

SOI DOG FOUNDATION FUNDRAISING GUIDE

Thank you for your interest in raising awareness and funds for Soi Dog Foundation. We are often asked by people “how can we help from home?” or “what can we do to help when we return from visiting Soi Dog?”

This guide provides ideas on what you can do to spread the word about Soi Dog Foundation, and some fundraising ideas and ways to provide financial assistance.



Soi Dog
www.soidog.org

YOUR SPARE CHANGE WILL SAVE LIVES

PLEASE DONATE TODAY!

FUNDRAISING FOR SOI DOG FOUNDATION

With no government funding, Soi Dog Foundation operates solely on donations from compassionate animal lovers around the world. We pride ourselves on the efficient use of funds so that the maximum number of animals can be helped.



SOME FUNDRAISING IDEAS TO GET YOU STARTED



1. Get sponsored.

You can ask family, friends and colleagues to sponsor you in almost any activity. Options may include running a marathon or in a fun-run, going on a diet, shaving your head, stopping smoking or giving up caffeine.

2. Sell homemade food or drinks.

It's a fun and easy way for adults or children to raise money. Put up posters to let everyone know the money will help street dogs and cats in Thailand.

3. Host an event.

You can hold a cocktail party, a tea party, a gala dinner, or a wine and cheese reception at your house. More interactive events may include a bar night or quiz night at your local pub.

4. Hold a stall or sell items online

Sell jewellery, hand-made crafts, or things you don't need any more and donate the money to Soi Dog. Ask people to donate unwanted goods to sell with the proceeds donated.



5. Start a club at your school.

You can sell candy, hold a car wash, and much more to raise money to rescue dogs and cats in Thailand. There are several schools around the world that are very active in fundraising for Soi Dog through their Soi Dog clubs.

6. Put out a donation box.

Speak to local businesses to see if they would be willing to put a donation box on their counter for people to put their loose change into. We can send you donation box labels to print out if you email information@soidog.org.



PREVIOUS SOI DOG FUNDRAISERS

BELOW ARE SOME EXAMPLES OF EVENTS AND ACTIVITIES ORGANISED OR JOINED BY SOI DOG SUPPORTERS, TO HELP THE DOGS AND CATS OF THAILAND.



Halloween Spinathon
- United Kingdom



Everest Challenge
- Nepal



Parachute for 80th Birthday
- United Kingdom



Boxing Championship
- Thailand



60 Mile Cycle
- United Kingdom



Mountain Trekking
- United Kingdom



Birmingham Marathon
- United Kingdom



Charity Fun Run
- Thailand



Annual Scrub Run
- Australia



Climbing Kilimanjaro
- Tanzania



Cross Country Cycling
- United Kingdom



Prague Marathon
- Czech Republic

DONATE YOUR BIRTHDAY!

Empower your loved ones to spark change by asking them to make a donation instead of giving you a gift on your special day! Donating a birthday raises valuable funds to aid important work, and it will make your birthday feel even more special.

Birthdays only come once a year, but you can help make a difference in the lives of animals long after you blow out the candles. Why not use this opportunity as a chance for friends and family to all come together to change lives, by asking them to donate to a cause that is dear to you?



Here are the simple steps:

1. Set a goal.

How much money do you want to raise? Look at a www.soidog.org to determine how your money will be spent and how far it will go. For example, For example, it costs \$25 to fund life-saving surgery for an injured animal!

2. Get creative with your compelling call to action.

Next, you should state why you want to support this cause on your special day, what Soi Dog Foundation does, and how the donations will be used. Be sure to emphasise any personal connections you have to the cause, such as your own volunteering or adoption experience.

3. Go viral! Promote your call to action.

Whether you send it by email or post to individual friends and family or post it in the Facebook invitation to your birthday party, make sure that you reach the people who matter to you and who might be interested in donating.

4. Share your progress and celebrate.

After your fundraiser ends and you pass along the donations, contact everyone who donated and thank them personally for their contribution. Let them know how much money was raised overall, and talk about how their donations will make a difference for the dogs and cats in Soi Dog's care.



YOUR GUIDE TO FUNDRAISING ON FACEBOOK FOR SOI DOG FOUNDATION



TOP TIP

MAKE IT PERSONAL –
PEOPLE ARE MORE LIKELY
TO DONATE IF YOU TELL
THEM YOUR CONNECTION
TO THE CAUSE AND WHY IT
MEANS SO MUCH TO YOU!

IT'S AS
EASY AS
1, 2, 3!

1. CREATE: Click 'Fundraisers' on the left of your News Feed. Click 'Raise Money'. Select Soi Dog Foundation. Choose a cover photo and fill in your fundraiser details. Click 'Create'.

2. SHARE: Promote your Facebook fundraiser on your page and ask your friends to share it. People don't have to be friends with you on Facebook in order to help; anyone can follow the link to donate!

3. RAISE: You'll be able to see who has donated and when, and track your progress against your goal. Get started by emailing the link to your friends and family

PLEASE NOTE: FACEBOOK FUNDRAISERS AREN'T AVAILABLE IN ALL COUNTRIES YET. TO CHECK WHETHER YOUR COUNTRY IS COVERED PLEASE CLICK [HERE](#).

FOR ANY QUERIES REGARDING FACEBOOK FUNDRAISERS PLEASE EMAIL [JOSIE@SOIDOG.ORG](mailto:josie@soidog.org)

CREATING YOUR FUNDRAISING PAGE

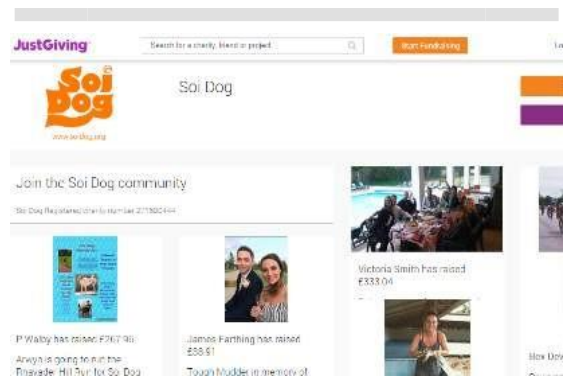
The Facebook Fundraiser Tool is Soi Dog's preferred online platform for fundraisers

Below are some options of other platforms which can be used to create fundraisers online to help Soi Dog Foundation. Soi Dog prefers that these only be used if the Facebook Fundraiser tool is not available for your country. Donations can be made directly through these platforms and they are sent straight to Soi Dog's bank account. By using these platforms for your fundraisers, you do not need to worry about collecting or transferring donations.

www.mightycause.com



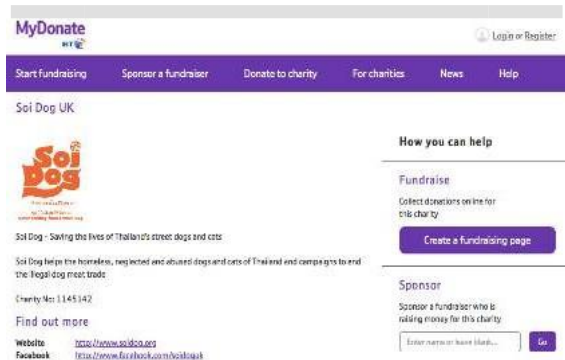
www.justgiving.com



www.uk.virginmoneygiving.com



www.mydonate.bt.com



You can also make purchases from Amazon, all whilst donating to Soi Dog!

Soi Dog Foundation will receive **0.5%** of your entire purchase at no extra charge. To do so, visit smile.amazon.com and type in Soi Dog Foundation. Amazon will automatically set up Soi Dog Foundation as your favorite charity and donate the 0.5% of all purchases.

Happy shopping!

PROVIDING FINANCIAL AID TO SOIDOG FOUNDATION

Soi Dog is registered in the following countries:

Thailand (Phor.Gor. 39/2548) United States (27-1600444) Australia (58982568831) Holland (37120202)

France (W332011412) United Kingdom (1176305) Canada (981179-6) Switzerland (CHE-393.768.679)

HOW YOU CAN HELP



- Sponsor a dog at Soi Dog Foundation. Many of the resident dogs at the Soi Dog shelter are available for sponsorship and all the funds raised go towards feeding, housing and providing medical care to over 500 dogs who call the Soi Dog shelter home. Please visit www.soidog.org/sponsor-a-dog for more information.
- Ask friends and family to donate on your behalf for your birthday or any other special occasion. Donations can be made online at www.soidog.org/content/make-donation.
- Consider leaving a gift to Soi Dog Foundation in your will. This is one of the most effective ways you can help the dogs and cats of Thailand. More information can be found by visiting www.soidog.org/content/remember-animals-in-your-will.

• Join the Care for Cats Club to help cats by buying food and medications and funding sterilisations of Phuket's stray cat population. You can help by making a one-time donation or setting up a monthly donation by visiting www.soidog.org/join-care-cats-club.

• Soi Dog has been successful in effectively ending Thailand's dog meat trade and is actively expanding its efforts to neighbouring countries where little is being done to address the issue. Soi Dog cares for hundreds of the dogs who have been rescued from the dog meat trade, and is working hard to achieve the ultimate goal of finding them loving homes. To help the victims of the dogs meat trade, donations can be made by visiting www.soidog.org/content/end-dog-meat-trade.



SHOP TO HELP THE DOGS AND CATS OF THAILAND

www.easyfundraising.org.uk

You can save the lives of homeless, neglected, and injured dogs and cats simply by making purchases through Easy Fundraising. You'll find more than 3,000 shops and sites on Easy Fundraising including everything from groceries to clothing to hotels. When you make a purchase, a small donation will be made to Soi Dog Foundation.



We thank you for all your support. Every bit counts and we appreciate any assistance you can provide.

If you have any questions or would like to discuss a fundraising or awareness idea, please contact information@soidog.org