



Use these links to find such resources as online donation tools and special programs. Use **CTRL + CLICK** to access the links.

Amazon.com... Can help you sell new and used items online to benefit your group! Also available: affiliate income.

ASPCA Education Pages... Sponsor special drives for pet food, towels, treats, toys, animal books. Organize book and bake sales. ASPCA tells you how.

Association of Fundraising Professionals... Advancing philanthropy through education, training, and advocacy.

Benevolink Donations... Similar to iGive, with some twists. Register with Benevolink to enable donations to your group (or to your own favorite charity) through online shopping. Best Buy, Harry and David, Staples, Home Depot, and about 200 more online businesses participate. Register loyalty cards (grocery cards, for example) to start tracking purchases that add up to donations AND shop through the Benevolink marketplace to start donating. Personal donations via credit card also enabled. Click [here](#) to see how it works.

CanadaHelps.org... Sign up for online donations! Restricted to Canadian organizations registered with Canada Customs and Revenue Agency (CCRA).

Chip In... Similar to Fundable.com, this Web-based service simplifies the process of collecting money from groups of people.

eBay... Participate in special online auctions to benefit your shelter or rescue organization. Visit <http://www.ebay.com> and search on "(pet, animal) (shelter, rescue) (charity, benefits)" -- no quote marks - - to see how others are doing this. Also, check out the **GivingWorks** section of eBay for other charity listings.

Fabulous Fundraisers... Best Friends Animal Society offers a rundown of recent fundraising efforts that will inspire, inform.

Fundable.com... Now this is a novel idea; you have to check it out. Set up a fundraising page for your own "pet" project, such as vet bills, a spay/neuter fund, and more. When your financial goal is met (people pledge to donate), you get the money. If the goal is *not* met, no money is exchanged.

Fundraising4Pets discussion list... Fundraising ideas with a team approach. Source: Yahoo!

Getting Your Paws on More Money... A basic guide that covers fundraising vitals such as planning, building mailing lists, and getting publicity. Source: Best Friends Animal Society

iGive.com... This site is a "must" tool for animal shelters and rescues. Register your group as a funds recipient, then spread the news of how supporters can contribute a portion of their online shopping dollars to you.

Grassroots Fundraising Journal... Practical tips and tools to help you raise money for your organization.

Guide to Rural Fundraising... This guide describes successful and easy-to-imitate fundraising strategies. An introductory essay by Kim Klein titled "Raising Money in Rural Communities" describes basic principles of rural fundraising.

How to Run a Successful Walk for the Animals... Best Friends Animal Society offers this 13-page soup-to-nuts guide to organizing one of the most used fundraising events.

Humane Fundraising discussion list... This email-based discussion group shares fundraising ideas for humane societies, rescues, and animal shelters.

Justgiving... Justgiving is a private company that helps charities and their supporters raise online funds for a cause. Serving the UK and US.

Kuranda Donate-a-Bed Program... DONATE A BED was created so supporters could send Kuranda dog beds to the animals at their local shelter or rescue organization. The organization registers to pre-select the sizes they would like to receive, let Kuranda know where to send them, copy and paste a link onto their Webpage, and donaters directly communicate with Kuranda to do the rest!

Network for Good... Register to receive donations online.

On-Line Fundraising Best Practices... Useful article presented by Guidestar Website.

PayPal... Use this online payment tool to generate straight-to-your-bank account funds with the DONATE NOW function. Sign up for an account to accept donations online. PayPal - PayPal Donations

Personal Preference, Inc. Fundraising... This group offers a co-partnering "art network" program that can help your organization raise much-needed funds online.

PETA Fundraising Pack... Downloadable files: Fifteen Ways to Fundraise, Fundraising 101, and more!

Rally to Rescue Ambassador Program... 501(c)3 pet rescue organizations may apply to become Rescue Ambassadors. Organizations that meet program requirements and are selected by Purina Pro Plan receive a range of support including an event kit and promotional items to sell at adoption events.

SummerFun fundraising (Australia)... This site offers a catalogue of summer wear, including beach bags, swimsuits, and more, for your fundraising needs.

Turning Snooze-Letters Into Newsletters... This Animal Sheltering magazine reprint is worth a look. Learn how to think strategically about your shelter newsletter.

NEW Wonderful.org... This UK organization offers a free, automated telephone service for charities.