

VIRGINIA BEACH SPCA
#GIVINGTUESDAY

Facebook Fundraising Instructions

1. Log-in to your facebook account
2. Navigate to the VBSPCA homepage
3. Find the “More” option in the menu and select “Fundraisers”
4. On the fundraising page, look for the option to “Raise Money”
5. Facebook will automatically set up a fundraiser for you, and you will be able to edit your donation goal, your “why,” and the header photo. The fundraiser will automatically pull the VBSPCA Giving Tuesday photo, but we have created a few other options if you would prefer to change it up.
6. Once you have made all your edits, click “create” and your fundraiser will be live and ready to go!
7. Share your fundraiser with your friends and family, and use facebook’s option to invite people to the fundraiser. The more, the merrier.
8. We encourage you to post photos, messages, or updates throughout the day. The VBSPCA will be posting every hour, and you will find some inspiring messages that you can share on your page. The VBSPCA toolkit also provides some talking points and facts for you to use to promote your campaign.
9. In addition to our posts and talking points, keep in mind that what comes from the heart can often be the most impactful message. Tips for creating your “why” are below.
10. If you want to come by the VBSPCA in advance of the fundraiser, we’d be happy to take a photo of you with an adoptable animal. Just let us know!
11. If you need any additional help, let us know. Email marketing@vbspca.com and we are here to help!



Thank You
For Your Dedicated Support

How to Create Your Why

“Why” you support the VBSPCA is some of the most inspirational information you share. Don’t be afraid to make it personal. Why this matters to you is why it is important for your friends and family to support you! Reference the below tips if you need help creating your “why”

Intro: Where did your love for animals begin? Tell a compelling story about your love for animals and/or what motivates you to help animals.

A turning point: Was there a specific event that made an impression on you? Was there a deciding factor for you to get involved and fundraise? Explain why this is important to you.

Make the Connection to the VBSPCA: Let people know how your story connects to the VBSPCA. Make sure your story has a strong connection with credible facts! Our 2021 talking points and stats can be found on the next page.

Provide a Call to Action: Inform your friends and family how they can support you, and ask them to donate to your fundraiser. You can also ask them to help spread the word by sharing your fundraiser with their social network community.

Close with a thankful and positive mission for your campaign: Let them know how this will help the animals!

Talking Points

- The VBSPCA provides shelter and care to over 2,500 companion animals each year, including cats, kittens, dogs, puppies, guinea pigs, rabbits, mice, rats, and birds.
- The VBSPCA Low Cost Medical Clinic provides affordable spay/neuter services as well as full service veterinary care, including diagnostics, surgical treatments and preventative health services.
- The VBSPCA “Neuter Scooter” provides mobile, low-cost spay/neuter and vaccines to neighboring communities that would otherwise not have access to affordable veterinary services.
- The VBSPCA Neuter Scooter 2.0 has performed over 12,000 spay/neuter surgeries since it hit the road in 2012.
- The VBSPCA provides triage, stabilization, and/or euthanaisa services to nearly 500 injured wildlife every year in an effort to eliminate suffering.
- The VBSPCA Humane Education Program reached over 2,500 children in 2021, providing activities both virtually and in the shelter. Virtual activities include kindness calendars, reading challenges, and art competitions. In shelter programs include our Tale for Two literacy program as well as shelter tours.

- In September 2021, we launched VBSPCA Animal Heroes - an online learning experience designed to educate children about animal adoption and responsible pet ownership. The interactive digital platform is designed to look like a video arcade, complete with games, videos, and quizzes.
- The VBSPCA Miracle Medical Fund was established to help cover the costs of medical fees associated with caring for homeless animals. These medical fees average around \$450,000 annually, and the Miracle Medical Fund covers 75% of these fees. The VBSPCA relies heavily on community support to be able to provide this high level of care.
- The VBSPCA partners with over 100 shelters and rescues across Virginia and surrounding states who are full and unable to take in animals in their area reach out to larger shelters like the VBSPCA and request to transfer animals.
- The VBSPCA foster network cares for orphans too young to survive on their own or thrive in a shelter environment. Nearly 1,400 animals enter the foster program each year where they are cared for by over 200 active volunteer foster families.
- Research shows that behavior issues are among the most frequent reasons that people surrender their pets to shelters. With this in mind, the VBSPCA includes puppy training classes with all puppy adoptions. These classes are fulfilled by partnering training facilities in our community.
- The VBSPCA Pet Pantry strives to keep pets in homes by providing pet food to pet parents who are facing unexpected economic hardship. The pantry helps over 50 clients each year, making it possible for them to keep their pets in their homes.
- The VBSPCA adopts out FIV positive cats and kittens, who would otherwise have not been given a second chance. Because of the contagious nature of the virus, an FIV+ cat is often not considered an adoption candidate and would qualify for euthanasia.
- The VBSPCA participates in Pets for Patriots, an adoption program that assists active and retired military members in the adoption of adult shelter pets and special needs animals - those most in need of a loving, forever home. Last year the VBSPCA matched 84 pets with adoptive families through the Pets for Patriots program.
- The VBSPCA Visiting Paws program is a volunteer-run initiative that provides patients in nursing homes and persons with intellectual disabilities the opportunity for positive human-animal interaction. This program uses VBSPCA alumni animals and approved shelter animals, providing the opportunities for socialization and play.
- The VBSPCA has a robust volunteer program with over 300 active volunteers who serve nearly 900 collective hours each month. We welcome junior volunteers (ages 14-17) who support the cattery, kennel, and small animal room, and adult volunteers (18 +) who assist with shelter duties, fostering, wildlife transport, in-kind donation processing, administrative support, events, humane education, and visiting paws. We also facilitate court-ordered community service requests.