



## Peer-to-Peer Fundraising Campaign Toolkit

### About the Campaign

**Give Hope to Animals** is a new peer-to-peer campaign to raise funds and awareness for Mercy For Animals' mission to end the exploitation of animals for food—and you can be part of it! People across the country are joining forces in constructing a more compassionate food system through a fundraising activity of their choice.

**Hope** is our most powerful tool, and no one can take it away from us. We believe in a better, more compassionate world. When change will happen, or precisely how, we don't know. And yes, we will feel sadness and exhaustion, rage and grief. But this points us to our dreams and fuels our collective faith in transformation.

We find hope in the farmer determined to transition out of factory farming. We find hope in you and our collective efforts. We find hope in those who sign our petitions, gather in protest, make their voices heard by their representatives, and so much more.

We are the changemakers who will speed the transition to a compassionate food system. We are the fighters with faith that our actions influence outcomes. Here, with you, we find hope and feel its power.

**Please join us today and give hope to animals.**

Participating is simple: **Sign up**, create a fundraising page for yourself or join a team, share the page, and ask your friends and family to support your fundraiser.



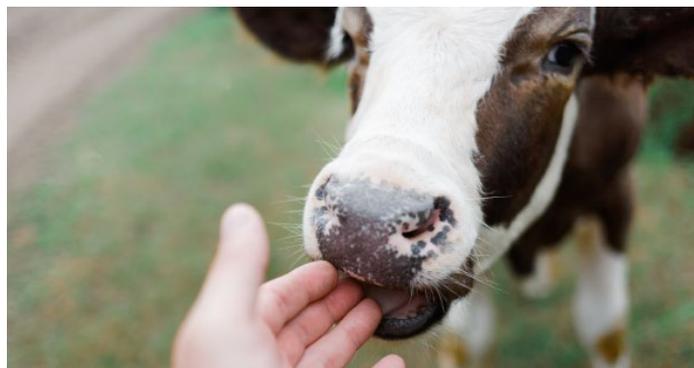
## Fundraising Ideas to Get You Started

---



### Veganuary

Go vegan for a month, or challenge your friends to go vegan. According to one vegan calculator, a person who goes vegan for just one month can spare 30 animals. That is around one animal a day. Are you already vegan? Challenge your friends to go vegan for 30 days—coach and encourage them as you fundraise together.



### Holiday Fundraiser

Share love and hope at your own peer-to-peer holiday party. Maybe host an ugly Christmas sweater party, plan a vegan holiday-cookie baking contest, or ask people to donate to your Give Hope to Animals fundraiser in lieu of gifts this year.



### Cooking and Baking

Food is central to our mission, and many of our omnivore friends simply don't know how delicious vegan food can be. Teach friends and family to make an animal-free meal, or share recipes and cooking videos.



### Unleash Your Creativity

Bring your unique fundraising vision to life. Donate your birthday, your anniversary, or other special occasion; honor a loved one; go on a mountain climb... The possibilities are as limitless as your creativity!

## Fundraising Tips

---



### USE EMAIL

---

Send emails to share your story and progress with your community. Log in to your [participant center](#), personalize the message in the email template provided to make it more powerful, and send it to your friends and family. The email will include a link to your personal fundraising page.



### USE SOCIAL MEDIA

---

Use your social media channels to share your story and progress with your community. Make sure to include a link to your personal fundraising page, and encourage friends and loved ones to support you. You can tag @MercyForAnimals and use the hashtag #GiveHopeToAnimals in your posts so we can celebrate with you. We encourage you to update your pages to make the most of social media platforms and spread the word. Assets are available to download and use today:

[Facebook Header](#)

[Twitter Header](#)

Graphic for [Instagram](#) or [Twitter](#) Posts

Graphic for [Facebook](#) Posts

[Facebook Event Page](#)

### CONNECT YOUR FACEBOOK

---

You can now link your personal page to a Facebook fundraiser.

Log in to your participant center, and click on the link to connect the fundraiser with Facebook. Log in to Facebook and you are all set.

### DONATE

---

Make a \$25 donation to your own page to show your commitment.

### FAQ

---

Questions? Visit our [FAQ page](#) for answers.



## INCENTIVES

Hit fundraising milestones throughout the campaign, and receive one of our fabulous thank-you gifts!

### \$1,000

Mercy For Animals Give Hope T-shirt

### \$500

Mercy For Animals Give Hope Tote Bag

### \$250

Mercy For Animals Give Hope Mug

*Note: Participants will receive these thank-you gifts after the campaign in early 2022.*



## SAMPLE FUNDRAISING EMAILS

### Subject Line: Support Me

Dear Family and Friends,

I recently accepted the challenge to raise funds to support Mercy For Animals as part of their Give Hope to Animals campaign.

Please help support me in this important project by contributing generously. Farmed animals suffer miserably at factory farms, and more than **nine billion** land animals are killed for food each year in the United States. Your funds will support Mercy For Animals' efforts to reduce suffering and end the exploitation of animals for food.

It is faster and easier than ever to make your tax-deductible donation online through the link below.

Whatever you can give will help—it all adds up! I greatly appreciate your support and will keep you posted on my progress.

Sincerely,

[Your Name]

P.S. You can also mail contributions (payable to *Mercy For Animals*) to the following address:

Mercy For Animals  
8033 Sunset Blvd., Ste. 864  
Los Angeles, CA 90046



## SAMPLE FUNDRAISING EMAILS

---

### Subject Line: Help Me Help Animals

Dear Family and Friends,

I recently accepted the challenge to raise funds to support Mercy For Animals as part of their Give Hope to Animals campaign. Across the country, people like me are joining forces to fund Mercy For Animals' mission to construct a kinder food system and make the world a better place for farmed animals.

Let's imagine that world for a moment. Picture yourself riding through the countryside. Those long metal sheds that used to confine thousands of smart, sensitive animals in miserable conditions have transformed into greenhouses nurturing fresh produce. Rivers and streams run clear, and wildlife flourishes. The nearby small town has sprung back to life. Our planet is a little cooler. Species extinctions have slowed. Our healthcare system is unburdened. Fears of pandemics and antibiotic resistance have dissolved. Factory farming is universally recognized as a cruel, failed experiment. A new food system built on kindness has taken its place.

You can make the world brighter for farmed animals—and bring us one step closer to a truly compassionate food system—by making a donation to Mercy For Animals on my behalf. Your gift will fund innovative work like Mercy For Animals' Transformation project, which helps factory farmers transition to growing crops; undercover investigations that drive major institutional policies to ban the worst abuses inflicted on animals; and campaigns to expand plant-based food options on menus and supermarket shelves.

It is faster and easier than ever to make your tax-deductible donation online through this link. *[Insert a link to your personal fundraising page.]* If you prefer, you can send your contribution to the following address:

Mercy For Animals  
8033 Sunset Blvd., Ste. 864  
Los Angeles, CA 90046

Whatever you can give will help—it all adds up! I greatly appreciate your support and will keep you posted on my progress.

Sincerely,

[Your Name]



## SAMPLE FUNDRAISING EMAILS

---

### **Subject Line: Join My Team**

Dear Family and Friends,

I recently accepted the challenge to raise funds to support Mercy For Animals as part of their Give Hope to Animals campaign.

Please join me in this important project by joining my team. Farmed animals suffer miserably at factory farms, and more than **nine billion** land animals are killed for food each year in the United States. The funds you help raise as part of my team will support Mercy For Animals' efforts to reduce suffering and end the exploitation of animals for food.

Together, we can give hope to animals!

Sincerely,

[Your Name]

### **Subject Line: Thank You for Your Gift**

[Name],

Thank you for donating to my fundraiser! I am so proud to have you by my side as we support the work Mercy For Animals does every day to construct a compassionate food system by reducing suffering and ending the exploitation of animals for food.

Thank you for taking the time to support me.

Sincerely,

[Your Name]