

We're exciting about your
FUNDRAISER



HOW DOES A PEARLS FOR PUPS CO. ONLINE FUNDRAISER WORK?

The process will be simple – after we have selected a mutually beneficial timeframe for your online fundraiser (typically a Saturday – Sunday, but let us know if you have something else in mind), Pearls for Pups Co. will add you fundraiser to the calendar on our website under Fundraisers. We will start promoting the fundraiser (and you should, too!) on social media the week prior.

All proceeds (sales minus credit card fees and supply costs) from online purchases (both pearls and crystals) during your fundraiser will be donated directly to your organization.



6,500
FOLLOWERS



1,650
FOLLOWERS

WHAT WE NEED FROM YOU

Advertise, advertise, advertise! The success of your fundraiser depends upon you spreading the word to your followers. Our current supporters are all stocked up on earrings – the majority of our sales during fundraisers are made by the rescue’s followers (your supporters will love helping your organization while getting some beautiful earrings!). We’ll set you up with some graphics to share to create awareness, or you can feel free to create your own!

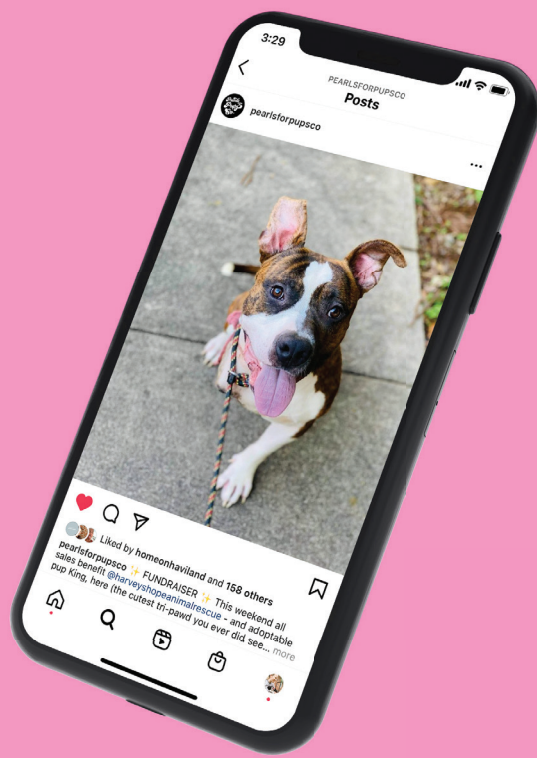
Send us **high resolution photographs** and short bio of one (or a few) of your dogs needing adoption. We like to feature a pup looking for his or her forever home on our social media pages before and during the fundraiser. This helps customers see the pups they are helping, and it will drive traffic to your organization, as well!

Send us your organization’s **PayPal** address, if that is suitable for the donation to be made after the fundraiser. Should you not have PayPal, we can mail a check to your organization (please provide a mailing address).

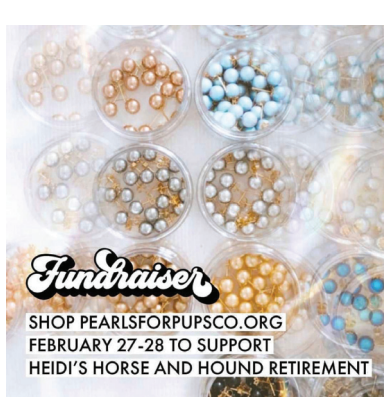
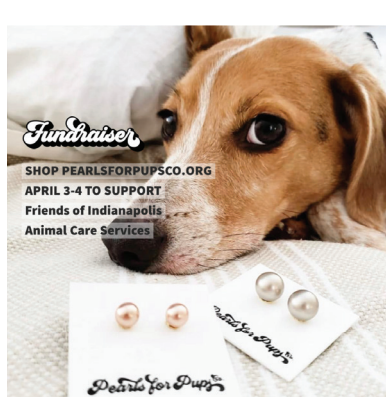
WHAT CAN YOU EXPECT FROM US?

We will vigorously promote your fundraiser on our Instagram and Facebook pages. We will use the photos of the adoptable dogs you send us to create a buzz about your fundraiser and entice people to buy!

We’ll update the total each day throughout the fundraiser. We will send you funds within a week of the fundraisers completion.



SAMPLE SOCIAL MEDIA IMAGES WE’LL SEND YOU



SAMPLE SOCIAL MEDIA CAPTIONS

TEASER / UPCOMING FUNDRAISER

FUNDRAISER THIS WEEKEND! We’re super excited to team up with @pearlsforpupsco who makes beautiful pearl and crystal earrings (and lots of other adorable goodies). 100% of the proceeds will benefit us! Check out their wesbite www.pearlsforpupsco.org, and don’t forget to shop (insert dates)!

FIRST DAY OF FUNDRAISER

It’s *FUNDRAISER* time! Pearls for Pups Co. is a mother/daughter-run 501(c)(3) non-profit in Maryland. They hand make Swarovski faux pearl earrings and crystal earrings with sterling silver and gold-plated posts (fabulous, right?). They will be donating all proceeds from sales (insert day) and (insert day) to us; so it’s time to get shopping! Shop online at www.pearlsforpupsco.org. Let’s raise some funds for our best furry friends! What better way to support a good cause and treat yourself?

HOW IT WORKS:

- Go to pearlsforpupsco.org/shop from (insert start date) to (insert end date)
- Buy some gorgeous earrings
- Feel good knowing the proceeds from your purchase are going to help dogs in need!

DURING FUNDRAISER

Don’t forget to shop @pearlsforpupsco through (insert date)! 100% off the proceeds will benefit us. Shop for yourself (or a friend), and give back to dogs in need – does it get any better? Happy shopping!