



The most successful campaigns focus on a tangible need tied to a single pet, with pet name, photos, and stories.

*Example - [Have a Heart Fund](#) by the [Houston Humane Society](#)*

The Houston Humane Society created their Have a Heart Fund to raise money for their dogs' heartworm treatment. The main campaign tells the story of their organization and the general need for treatment. This campaign has one goal and one tally for funds raised, encompassing all sub-campaigns.

Each sub-campaign represents one dog. By clicking on one of the sub-campaigns in the grid at the bottom of the main campaign, we can see that dog's story and the amount required for their treatment. Funds raised within a sub-campaign count toward the main campaign's funds raised. Any supporter interested in keeping up with each pet's story will receive an email notification when HHS updates the campaign (unless the supporter opts out).

### **Why use individual pet stories?**

Donors today are motivated by emotional connection and want to know their contributions' impact. The need is there - treatment for heartworm in their dogs - but it's difficult to connect with the generalized story and, therefore, compel supporters to donate.

By creating sub-campaigns, HHS does two things:

1. Tells each dog's story without cluttering one campaign. Supporters can choose a dog's story they connect with and contribute to that one (or more than one!).
2. Outlines their 'units of impact.' Units of impact are important story components that detail the need: this many dogs need treatment, which costs varying amounts depending on their situation. There's no better way for a supporter to understand the value of their contribution than to see exactly who their donations are helping and how.

Plus, there's a bonus - **quick and easy campaign creation for HSS!**

Rather than going through the campaign creation flow over and over for each dog, then repeating the same information about their organization and why they're fundraising, HHS can automatically carry over the main campaign's story (or a custom template) to each sub-campaign.

There are two options to mitigate restricted funds with individual pets:

1. Set each sub-campaign goal as its funding limit, meaning the campaign will automatically end once its goal is reached. Doing so prevents ‘over-raising’ for one sub-campaign. **For details, [view this article on the ConnectionPoint Help Centre](#).**
2. Create an ‘unrestricted funds’ caveat - this puts a checkbox in the donation flow stating, “I'd like [*Organization*] to apply my contribution where it's needed most. The supporter may uncheck the prompt if they choose; however, most understand the need to spread funds around. [View this Help Centre article for how to turn on this prompt](#).

## How to create Main and Sub-campaigns

In your campaign’s navigation menu, select “Content” and then “Layout.” Microprojects-with-grid is the last option. Explore the other layouts for what else might work for you! Easily create a new sub-campaign by clicking the “Create” button under “Sub-campaigns” in the navigation menu of the main campaign.

## Writing stories

The Main Campaign story tells the overall need, with a focused problem and solution. We recommend following ConnectionPoint’s [story telling guidelines](#). Edit your main campaign story by clicking the edit pencil in the story section of the visual editor or click “Content” and “Story” in the navigation menu.

There are two parts to your sub-campaign story: the unique story each sub-campaign has (each dog, in our example) and a preset story that automatically attaches to the bottom.

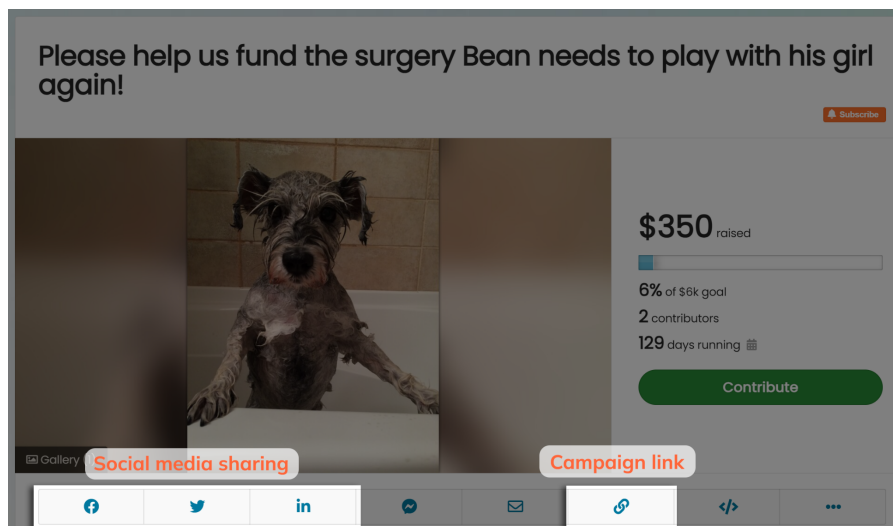
## Photos & Videos

Without pictures, it’s difficult for potential donors to connect with the need. We recommend including photos in the media gallery and the story itself. Photos should be good quality, yours (not stock photos), and positive (paws-itive?): We find distressing photos can actually turn supporters off from donating.

Campaigns with videos have a greater chance of being successful than those without. They don’t have to be long or professionally done - a simple one done with a smartphone is perfect! Don’t make it long - 1 to 2 minutes is plenty.

## Sharing and promotion

Social Media: PetFundr has direct sharing to Facebook, LinkedIn, Twitter, and Pinterest. Share the campaign link in Instagram or TikTok by placing it in your profile bio, then refer to 'Link in bio' in any posts or reels you make.



For personal sharing, your options are Facebook Messenger, email, and texting (visit the Share section of your navigation menu for texting options).

If you have an email marketing list, import it to your campaign. Once you launch, the platform will send your list an email announcing the campaign. Click "Communicate" in the navigation menu, then 'Import contacts' to import your list. If your shelter uses Mailchimp, you can [connect your account](#) directly to PetFundr for easy importing!

## Resources

ConnectionPoint has many free resources on crowdfunding success in their [Fundraiser HUB](#). Check out the toolkits, blog articles in 'Shan's Corner,' and offered webinars.

The [ConnectionPoint Help Centre](#) is your go-to resource for any technical 'how to' of the platform.

You may also email their team at [support@petfundr.com](mailto:support@petfundr.com) for any help related to the platform or your campaign!