

SPCA Montréal – Simple Fundraising Toolkit

The Course Nocturne – 20th of June, 2026

Thank you for running (or walking!) for the animals!

Here's what you need to reach, and even surpass, your \$250 goal.

1. Your goal, explained simply

\$250 helps cover the **basic care an animal receives upon arrival** at the SPCA.
[\$1000 helps cover the **full care an animal receives during their stay** at the SPCA.]

This may include: veterinary exam, vaccines, medication, food, and daily care.

Every dollar counts: for example, **\$20 can pay for a vaccine or a microchip.**

2. Sample phrases for your fundraising page (copy-paste)

- “ I have been supporting the Montreal SPCA for [X] years, and every day I see vulnerable animals who need our help. ”
- “ Even though I have never run a [2/5/10] km before, I am taking part in La Course Nocturne because I care deeply about animals. ”
- “ I am running for [animal's name], an animal who received care thanks to the SPCA. ”
- “ I am participating with my dog in their stroller, because every movement counts when it comes to saving lives. ”
- “ I [run / walk] to raise awareness among those around me about the importance of defending and protecting vulnerable animals. ”
- “ My goal: raise \$250 to cover the basic care for an animal arriving at the shelter (veterinary exam, deworming, vaccine, microchip, sterilization). ”
- [“ My goal: raise \$1000 to cover the full care for an animal during their stay at the shelter (veterinary exam, deworming, vaccine, microchip, sterilization, veterinary care, food and attention). ”
- “ Every donation, even a small one, helps save lives in a very real way. ”
- “ Thank you for supporting my participation in La Course Nocturne and giving animals the chance to live happy lives! ”
- “ Follow my progress and help me cross the finish line for the animals! ”



3. Email template to send

Subject: I need your help for the animals 🐾

Alt: Help the animals with me!

Hello [First name],

On June 20, I will be taking part in the Course Nocturne in support of the Montreal SPCA.

I have set a goal of **[\$250]**, which will cover the basic care for an animal entering the shelter.

Or

I have set a goal of **\$1000**, which will cover the full care for an animal throughout their stay at the shelter.

Would you consider supporting me with a donation, no matter the amount? Even **\$15 or \$20 donations make a real impact.**

Here is the link to contribute: [link]

Thank you so much! ♥

[Signature]

4. Social media posts

Post 1 – Launch

I'm taking part in the Course nocturne in support of the Montreal SPCA! 🐾

My goal: **[\$250]** to cover the basic care for an animal arriving at the shelter.

[My goal: **\$1000** to cover the full care for an animal during their stay at the shelter.]

If you'd like to support me (and help animals!), here's the link:

[link]

Every donation counts! Thank you for the animals. ♥



Post 2 – Midway

Already at [X] \$ out of [250] or [1000] \$! ♥

Thank you to everyone who has already contributed.
Only [X] \$ left to reach my goal and fund the **basic care for an animal** at the Montreal SPCA.

Or

Only [X] \$ left to reach my goal and fund the **full care for an animal** at the Montreal SPCA.

If you'd like to help me cross the finish line:
[link]

Post 3 – Final push

Only [X] \$ left to reach my goal for the Montreal SPCA 🐾

A small donation can make a big difference!

Thank you for helping me give animals a second chance:
[link]

5. Instagram story ideas

- Photo of you training + “I run for them 🐾”
- Screenshot of your fundraising page
- “Only \$75 left to reach my goal. Who wants to help me get there? ♥”
- Photo with a shelter animal +
“\$250 raised = basic care for one animal”
[\$1000 raised = full care for one animal]

Tip: add the link as a sticker + tag the Montreal SPCA.

6. Who can you ask?

Many people forget important circles. Consider reaching out to:

- Close family
- Colleagues (past and present)
- Friends from high school / CEGEP / university



- Sports / yoga / gym groups
- Parents of your children's friends
- Neighbours
- Clients or partners (if appropriate)
- LinkedIn contacts
- Local Facebook groups
- Members of clubs or associations

Simple rule:

If it's someone you would say "hello" to on the street, you can ask them for \$20.

8. The most effective tip

Make the **first donation yourself**. Even \$20.

Fundraising pages that already have a donation receive **many more contributions**.

9. A friendly reminder

We are not only running to cross the finish line. The race is a **pretext to raise funds**.

We run to finance care, surgeries, vaccines, and to change lives.

Every dollar = real impact.