

Summit Veterinary Pharmacy Ride for Farley

How to Create a Fundraising Page



A fundraising page is a personalized web page which helps event participants promote their involvement in charitable fundraising activities and collect donations without the hassle of traditional paperwork and cash handling.

**Summit
Veterinary
Pharmacy
Ride for Farley**

Step 1: Create a fundraising page

Visit www.canadahelps.org/en/charities/the-farley-foundation/p2p/2023svprideforfarley

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 participating with you, become a team captain by creating a team fundraising page! 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, this way we know which participant received the donations and we can put them towards your campaign total.

Sponsored by:
SUMMIT
veterinary pharmacy ltd

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 website, personal and 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 20 years, the Farley Foundation has disbursed over \$6 million to help almost 14,000 pets by subsidizing the cost of non-elective veterinary care.

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 or come in and see us during our event on <details> to support us riding for people and pets in need."

Collect donations without the hassle of paperwork and 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 report your fundraising tallies so that you don't miss out on exciting prizes!

Technical difficulties? Contact us at 1.800.670.1702 ext. 230.