



BC SPCA  
**LOCK-IN**  
FOR **LOVE**

# Your Lock-In for Love fundraising guide

May 28 – June 14, 2025





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## Your Lock-In helper team



**Alina**

Senior Officer, Digital Giving



**Kathleen**

Assistant, Digital Giving



**Heather**

Development Officer, Digital Giving

Need help? Contact us at [lockin@spca.bc.ca](mailto:lockin@spca.bc.ca)

# Create your fundraising page

What's your story? Share it in the photos, words or even with a video on your personal fundraising page.

**Your personal photos**

**Your fundraiser name**

**Helping our animal friends**

Held by Sarah Remple  
Supporting Areas of Greatest Need

**Personal fundraising goal**

\$75.00 Raised

\$500

**Team fundraising goal**

Team

Animal Lovers Unite

\$300 Raised

\$1500

**Join Team**

**Fundraiser Donors**

|   |               |      |
|---|---------------|------|
| 1 | Kasey Wong    | \$50 |
| 2 | Oliver Lowery | \$25 |

**Your story**

**Your support will save animals in need!**

When an animal is in distress, it is up to caring people like us to be there for them. Will you join me and make a donation to my Lock in for Love fundraiser for the BC SPCA?

My dogs think you are the pawfect person to make a difference! You'll be funding rescue, shelter, medical care and more for animals across BC.

To donate, please click on the 'Donate' button or call 1-855-622-7722 and mention my Lock-In for Love page.

“ I find a personalized story always helps, like how we adopted all of our cats from the SPCA. ”

— Maggie, fundraiser

# Set your fundraising impact goal

For your team or yourself!

**When you raise:**

**It's the same as:**

**\$295**



A cat receiving shelter and care for their whole stay

**\$525**



5 weeks of treats and toys to bring joy to a shelter animal

**\$775**



5 dogs receiving shelter and care for their whole stay

**\$1,000**



Support for a fearful, aggressive or undersocialized animal for their happy future

**\$2,738**



Emergency vet care for one animal (average)

**\$5,000**



Dispatching a full evacuation response unit to help animals in a wildfire or other disaster

**\$10,920**



2 years of shelter and love for a cat

**\$15,000**



500 days of formula and supplies for a litter of orphaned puppies

**My goal for the animals is \$**\_\_\_\_\_

**TIP:** You can celebrate achieving each these milestones by sharing with your friends and family what their gifts so far have accomplished.



# My community: brainstorming

Who should you ask to join you in helping the animals? Creating a list is a great way to get started.

Consider friends, family, club or sports team members, colleagues, classmates, neighbours, your local businesses and more. Some may be happy to donate, while others might make a great potential teammate!

**“ I try to contact everyone that I know that is an animal lover or owes me a favour. It’s a great cause so I don’t feel bad asking. ”**

— Nick, fundraiser

## My strongest supporters

☐ to donate ☐ to fundraise with me

☐ to donate ☐ to fundraise with me

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## Other people to ask

☐ to donate ☐ to fundraise with me

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**“ It’s not necessarily about getting a big donation from one or two people. I had over 70 individual donors last year and that takes leg work and a willingness to be a bit uncomfortable. ”**

— Rebecca, fundraiser

# What's your way to fundraise?

There's so many ways to inspire your community to support animals! You can absolutely focus on asking your friends and family. However, if you feel like getting a little more creative here are some ideas to get you or your team started.

“If you can make people laugh and feel like they're part of something special, they're more likely to contribute and want to participate.”

— Cicy, fundraiser

## For every dollar (or \$10, \$100) you raise, you pledge to:

- Do a pushup, sit-up or other exercise move
- Walk another step up a staircase in your local tall building
- Walk a kilometer
- Cycle a kilometer

## If you reach your goal, you pledge to:

- Dye your hair pink
- Shave your head
- Do the Grouse Grind
- Take a pie in the face
- Do a lip-sync performance
- Eat a spoon of vegemite

**(All with picture or video proof, of course!)**

## You'll give every donor:

- Homemade baked goods
- A hand-drawn animal sketch
- An individual animal joke or pun
- Something else that suits your skills

## You'll raise extra funds through:

- A yard sale
- A bake sale
- Dog walking
- Mowing lawns or watering gardens
- Using your own special skill or talent

## Other ideas

- Pledge to give up your favourite indulgence (coffee, chocolate, etc.) until your goal is met
- Hold a movie night or other event with an entry fee
- Ask your office to let people bring their dog to work for a donation during the campaign



# Sample fundraising plan

Long-time Lock-In for Love fundraiser Lisa suggests being persistent – you can ask someone five times and on the sixth time they'll ask why they are just hearing from you about it now.

You may find that creating a plan will help keep you on track. Here's an example of what your Lock-In fundraising campaign could look like.







**Social post**













**Email, direct message or phone**

## May 2025

| SUN | MON | TUES | WED   | THURS | FRI   | SAT   |
|-----|-----|------|---|-------|---|---|
| 25  | 26  | 27   | 28<br>  | 29    | 30<br> | 31<br> |

## June 2025

| SUN | MON  | TUES  | WED | THURS  | FRI   | SAT   |
|-----|--|---|-----|--|---|---|
| 1   | 2<br> | 3<br>  | 4   | 5<br>  | 6<br>  | 7   |
| 8   | 9<br> | 10<br> | 11  | 12<br> | 13<br> | 14<br> <br>Lock-In day! |

# Your fundraising plan

You can use this to plan out your fundraising efforts or to track them as you go!

|                         |  |
|-------------------------|--|
| <b>Wed., May 28:</b>    |  |
| <b>Thurs., May 29:</b>  |  |
| <b>Fri., May 30:</b>    |  |
| <b>Sat., May 31:</b>    |  |
| <b>Sun., June 1:</b>    |  |
| <b>Mon., June 2:</b>    |  |
| <b>Tues., June 3:</b>   |  |
| <b>Wed., June 4:</b>    |  |
| <b>Thurs., June 5:</b>  |  |
| <b>Fri., June 6:</b>    |  |
| <b>Sat., June 7:</b>    |  |
| <b>Sun., June 8:</b>    |  |
| <b>Mon., June 9:</b>    |  |
| <b>Tues., June 10:</b>  |  |
| <b>Wed., June 11:</b>   |  |
| <b>Thurs., June 12:</b> |  |
| <b>Fri., June 13:</b>   |  |
| <b>Sat., June 14:</b>   |  |

“ The animals can’t ask for help so we need to be their voice. Send individual asks to people and personalize them. Remind people and remind them again. Ask people who can’t donate to instead share your plea with others. ”

— Rebecca, fundraiser



# Social media post ideas

Social media is one way to spread your message of animal love. Here are some ideas on how!



## Personal stories

What stories are at the core of your love for animals, and your desire to help them through the BC SPCA? Share your love stories, from your love of your own pet, to your love for people who help animals. You can even share posts from BC SPCA social media and add your own note to it, asking for donations to help do more of this good work.



## Animal photos

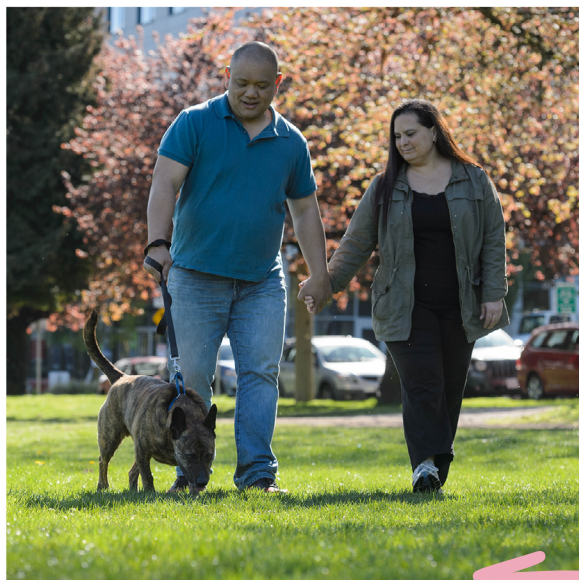
Stories and videos of your own current pet. Your beloved past pets. Pets in BC SPCA care (there's lots of them on our social media channels)! Funny photos, sweet photos, the works. Always linking back to your Lock-In for Love fundraiser.

“ Have fun with it. Including your pet is key. Make fun reels and Instagram posts to engage people. Hit up all your family and friends and animal lovers. Think outside the box. ”

— Kristin, fundraiser



Diego Garcia



Liked by Sofia Torres and others

☀️ A heartfelt thanks to @raincitywalks and @Maria-Gil for your recent contributions, we (and the animals) are eternally grateful for the love and support. Your generosity inspires us to keep striving for positive change.

## Thank yous

Make a special appreciation post for a donor who has been there for you more than once, or someone who has made an especially generous donation. Thank all your most recent donors (since your last thank you post) and tag their social media handle if you know it. Thank those who have supported you in other ways, like a partner who made dinner so you could focus on fundraising. Express your gratitude in the way it feels right to you.

## Progress updates

How much have you raised? How close are you to your goal? How many days are left to fundraise? What support for animals have your donors already achieved, and what will be possible if you reach your goal?



Jayla Williams  
@JaylasBella

Follow

We're making strides towards our goal, over \$300 raised thanks to your incredible donations! Just a reminder: I will do a sit-up for every dollar contributed, time to get those abs in shape! 💪 [Donate now!](#)



Connie Stewart  
2 hrs · 🌐

We've passed the \$500 mark! That's already 3 dogs receiving shelter and care for their whole stay. Can you please help me reach my goal of \$775 to help 5 dogs in need? Just thinking of the hardships they have gone through breaks my heart, anything you can give will make a difference ❤️ There's just 7 days left to help!



Like



Comment



Share

## Pledge updates

Did you make a pledge to do a sit-up for every dollar donated? Or dye your hair pink if you reach your goal? Keep people updated on your progress, and remind them what you've pledged to do.

“ Go online and flog the event like crazy on your social media accounts and beg friends and family to give! ”

— Amanda, fundraiser



# Preparing for Lock-In day, June 14

On Saturday, June 14 all fundraisers are invited to their [local participating BC SPCA animal centre](#) for this special day (space permitting). You'll get cozy in one of our dog kennels, cat rooms or other animal homes, spending an hour cuddling up with an animal currently receiving care, while you make your final fundraising push. (You may also be able to bring your own pet with you instead – ask your local centre about your dog joining!) If you'd prefer, you're also welcome to participate virtually.

## To prepare:

- ☐ Confirm whether you'll be locking in at your local BC SPCA or elsewhere.
- ☐ Check in with your local BC SPCA about what they recommend bringing for the event.
- ☐ Let people know that you'll be locking in – they should know what you're doing for the animals!
- ☐ Make a list of people to send donation reminders to on the day (and make sure you have their contact information).
- ☐ Brainstorm – is there anyone you haven't asked yet?
- ☐ Prepare some images and content for social media posts and donation asks in advance – but leave room to be spontaneous too.
- ☐ Dress comfortably (and consider dressing to theme! Perhaps a pair of dog ears or a pink shirt?)
- ☐ **Get ready to have fun!**



# What's in a thank you?

Over her years fundraising for the BC SPCA, animal lover Shawna has created an incredible community of supporters for her fundraising efforts. How does she do it?

“ Doing a personalized thank you goes a long way. I take the time to express my appreciation and the appreciation of the animals, how much that means. Making sure you don't make a donation into a void [is important]. I have people who have been supporting me for over 20 years! ”

## What makes an excellent thank you?

**Timely:** Try and thank the person within a day of their donation. You don't want to leave them wondering if you saw their kind support.

**Personal:** If you can make the time, customizing your thank you for each donor can make them feel extra special and valued.

**Thoughtful:** How does this donor normally like to communicate? Going the extra mile to thank them the way they want to be thanked can make a big impact. Whether that's with a phone call, text, in person, through their preferred social media platform or even with a handwritten card.

**Images:** Do you have a sweet photo of yourself and your pet? Or an animal in BC SPCA care? If you can share an image with the donor that relates back to their caring gift, it can be quite emotional for them.

**Thank twice:** It's important to thank someone when they donate, but don't forget to update your donors at the end of the campaign as well. Let all your donors know what you accomplished for the animals together.





# When can you get a tax receipt?

If you're considering a more creative approach to fundraising, that's wonderful! Just keep in mind that Canada Revenue Agency has particular rules about tax receipts depending on how the money is raised.

The guidelines below may help you, but you can also reach out directly to us at [lockin@spca.bc.ca](mailto:lockin@spca.bc.ca) to ask about any fundraising idea you have in mind for Lock-In and coordinate submitting any funds you raise that aren't eligible for tax receipts.

## Canada Revenue Agency regulations say that:

- ✓ If you donate your own money, you get a tax receipt.
- ✗ If you collect money for the BC SPCA, but don't have the names, addresses and donation amounts of those people, no one gets a tax receipt. (Fillable donation forms are available for download in your online Lock-In participant centre.)
- ✓ If someone gives you money for the BC SPCA, they get the tax receipt – but they need to provide their name and address. (Fillable donation forms are available for download in your online Lock-In participant centre.)
- ✓ If you sell something or otherwise provide a benefit in exchange for money and then donate the money, you get a tax receipt as long as you aren't advertising it as fundraising for the BC SPCA. (Why? Because the CRA sees that knowledge as something that could influence someone's decision on whether to buy or how much to pay.)
- ✗ If you sell something or otherwise provide a benefit to someone, and the person buying it knows that it is to support the BC SPCA, no one is eligible for a tax receipt.
- ✗ If a company gives money but receives a marketing benefit for it, they cannot receive a tax receipt.

**NOTE:** You can still provide a thank you gift to your donors, as long as the value is less than 10% (or \$75, whichever is lower) of their donation. So feel free to shower them in baked goods, sketches of their pets or whatever other token of appreciation warms their hearts.

# Your impact with the BC SPCA

In 2024 the BC SPCA  
assisted 167,890 animals



Inspired supporters to  
take **205,822 actions**  
for animals



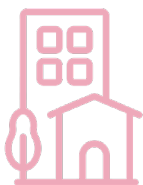
Engaged **599 staff**  
and **3,743 volunteers**



Completed **5,109**  
**Drive for Lives**  
animal transports



**Treated 20,810 animals**  
through BC SPCA  
veterinary services



**Found homes** for  
**11,174** animals



**Reunited 1,912**  
lost animals  
with families



Supplied **654,727 meals**  
to animals through pet  
food banks



**Registered 30,566**  
pets in the  
BC Pet registry



**Helped 76,384** animals  
through **7,651** new  
**cruelty investigations**



Provided **6,300**  
**nights** of emergency  
pet boarding



# Thank you!

[lockin.sPCA.bc.ca](https://lockin.sPCA.bc.ca) | [lockin@spca.bc.ca](mailto:lockin@spca.bc.ca)



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