

BEAGLE FREEDOM PROJECT

FUNDRAISING TOOLKIT

SIMPLE STEPS

for a successful fundraiser

Featuring
special tips
from me,
Alfie!



Welcome!

I'm so thankful that you've decided to fundraise for Beagle Freedom Project. Passionate supporters like you make our lifesaving work possible!

As a BFP fundraiser, you are now helping to liberate animals around the world from cruelty and captivity. Your efforts empower BFP to say yes when an animal needs us—at any moment, in any given situation. Whether the animal is trapped in a laboratory, facing a heartbreaking fate in the dog meat trade, or languishing in a high-kill shelter, your support means they now have a chance to know love, freedom, and the beauty of life outside a cage.

On behalf of Team BFP, including our 3,000+ rescued survivors, thank you again for being a voice for the voiceless and giving these animals a happy ending. You are the backbone of BFP and we could not do this without you!



Sincerely,

A handwritten signature in black ink that reads "Shannon Keith".

Shannon Keith, Esq.
President & Founder

Meet Alfie, your P2P Pup Guide!

Hi, I'm Alfie! I'll be with you every step of the way to offer secret tips for a fun and successful fundraiser. I was abandoned at a high-kill shelter with spinal injuries so severe, I couldn't walk! I even had sores on my feet from having to drag around my legs behind me. Thanks to BFP, I now have a new family that loves me so much they got me a wheelchair so I can run, play, and even go hiking! I want to make sure that BFP can save lots of animals like me for years to come. That's where you come in. I know you can do it! Are you ready? Let's go!



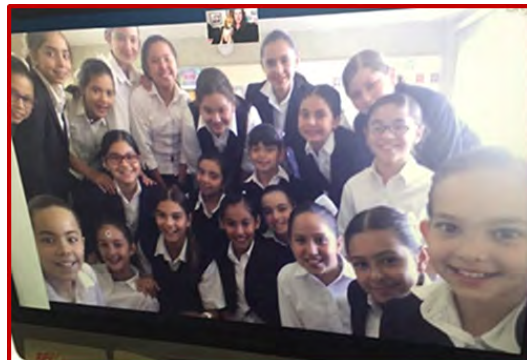
Our mission



Beagle Freedom Project is the world's leading organization for rescuing and rehoming animals used in experimental research. Since 2010, we have liberated thousands of animals while working to end their abuse through education, advocacy, and legislation. Together, we are moving closer to a world without animal testing! Learn more at bfp.org.

EDUCATE

BFP has long invested in global education initiatives to raise awareness about animal testing. Through our BFP in the Classroom program, we conduct virtual seminars for children and teens with age-appropriate lessons on being kind to animals and shopping cruelty-free. From Maine to Mexico, we've engaged with kids in over 11 countries covering 87,604 virtual miles. In addition, our Cruelty-Cutter app helps consumers identify cruelty-free products and make informed buying decisions. These resources are fostering cruelty-free generations around the world.



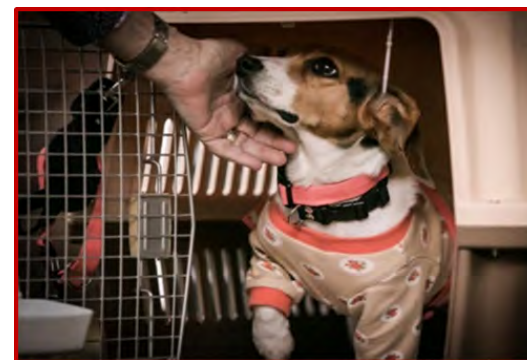
LEGISLATE

BFP is building a kinder world for animals through legislation and hard-hitting campaigns. Our victories include passing our signature Beagle Freedom Bill in over a dozen states, which requires labs to offer dogs and cats for adoption instead of killing them; Lennon's Law, which phases out cruel "closed colony" dog blood banks in California; and our Open Cages, Naming Names campaign, which helped shut down the horrific research facility Envigo. BFP will continue fighting for laws that protect animals while bringing their abusers to justice.



LIBERATE

BFP has over a decade of expertise in rescuing and rehabilitating animals subjected to lab testing and other forms of abuse. Since our founding, we've given a second chance to more than 3,000 animals in 36 states and 8 countries! In addition to dogs, we've liberated cats, rabbits, guinea pigs, goats, horses, ferrets, mice, rats, alpacas, and even goldfish. We also rescue dogs from the overseas meat trade and seniors and special-needs animals from shelters. Our global network of staff and volunteers are ready to help any animal in need.



Fundraising for BFP



Creating your own fundraiser is one of the most powerful ways you can support BFP's mission! Your efforts mean that we can continue to save animals, raise awareness about animal testing, and launch campaigns that hold animal abusers accountable. Below are some examples of how the funds you raise will help us continue our lifesaving work.

\$25

provides one animal testing survivor with their first treats and toys!



Bennie, who was found on the street with half his body paralyzed, plays with a toy after being rescued.

\$50

helps give one foster parent the tools they need to care for a survivor!



A foster dad holds a dog rescued from the cruel research facility Envigo.

\$100

enables us to safely transport survivors to their new life of freedom!



Volunteers help transport former laboratory dogs to their new life of freedom.

\$500

helps provide one survivor with the medical care they need upon arrival!



Oakley receives veterinary care after being rescued from a laboratory.

Create your fundraising page



Become a fundraiser. Visit bfp.org/fundfreedom to start your page.



*Scan to start
your fundraiser!*

Start fundraising



As an individual



Join a team



Create a team

- As an individual:** Sign up to get started right away and fundraise on your own for the cause you love!
- Join a team:** If your school, business, or other group has already created a team, join them to make an even greater impact!
- Create a team:** If you plan on recruiting your friends and family to set up fundraising pages in addition to yourself, make sure to create a team so you can work together!



Set a goal. We have set up a pre-populated fundraising goal, but you can change it to whatever is right for you. You can edit your goal at any point. See the prior page for some examples of how your fundraising goal can support our mission!

\$25 provides an animal testing survivor with their first treats and toys

\$50 helps give our fosters the tools they need to care for a survivor

\$100 enables us to safely transport survivors to their new life of freedom

\$500 provides one survivor with the medical care they need upon arrival

Create your page

Set your fundraising goal *

USD \$ 500.00



Choose a fundraising end date.

Fundraising end date *

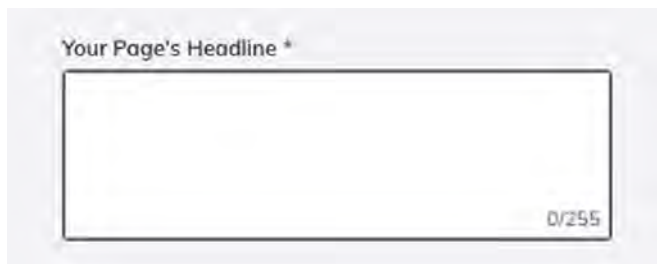
Create your fundraising page



 4

Add your headline. Share a short blurb about why you are fundraising for BFP. Here are some ideas to get you started:

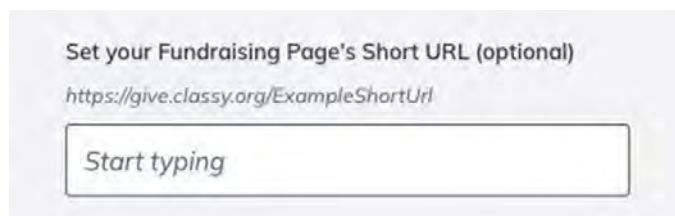
-  Mia's 40th Birthday BFP Fundraiser
-  Donate to Help Animals Find Loving Homes!
-  Fundraiser to Honor Rocky's Memory



 5

Set a short URL. This makes it easier to remember and share your fundraising page's URL. For example:

 give.bfp.org/MiasBirthday



 6

Upload a photo. Make your page more personalized and recognizable for your friends and family! Learn more about personalizing your page.

Alfie says:

If you'll be fundraising in person, consider creating a QR code for your fundraising page! QR codes make donating even easier since people can simply point their phone's camera at the code to be taken directly to your page. If you're using Chrome, right-click anywhere on your page and select "Create QR code." You can also use this free QR code generator: <https://www.qr-code-generator.com/>



Tell your fundraising story



The **most important** element of your fundraising page is explaining why you are fundraising for BFP. Remember, your friends and family will want to understand our mission, but they are more interested in what it means to you. So, feel free to add your own photos, videos, and personal stories to help explain why you support BFP!

Key messages

Here are some key messages about BFP to help you get started:

-  Beagle Freedom Project (BFP) is the world's leading organization for rescuing and rehoming animals used in experimental research. Since 2010, BFP has saved thousands of animals while working to end their abuse through education, advocacy, and legislation.
-  BFP helped shut down Envigo, the notorious research facility that's been widely covered on the news, freeing over 4,000 beagles from abuse.
-  BFP has helped over a dozen states pass a Beagle Freedom Bill, which requires labs to offer dogs and cats for adoption once testing has ended instead of killing them.
-  BFP conducts virtual education seminars for children and teens around the world with age-appropriate lessons on being kind to animals.
-  BFP's free Cruelty-Cutter app, which helps people easily check if a product is tested on animals, is the #1 cruelty-free shopping resource.

Now, focus on the messages that are most meaningful to you. For example:

-  If you've adopted an animal from BFP, talk about how much he or she means to you and how you want to help other animals find loving homes. Feel free to include photos or videos of your furry friend!
-  If you're happy the cruel research facility Envigo is closed, talk about that and how you want to help BFP shut down other labs that abuse animals. If you were shocked to learn dogs are even used in testing labs, share that!
-  If you're an educator or parent, talk about our classroom seminars and the importance of teaching kids about being kind to animals.

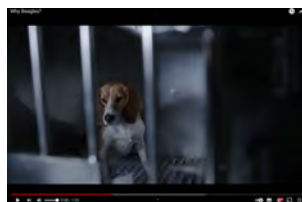
Want to add a BFP video?

Scan to visit BFP's YouTube channel!

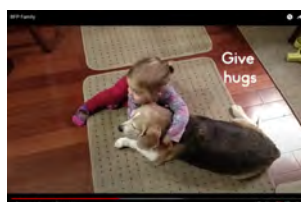


Videos are a powerful addition to your fundraising page! You can create your own video or use one of BFP's YouTube videos. Go to youtube.com/beaglefreedomproject to select a video. Then copy and paste the video's URL to embed it. For more detailed instructions, [click here](#).

Why Beagles?



BFP Family



Year in Review 2021



Spread the word



Now it's time to tell the world about your BFP fundraiser via email and social media. Before we do that, consider making the first donation yourself! People can be shy about being the first to give, and donating your own money helps show that you're serious about supporting the cause.

Use the onion method

For the best results, think of your outreach strategy like peeling an onion from the inside out—start with your inner circle and then work your way outward to more distant contacts. Studies have shown the “onion method” works because:

-  The people closest to you are most likely to donate, so starting with them helps you make some quick progress!
-  People are also more likely to donate the closer you are to reaching your goal, so when those outside your inner circle see the momentum you've already made, they'll likely want to give, too!

Here's an example of how you might plan your outreach:

-  **Day 1:** Email 5-10 very close contacts (family and your closest friend or two).
-  **Day 2:** Email 10-15 close contacts (your circle of good friends).
-  **Day 3:** Email other contacts (co-workers, friends of friends, distant relatives, etc.).
-  **Day 4:** Promote via social media to anyone who will listen (more on that later).

Email examples

Email is one of the easiest and most effective ways to fundraise. But if calling or texting makes more sense for those closest to you, do what feels right!

EXAMPLE 1:

Subject: Can you help me find loving homes for animals in need?

Hey **[Name]**,

I'm fundraising for Beagle Freedom Project, an organization that rescues animals used in lab testing and works to end their abuse through education, advocacy, and legislation.

My dog **[Dog Name]** came from BFP and I couldn't be more grateful that **[she/he]** was given a second chance to have a loving home! I'm supporting BFP because I want to help more animals like **[Dog Name]** find their forever families.

I'm trying to raise **[\$ fundraising goal]** by **[deadline]**. If 5 people each give **[\$ fundraising goal]** or more, I'm there. If you're able to, I hope you'll support me and BFP by making a gift to my fundraising page below!

Please click here to give: **[fundraising page URL]**

Thank you so much!
[Name]



EXAMPLE 2:

Subject: Can you help me find loving homes for animals in need?

Hey **[Name]**,

I'm fundraising for Beagle Freedom Project, an organization that rescues animals used in lab testing and works to end their abuse through education, advocacy, and legislation. My dog **[Dog Name]** came from BFP and I couldn't be more grateful that **[she/he]** was given a second chance to have a loving home! I'm supporting BFP because I want to help more animals like **[Dog Name]** find their forever families.

I'm trying to raise **[\$ fundraising goal]** by **[deadline]**. If 5 people each give **[\$ fundraising goal]** or more, I'm there. If you're able to, I hope you'll support me and BFP by making a gift to my fundraising page below!

Please click here to give: **[fundraising page URL]**

Thank you so much!
[Name]

Alfie says:

Emails can get lost in a crowded inbox, so don't hesitate to send a few follow-ups! For example, you can use email to keep people up to date on your progress (50% raised, 75% raised, and so on) and ask those who haven't donated yet to help you hit the next big milestone.





Social media examples

Social media is a great way to expand your outreach! Since your network on Facebook will be different from LinkedIn, don't be shy about sharing on all social media platforms. The built-in social sharing options on your fundraising page make it easy! And remember to use relevant hashtags, such as: #BeagleFreedomProject, #EndAnimalTesting, and #CrueltyFree.

FACEBOOK EXAMPLE:

Hi everyone! I'm fundraising for @BeagleFreedomProject, an organization that rescues dogs used in lab testing & works to end their abuse through education & legislation. Because of your amazing support, I've reached 50% of my goal, woohoo! If you can help me get to 75% of my goal, please click here:

[\[fundraising page URL\]](#). Thanks so much! 😊

BIG thanks to everyone who has donated: [\[@Name, @Name, @Name, @Name, @Name, and @Name\]](#)

INSTAGRAM EXAMPLE:

Here's [\[Dog Name\]](#)! I could not imagine [\[Dog Name\]](#) being used for painful experiments so I'm fundraising for @BeagleFreedomProject to help other animals used for testing get a second chance at having a loving family! If you're able to give, please click my link in bio. Thanks so much! 😊

TWITTER EXAMPLE:

I'm fundraising for @BeagleFreedomProject, an organization that rescues animals used in lab testing & works to end their abuse. I'm trying to raise [\[\\$X\]](#) by [\[date\]](#). If 5 people each give [\[\\$X\]](#) or more, I'm there! Please click here to give: [\[fundraising page URL\]](#). Thanks so much! 😊

Alfie says:

When asking for donations on social media, one of the best strategies is tagging and thanking people who have already donated. This spreads your message further and shows that people are already supporting you. As you get closer to reaching your goal, be sure to share progress updates along the way!





Thanking donors

Make sure to thank every one of your donors—reaching your goal wouldn't have been possible without them! You can send a personalized email, acknowledge them directly on your fundraising page by leaving a comment, or give them a shout out on social media. And never underestimate the power of an old-fashioned handwritten card!

Example:

Subject: Thanks so much for helping me reach my goal!

Hey **[Name]**,

My fundraiser has wrapped, but the impact of your contribution will continue! I am very grateful for the support you have shown for Beagle Freedom Project.

With your help, I have raised **[\$X]** towards giving animal cruelty survivors a second chance to find loving families. Feel free to follow BFP on Facebook, Instagram, and Twitter to stay up to date on all the good work that your donation will help make possible.

Thank you again for your generosity!
[Name]

Questions?

Remember, we're in this together so if you need anything or have any questions throughout your fundraiser, please do not hesitate to reach out by emailing info@bfp.org or calling 818.382.6500. Thank you again for being a voice for the voiceless and for making our lifesaving work possible!

Alfie says

YOU'RE A ROCKSTAR! Congrats on your fundraising success! Know that your hard work makes a BIG difference for animals like me. **Thank you so much for your support!** ❤️

