

Client: self on behalf of a local animal shelter

Product/Service: Fundraising Emails

Objective: get donations

Fundraising (1) Dash for Dogs “walk” I completed for the Animal House Shelter.

Because I sent this to my team and it was last minute, I kept my email light and informal.

Donation solicitation email received 3% response rate.

Donation Request Email

SUBJECT: Swiss doing a 5k Run/Walk for Animal House Shelter

Hi Team,

I’m doing a 5k Run/Walk for a “No-Kill” Dog and Cat “Animal House Shelter” in Barrington, IL. Sunday May 22, 9am.

If you’d like to donate, please stop by my desk.

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Animal House Shelter rescues 98% of our dogs and cats from pounds and animal control facilities with high rates of euthanasia.

These places do not have the space to accommodate the number of animals coming in and euthanize at astounding rates.

Animal House Shelter takes in these pets (many of which are on “death row”) regardless of age, breed or known health problems and rehabilitates them mentally and physically. We then personalize the adoption process to assure that each one of our animals is going into the best possible home for their particular needs. We provide the best possible veterinary care to all of our animals and never decline treatment, whatever it may entail, if it means that the animal has a chance at a new and healthy life. The dogs and cats at Animal House Shelter are given all vaccinations, including a rabies vaccination, are neutered, dewormed, micro-chipped, heartworm tested (dogs) and feline leukemia/FIV tested (cats) prior to adoption. Dogs are kept on heartworm preventative and all animals receive flea and tick prevention monthly. Dogs are walked a minimum of four times daily to give them the maximum amount of socialization with each other and with people. Our cats are housed in a large free-roam cat habitat where they are constantly socializing with each other, staff, volunteers, and potential adopters. Animal House Shelter is open 7 days a week and 365 days a year. We never close, even on holidays, and strive to go above and beyond all standards of excellence when caring for the mental and physical needs of our animals. We understand the importance of getting to know each of our animals as individuals in order to place them in the best possible home for their particular needs. Each and every animal is treated with the love and respect they deserve as though they were our own pets.

We have rescued, rehabilitated and adopted out over 28,000 dogs & cats since we opened in 2002.

Please support Animal House Shelter to help us continue to save the lives of so many homeless animals!


Thank you,
Swiss

Follow Up Email

SUBJECT: I Finished the Dash for Dogs 5k!

Well I got sniffed, licked, even lapped by a 3-legged dog...

But I finished 😊

Place	Participant	Last Seen At	Elapsed Time
420	 Swiss Luster (Bib 244) Female from Westmont, Illinois	Finish	01:00:08



FINISHER

SWISS LUSTER
HAS COMPLETED THE
DASH FOR DOGS 5K
IN THE
ANIMAL HOUSE SHELTER DASH FOR DOGS 5K
WITH AN OFFICIAL TIME OF:
01:00:08

OVERALL: 420 / 489 GENDER: 272 / 315 AGE GROUP: 30 / 33 PACE: 19:20/mile

ITS YOUR RACE

Thank you,
Swiss

Swiss Copywriting Service