US

**Our Mission** is to protect and improve the lives of dogs and cats by providing shelter, care, adoption, rescue, spay/neuter programs, and community education.

**Our Vision** is to end pet overpopulation and to create a community where every dog and cat is treated with respect and compassion and has a permanent and loving home.

The San Antonio Humane Society (SAHS) is a 501(c)(3) nonprofit, no-kill organization that has served Bexar County and its surrounding areas since 1952. The SAHS shelters, medically treats, and rehabilitates thousands of dogs and cats every year. Many of the dogs and cats in our care have been abused, injured, surrendered by their owners, or found as strays. As a no-kill organization, every treatable pet in our care stays in our care until they find a home or necessary placement with another no-kill organization. No pet in our care is ever euthanized to create space. Thousands of dogs and cats in San Antonio and its surrounding areas are saved from euthanasia every year due to the mission and practices of the SAHS.

Through our adoption, volunteer, foster, spay/neuter, and educational programs, we inform and educate the public on the importance of responsible pet ownership. We serve as one of the largest dog and cat adoption organizations in San Antonio, Texas, helping to decrease the community's large pet overpopulation problem in a humane manner. As a local nonprofit, we are not affiliated with the Humane Society of the United States (HSUS). We do not receive funding from the federal government, the HSUS, or the American Society for the Prevention of Cruelty to Animals (ASPCA).

The most effective way to positively change your local community is by donating to your local nonprofit.