

# 2020 Summit Veterinary Pharmacy Ride for Farley: Helping Pets from Home



## Creating a Fundraising Page

### Step 1: Create a Fundraising Page

Visit <https://bit.ly/2IE4SaT>. Once there, you will see two buttons: **Create a Team** or **Join as an Individual**. Select one of these options and login to your account or create a new account. Then follow the step-by-step instructions on the screen (only takes a few minutes). Make sure to name your fundraising page, add a photo, set a fundraising goal, and write a story about why you are fundraising for Farley. If you have friends and family riding alongside you, and are creating a Team Fundraising Page, be sure to make yourself (the Lead Rider) the **Team Captain**. As Team Captain, you can modify the Team Page with images and a story and can invite team members to create their own pages so that their donations are counted towards the fundraising goal!

*Note: Don't forget to copy the URL/Fundraising Page address, you'll need this to promote your Fundraising Page. Also, please include your name in the title of your page, as it will be easier to tell on the main page who are the top fundraisers.*

### Step 2: Promote your Fundraising Page

Promote your Summit Veterinary Pharmacy Ride for Farley campaign to your friends, family and clients. Simply create an email for all your contacts, write a short note explaining why you're supporting the Farley Foundation and paste the URL of your Fundraising Page into the body of the email (see sample email below). You may also want to promote your Fundraising Page on your web site, personal & clinic social media pages, press releases, in clinic materials, etc.

*"Dear friends,*

*As pet owners ourselves, we understand how devastating it is when a pet becomes sick or injured. The situation is even more trying when a pet owner is unable to provide necessary veterinary care because of personal/financial circumstances beyond their control.*

*At XYZ Animal Hospital, we try our best to help our clients, but sometimes it's just not enough. That's where the Farley Foundation steps in. Over the past 18 years, the Farley Foundation has disbursed over \$4,700,000 to help more than 11,000 people in need by providing non-elective veterinary care for their sick/injured pets.*

*Please help us support the Foundation's important work during the Summit Veterinary Pharmacy Ride for Farley. Simply visit <enter URL address here> to donate and support us riding for people & pets in need."*

### Collect donations without the hassle of paperwork & cash handling

Your Fundraising Page collects donations for you, provides instant tax receipts, and takes away the need to handle cash donations. Fundraising Pages also help you keep track of donations, making it easier for you to keep your tally accurate so you don't miss out on exciting prizes!