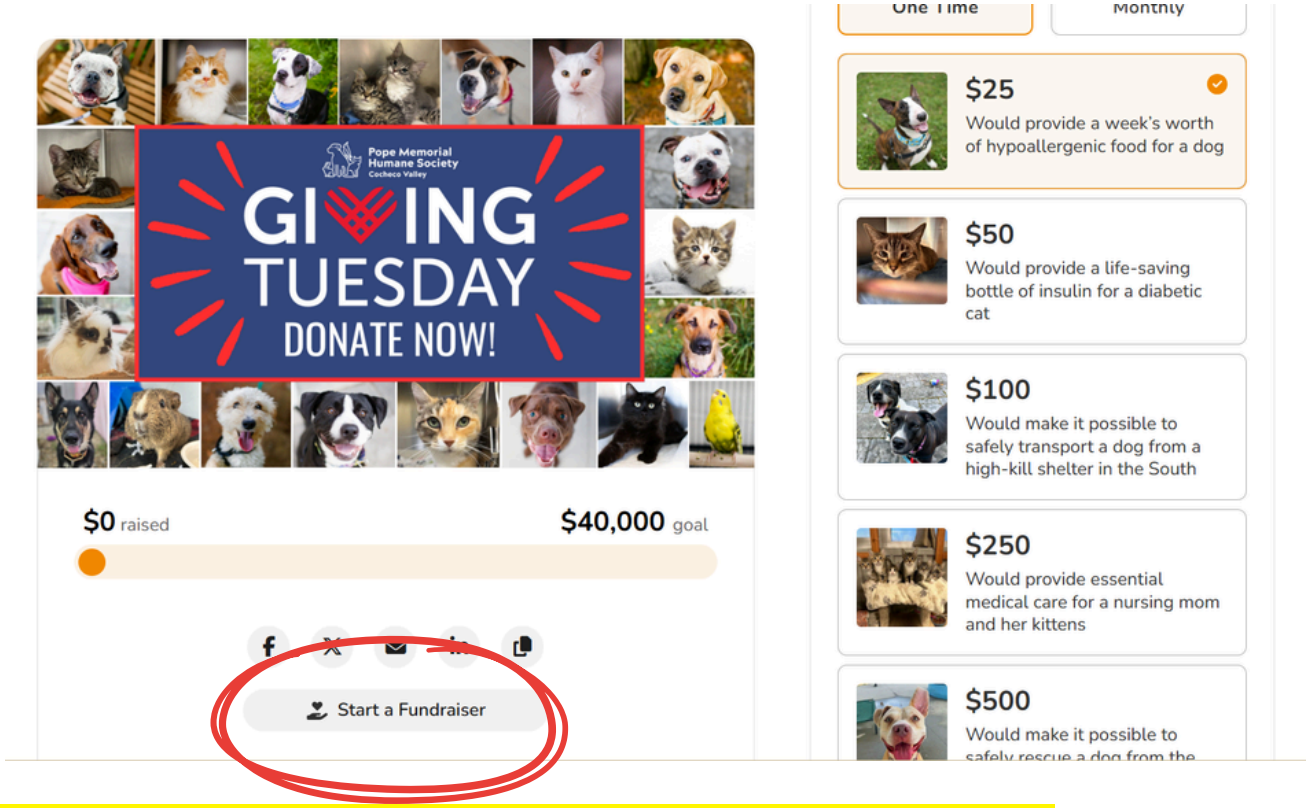
Pope Memorial Humane Society
Cocheco Valley

Giving Tuesday Challenge

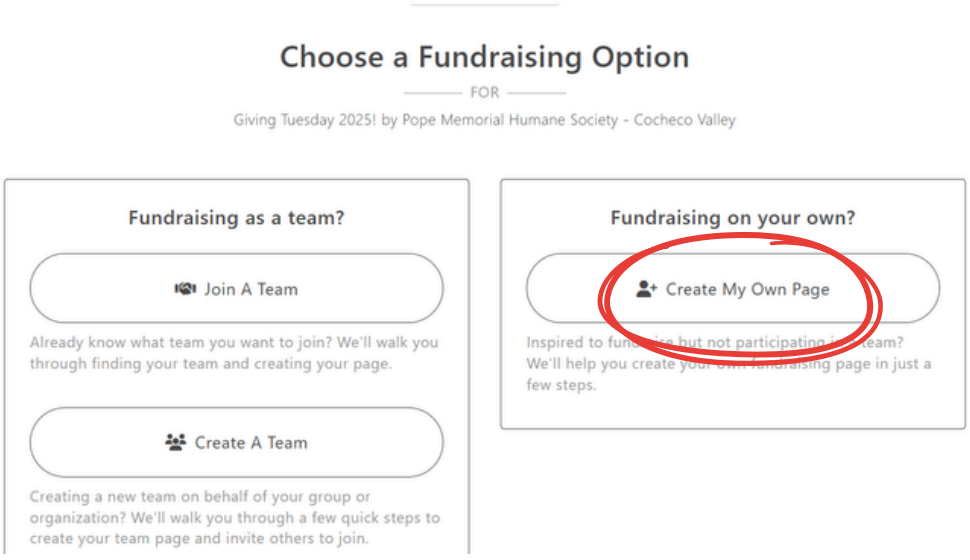
Easy Steps to Make a Fundraising Page!

1. Head to our Giving Tuesday page at https://bit.ly/PMHSGT26

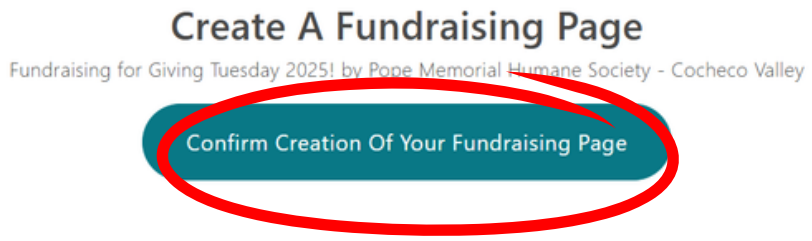
2. Scroll down below the Goal Thermometer and click “Start a Fundraiser”



3. “Choose a Fundraising Option” will pop up! Click “Create My Own Page” under “Fundraising on your own?”

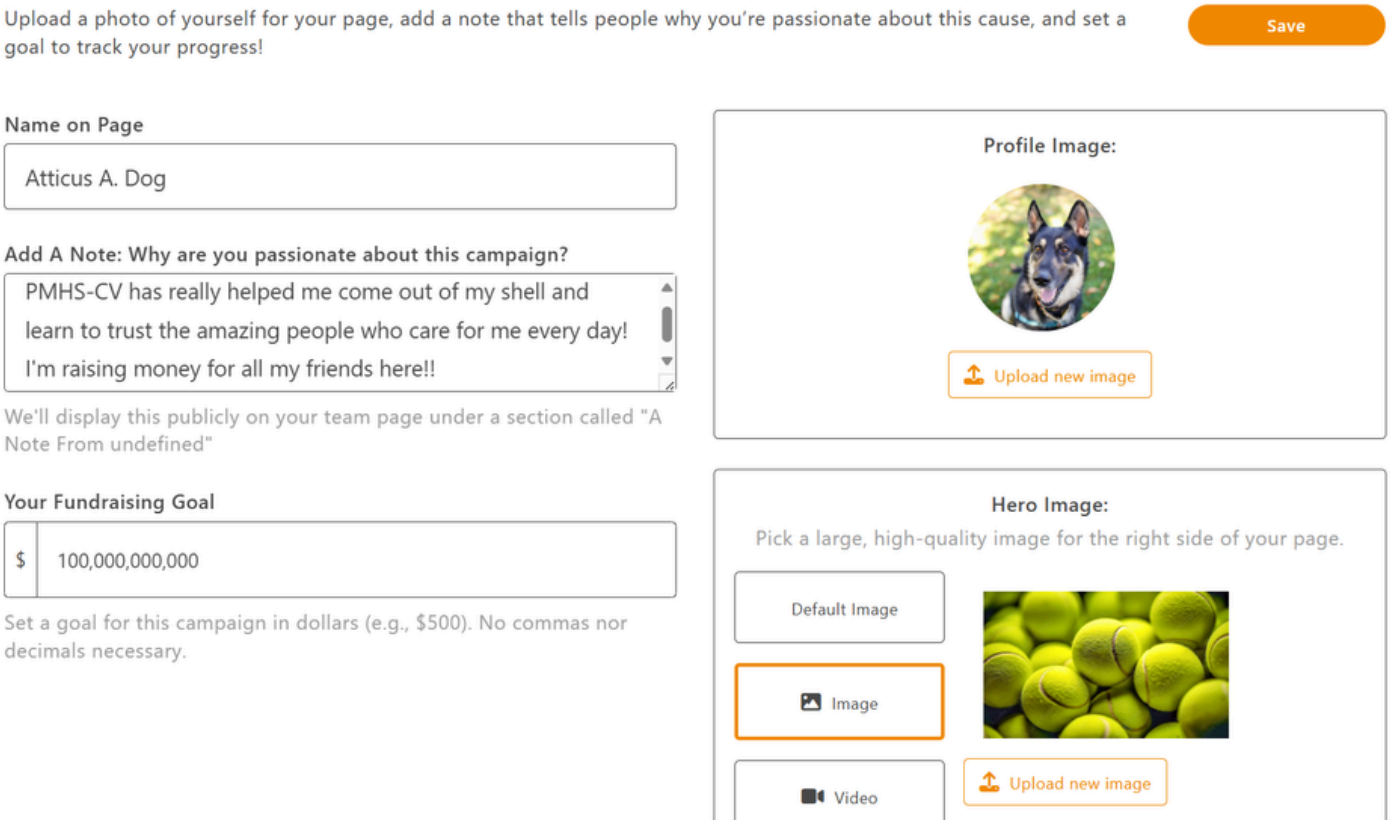


4. “Create a Fundraising Page” will pop up! Click “Confirm Creation Of Your Fundraising Page”



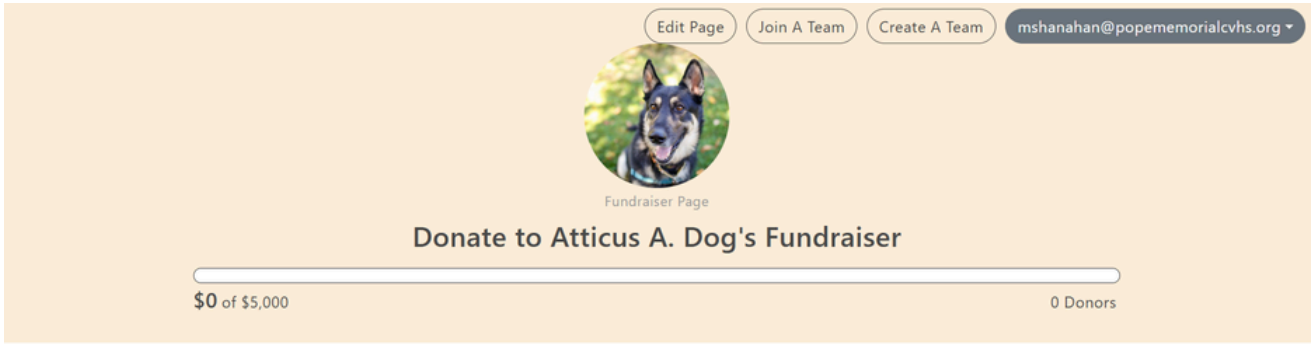
5. Create your page! Add:

- Name of Page
- A Note: Why your passionate about this campaign
- Fundraising Goal
- Photos and/or videos!



6. Your page is ready to go!

NOTE: Please be more reasonable than Atticus, though we love his enthusiasm and have no doubt in his fundraising skills.





7. Share your donation page with friends, family, co-workers, anyone you'd like! The more you raise, the more prizes you win! The Giving Tuesday Challenge will end on December 3rd.. A PMHS-CV staff member will be in touch that day to thank you, go over what you've earned and next steps!

Learn more about the prizes:

	SOCIAL MEDIA SHOUTOUT	PMHS-CV T-SHIRT & BEANIE	2 TICKETS TO PMHS-CV TUNES FOR TAILS 2027	ENGRAVED BRICK AT PMHS-CV	PMHS-CV TRAIL SPONSORSHIP
$250	✓				
$500	✓	✓			
$1,000	✓	✓	✓		
$2,500	✓	✓	✓	✓	
$5,000	✓	✓	✓	✓	✓

Have Questions or Need More Information?
Please visit popememorialcvhs.org or e-mail mshanahan@popememorialcvhs.org

Pope Memorial Humane Society
Cocheco Valley

Giving Tuesday Challenge

Keep supporters active and motivated leading up to Giving Tuesday!

Week of October 19
- Announce your participation in Giving Tuesday!
- Share why PMHS- CV matters to you and set your fundraising goal.
- Create your personal fundraising page.
- Test your donation link and make sure everything works properly.

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Week of October 26
- Post about your goal and invite friends, family and co-workers to support you.
- Share a photo of your pet or an adoptable animal.
- Send a few personal messages or emails to your closest contacts.

Week of November 2
- Announce your Giving Tuesday plans on social media and e-mail.
- Encourage others to sign up or support PMHS- CV!
- Thank anyone who has already donated or shared your posts.

Week of November 9
- Share a story from PMHS- CV that inspires you.
- Post an update about how your fundraising is going so far.

Week of November 16
- Post a “2 weeks to go” reminder and update on progress.
- Encourage others to share your page or make a small gift.
- Thank a few donors publicly (with permission).

Week of November 23 (Thanksgiving Week)
- Post a “1 week to go” reminder.
- Share a gratitude message and thank everyone for their support.
- Make sure your posts and e-mails are ready for Giving Tuesday!

November 30 (Day Before Giving Tuesday)
- Share one last reminder that tomorrow is Giving Tuesday!
- Include your fundraising link and goal in your post.
- Double-check your page and any scheduled posts.

December 1 – Giving Tuesday!
- Morning: Post your official campaign launch message.
- Midday: Share a progress update and thank donors.
- Evening: Post a final reminder before midnight!
- Throughout the day: Reply to comments and thank supporters.

December 3
- Post a big thank you message and share your final total raised.
- Send personal thank you notes or messages to donors.
- Share how the funds will help animals at PMHS- CV!!

Tip: Try to post or share updates 2–3 times a week and send one email each week leading up to Giving Tuesday!