



**Humane Society**  
for Greater Nashua

*Plan for New HSFN Humane Care Center 2025*



**We're Building  
More Than a  
Shelter**

**We're Creating  
a Humane Care  
Center for  
Animal Care &  
Support**

This \$8 million project will double the size of our facility, adding an affordable veterinary clinic and ample training space for community canine training classes while upgrading and modernizing the facility.

Our expanded facility will house:



An affordable veterinary clinic to provide veterinary care for both the community and shelter pets.



Improved and expanded shelter space.



Expanded canine behavioral training.

This guide provides the information you need to start your "friendraising" campaign to get us over the finish line. We would not be able to do this without your support!

**Here's How To Get Started →**

# 1 Create Fundraising Page

Visit: [justgiving.com/campaign/hsfn-expansion](https://justgiving.com/campaign/hsfn-expansion)

1. Create a free JustGiving account if you don't already have one
2. Search for "Humane Society for Greater Nashua Expansion"
3. Click "Start Fundraising"
4. Set up your page
  - a. You will be asked if you're taking part in an activity. Click on the "just fundraising" option, then click Next
5. Start sharing your mission!

## Make Your Page Stand Out

- Share why you care about animals in our community
- Add photos of your own pets
- Set an ambitious goal - remember, every dollar is doubled!
- Update regularly with our progress



# 2 Share the Vision

Tell people what their support will create:

- A 10,000-square-foot modern animal care facility
- Expanded veterinary services for families in need
- New training and education spaces
- Enhanced animal housing with better disease prevention
- More space to help animals find loving homes

## Impact Numbers to Share

- 2,500+ animals will receive care annually
- \*72% of families struggle to afford veterinary care
- \*Basic care costs: \$1,480/year for dogs, \$900/year for cats
- Your fundraising helps us make care accessible for all

\*based on 2021-2022 data

# 3 Spread the Word

## Social Media

- Use #HSFNExpansion in your posts
- Share progress updates
- Post about why affordable veterinary care matters
- Tag us @Humane Society for Greater Nashua

## Sample Message:

"I'm raising funds to help expand the Humane Care Center in Nashua! Every dollar donated will be DOUBLED through our matching opportunity. Together, we can ensure that every pet in our community can access the care they need. Support my fundraiser: [Your Link]"

# 4

## Get Creative

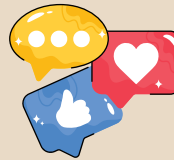
### Six Ways to Reach Your Fundraising Goal

#### 1. Email Campaign

- Send emails to 20 friends, family members, or colleagues
- Include your personal connection to HSFN
- Share the matching gift opportunity
- Add your fundraising page link

#### 2. Social Media Campaign

- Complete 15 posts about the campaign
- Include photos and progress updates
- Always link to your fundraising page
- Use #HSFNexpansion



#### 3. Text Campaign: 10 Personal Messages

- Sample text: "Hi [Name], I have started a fundraiser to support the Humane Society for Greater Nashua Expansion Campaign and am wondering if you could make a [\$amount] donation to support my fundraising efforts? The money raised will help expand their building and help animals in our (or the Greater Nashua) community. Thank you for your consideration!"

#### 4. Phone Campaign: 5 Direct Calls

- Sample script: "Hi [Name], I have started a fundraiser to support the Humane Society for Greater Nashua Capital Campaign and am wondering if you could make a [\$amount] donation to support my fundraising efforts. The money raised is going to help expand their building and help animals in our (or the Greater Nashua) community. Thank you for your consideration!"

#### 5. Community Fundraiser

- Set up a hot chocolate or lemonade stand or a birthday fundraiser!
- Commit to 4 hours
- Create signs explaining the cause

#### 6. Matching Challenges

- Match the first \$X of donations yourself
- Challenge your workplace to match funds raised
- Create friendly competition
- Share progress updates



Track your outreach and follow up with thank you messages to your supporters. Remember: Every dollar raised will be doubled through our matching opportunity!

*Current HSFN Facility Built in 1977*





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# THANK YOU!



We exist to  
benefit animals  
and the people  
who love them

