

Start Your Fundraiser for FOAS

TOOLKIT

Who is FOAS?

Friends of Oakland Animal Services (FOAS) is a nonprofit organization that raises funds to support Oakland Animal Services (OAS), the City of Oakland's animal shelter.

FOAS supports lifesaving programs such as foster care, adoptions, emergency veterinary services, and 15+ FOAS-funded staff who work alongside OAS staff every day.

These strategic efforts have helped OAS achieve the highest save rate in its history! More than 90% of OAS animals are now saved, up from less than 50% when we started in 2005.

Why baby animals?

The shelter can be a difficult place for babies to grow up. As adorable as they are, the odds are stacked against them at a critical time in their lives, but FOAS-funded programs make it possible to give these vulnerable animals a chance.

Newborn and underage animals require immediate, specialized care. To help them, the shelter needs to be ready at a moment's notice with the staff, supplies, and foster support to step in when they arrive.

Caring for baby animals is resource-intensive, and during peak baby season, the shelter's capacity is stretched to its limits.



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Ready to start?

1 Follow this [link](#), click "Become a Fundraiser," and choose how you'd like to fundraise:

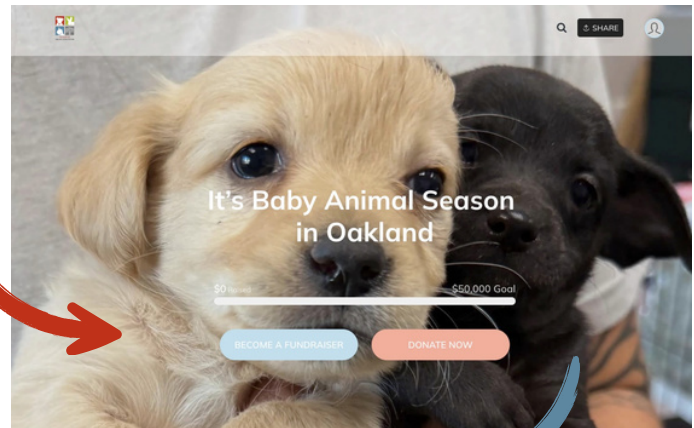
- **As an Individual:** Sign up and start fundraising on your own right away.
- **Create a Team:** How much fun would it be to recruit friends, family, or colleagues to fundraise with you? Start a team so you can work together and track your collective impact.
- **Join a Team:** You can also join a team started by someone you know to help boost their impact.

NOTE: You do not have to join a team.

2 Set Your Fundraising Goal- We've set a goal to help you get started, but you can totally make it your own! Pick an amount that feels right for you—you can always come back and change it later.

3 Add your headline- Share a quick blurb about why you're fundraising for FOAS—let people know why you care deeply about this cause!

4 Share It with Your Team!- Set a short URL (e.g. <https://give.friendsofoas.org/VickyG>) to make your page easy to share—then spread the word! Share your fundraising page with friends, family, and teammates to help grow your impact!



Start fundraising



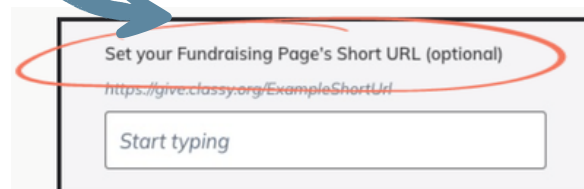
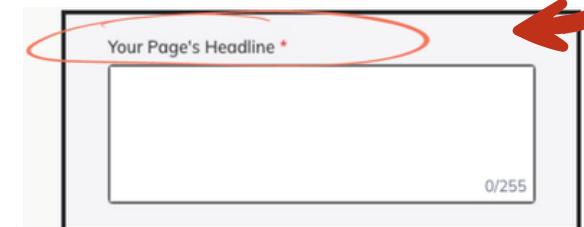
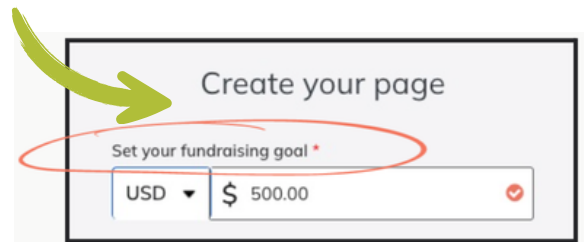
As an individual



Join a team



Create a team



Rise Up to Raise Oakland's Baby Animals Fundraising Challenge

How to participate: Join our online fundraising challenge and share your link with everyone you know to support Oakland's baby animals. You can join on your own or be a part of a team.

Each week, we'll have a themed challenge to win prizes. At the end of the fundraiser, the grand prize will go to the top team and the top 5 individuals.

Start: Thursday, May 7 at 8:00 AM **End:** Sunday, May 31 at 11:59 PM

Weekly prizes: Store credits to the FOAS online swag store

Grand prize: A pizza party with FOAS staff, board members, and other winning participants. All winners will be announced by email.



Week 1: Trailblazers
May 7 - 17 11:59pm

- Top 3 individuals to raise over \$250
- First team to raise \$500 (top 5 fundraisers in the team will receive a prize)



Week 2: Outreach All-Stars
May 18 12am - May 24 11:59pm

- Top 3 individuals with the highest number of individual donors
- The team with the highest number of individual donors (top 5 fundraisers in the team will receive a prize)



Week 3: Grand Finale
May 25 12am - May 31 11:59pm

- Top 3 individuals with the highest number of individual donors and the most raised
- The Top Team with the highest number of individual donors and the most raised



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Don't know where to start?

Start with your closest inner circle
Share on social media

Work as a team and fundraise with your coworkers or cohorts

Cast a wide net, don't be afraid to look beyond your immediate connections, and expand your list. Some people in your wider network may have a personal connection to our mission, which could spark some great conversations on top of a donation towards your goal!

Share your personal story or what inspires you!

Whether it's your experience with adoption, fostering, volunteering, or something else that has motivated you, people want to hear what drives you.



Social Media sample



“

Hey! I wanted to share something important. Right now is peak baby season at Oakland Animal Services. They're getting a lot of baby animals who need extra care while they grow, and they also take up more resources.

There's currently a match, so all donations are doubled, and we can help twice as many baby animals!

Share this. Help us reach new people.

*Our Community. Our Animals. Rise up to raise them.
#BabyanimalsofOakland*

”

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Email sample

Note: Share your personal story or what inspires you. Whether it's your experience with adoption, fostering, volunteering, or something else that has motivated you, people want to hear what drives you.

“ Hi *[name of person]*,

I'm reaching out to ask for your support for an organization that's important to me.

You may already know, but if you don't, Friends of Oakland Animal Services (FOAS) is a nonprofit dedicated to funding lifesaving programs for animals in need at Oakland Animal Services (OAS).

FOAS has made a real difference for the baby animals at the shelter, and I deeply care about the animals in my community, which is why this is important to me.

That's why I'm helping raise funds, and I'm asking you to join me.

Your gift today supports lifesaving programs at the shelter like foster, transfer, and adoption, and helps provide essential supplies and medical care for baby animals in need.

Here's how you can help:

- **Donate:** No amount is too small, and your donation will be doubled!
- **Share:** If you're unable to donate, you can still help by sharing this message with your network. The more people we reach, the more lives we can save.

[Include your unique fundraising link here]

Every dollar counts. Every action saves lives. Thank you so much for your support.

Sincerely,
[Your name]

”

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Talking Points- Baby animals

- FOAS supports the city of Oakland's animal shelter, which takes in over 8,000 animals each year, many of which are baby animals about 70% of cats are kittens, and 25% of dogs are puppies.
- All orphaned, underage animals must go into foster care when they arrive at the shelter because they require frequent feedings to survive.
- All the foster programs are 100% funded by FOAS, including staff and supplies given to fosters.
- The animal that most needs the intervention, whether it be medical care or behavioral support, is the least likely to get it without investing FOAS resources.
- FOAS funds lifesaving programs that improve outcomes for animals, especially vulnerable baby animals, through a dedicated team of 15+ staff. These programs include foster care, adoption, playgroups, transfers, outreach, and more.
- FOAS covers additional veterinary care and basic shelter supplies, including food, medicine, and other essential items.
- The adoption rate has tripled over the last 4 years.



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Note: This is a template that can be personalized as you see fit!

Thank Your Supporters!

We'll also be reaching out to say thank you, but it's important for them to hear it from you as well.



Thank You sample

“ Subject: Thank you so much for helping the shelter's baby animals!

Hey [Name],

My fundraising campaign has officially wrapped, but the impact of your contribution will continue! I am extremely grateful for your support of Friends of Oakland Animal Services.

With your help, I have raised [\$X] for Oakland's shelter baby animals!

Thank you again for your generosity.

[Your Name]

”



Thank you, we appreciate you so much!

Send us an email if you have any questions!

