

ANIMAL HUMANE SOCIETY

Walk FOR Animals

MAY 4, 2019

FUNDRAISING TOOLKIT

Thank you for making a difference in the lives of animals in our community! By fundraising for the Walk for Animals, you're helping give vulnerable animals shelter, medical treatment, and most importantly, the love and care they deserve. **Every dollar you raise goes directly toward creating happier, healthier lives for animals.**

Fundraising comes easily when you do it from the heart. Be creative and make it personal. And remember, you're working hard for a wonderful cause — to help animals in need.

Take a look at the resources and tips provided in this toolkit to get started today!

Find more fundraising tools and information, including the fun prizes you could earn, at walkforanimalsmn.org.

Fundraising Tips

IDEAS FOR EVERYONE

- **Start early.** The sooner you start asking for donations, the more time you'll have to grow your fundraising total.
- **Set your fundraising goal.** Give yourself something to aim for. Many people who set a goal raise more than they thought they would!
- **Make a personal donation.** Be the first to show your commitment to animals in need.
- **Start a team.** Ask your animal-loving friends, family, and coworkers to join you in supporting Animal Humane Society and the Walk for Animals.
- **Send emails.** Sending emails is a great way to get your message out. Share your story and include the link to your personal online fundraising page. Don't be afraid to follow up if people don't respond.
- **Reach out on social media.** Send messages and share your fundraising progress on social media. Use the Walk for Animals social app to schedule posts, update your profile picture, and more. Use **#walkforanimals** whenever you post about the Walk.
- **Ask about employer matching gifts.** Many companies match their employees' donations. Ask donors if their company will match their gift, raising twice the amount for animals in need.

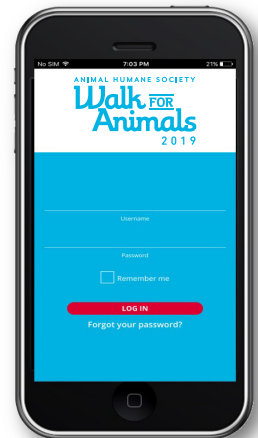
GO SOCIAL

FUNDRAISE ON THE GO WITH SOCIAL AND MOBILE

Boost your fundraising and go social by sending messages via Facebook, Twitter, LinkedIn and more. You can even use the app to create a Facebook fundraiser, which links directly to your Walk for Animals fundraising total.

Registered Walk participants can fundraise on the go by sending emails, monitoring their fundraising progress, and updating their personal page via the Walk for Animals mobile apps. Download the app to your iPhone or Android phone today!

- ▶ To get started, visit walkforanimalsmn.org.



IDEAS FOR TEAMS

- **Get organized.** Host a get-together with your team! A coffee break, dinner, or happy hour is a great way to discuss all your creative ideas to collectively reach your team goal.
- **Movie night.** Host a movie night at your home, a local gathering space, or a park for your friends and family. Make some popcorn and ask them to support animals in need.
- **Party with a purpose.** Invite your friends (and their friends) over and charge a few dollars for a good cause!
- **Spare change jar.** Ask your place of employment to put out a change jar for people to drop in their spare change as they pass by.
- **Game night.** Invite your friends out for a night of games, donations, and prizes.
- **Charity night.** Host a charity night at a local restaurant, bar, or coffee shop.
- **Write a letter.** A personal letter always goes a long way. Share your message about why you are walking!

IDEAS FOR CORPORATE TEAMS

- **Collect extra change.** Ask your colleagues if they can spare some change by placing a change jar near a vending machine, lunchroom, or front desk.
- **Prize drawing.** Request a \$10 donation from your coworkers in exchange for being entered into a drawing for gift certificates, prime parking spaces, or tickets to shows or sporting events.
- **Host a jeans/casual day.** An extra “jeans day” is certainly worth a couple of bucks! Offer employees the opportunity for an extra casual day in exchange for a donation.
- **Pie in the face event.** A classic favorite. Make a donation and get a chance to throw a pie — a sweet way to help support animals.
- **Auctions.** Procure or donate items for live, silent, or online auctions.
- **Used DVD/CD/book sale.** Pull your old DVDs and books off the shelf and put them to good use in a company-wide sale.
- **Create friendly competition.** Motivate your crew! Offer a prize to your team’s top fundraisers to inspire each walker to contribute even more to your team total.

TAKE THE 10 DAYS AND 10 WAYS CHALLENGE

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| DAY 1 | Show your commitment! Start by making your own donation of \$25, \$50, or more. Set up your personal fundraising page and unlock fundraising tools that will help you reach your goal. |
| DAY 2 | Ask two family members for \$25 each. |
| DAY 3 | Ask a business you frequent to donate \$25. |
| DAY 4 | Ask five coworkers to sponsor you for \$20 each. |
| DAY 5 | Ask your boss for a company contribution of \$100. |
| DAY 6 | Ask five people you know from your activities, such as sports teams, book clubs, or school activities, to donate \$10 each. |
| DAY 7 | Ask five friends to donate \$20 each. |
| DAY 8 | Turn it around! Ask someone you have supported in the past to support your cause with \$25. |
| DAY 9 | Ask your company if they offer matching gifts. |
| DAY 10 | Activate your social media networks and get the word out. You’ll be surprised at who will support you — a high school friend, a college roommate, a former coworker. People want to support you and animals in need — you just need to ask! |

NEED MORE IDEAS?

If you aren’t already receiving the Walk for Animals email newsletter, *Tips & Tricks*, you can sign up by emailing walk@animalhumanesociety.org with the subject line “Subscribe.”

Fundraising Collateral

DONATION TRACKER FORM

Use the donation tracker form to record your cash and check donations. Be sure to capture each donor's full name and mailing address so they can receive an acknowledgement from Animal Humane Society.

If you're fundraising online and have set up your personal fundraising page, donors can make credit card donations to your campaign using the link on your page.

For additional forms, visit walkforanimalsmn.org to print more yourself, or request one be sent to you in the mail by emailing walk@animalhumanesociety.org or calling 763-432-4841.

Fundraising Changes Lives

You're not just taking a walk — you're making a difference. By supporting the Walk for Animals, you're helping animals get the second chances they deserve. Your fundraising directly impacts animals by:

- Providing safe refuge, expert medical treatment, and compassionate care at Animal Humane Society's four shelters
- Educating our community on how to properly care for animals
- Rescuing animals from abusive and neglectful situations
- Supporting underserved communities with resources to care for their pets

For more information about the impact of your gift, visit animalhumanesociety.org/annualreport.

EXAMPLES OF WHAT A DONATION CAN DO FOR ANIMALS

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|------------|---|
| Any amount | Helps Animal Humane Society respond with kindness to animals in need |
| \$1 | Gives a dog a daily treat to enjoy while in shelter |
| \$5 | Supplies dogs, cats, and critters with engaging enrichment toys |
| \$10 | Provides animals in our care with necessary vaccinations to protect them from illness |
| \$25 | Provides heartworm tests for five dogs |
| \$50 | Covers the cost of spaying or neutering a cat to prevent unwanted litters |
| \$100 | Provides training in our Adoption Preparation program to help a shy or fearful dog prepare for a new home |
| \$250 | Pays for X-rays to diagnose two injured animals |
| \$500 | Purchases medical supplies to aid in the treatment of 20 sick cats for one week |
| \$1,000 | Helps us transport animals from overcrowded shelters to find new homes through AHS |

GET YOUR WAG ON

Frequently Asked Questions

FUNDRAISING QUESTIONS

Can I still raise money and earn prizes if I cannot attend the Walk?

Yes! You can still raise funds to help animals even if you're unable to attend the Walk. If you have cash or check donations, attend our early check-in on Thursday, May 2, or mail them with your completed Donation Tracker form to the address below.

To ensure you receive the prizes you've earned, please attend early check-in on May 2. You may still collect your prizes after the Walk, but we cannot guarantee inventory for every prize level.

Where do I turn in donations at the Walk?

Electronic donations are counted automatically. Please bring cash or check donations to the Walk check-in or mail them along with a completed Donation Tracker form to Animal Humane Society (address below).

What do I do with donations I receive after the Walk?

Please mail the donations along with a completed Donation Tracker form to the address below.

How will my donors get tax receipts for their donations?

All donors who include their full name and mailing address with their donation will receive a thank you letter from Animal Humane Society. This receipt includes donation information and can be used for tax purposes.

It's important to use the Donation Tracker form to collect this information for cash and check donations so your donors receive their acknowledgments.

MAILING ADDRESS

Animal Humane Society
Attn: Walk for Animals
845 Meadow Lane North
Golden Valley, MN 55422



TEAM QUESTIONS

How many people make up a team?

Join or start a Walk for Animals team! Why? Because humans are social animals! Plus, fundraising and walking together makes participating in the Walk more fun and meaningful! Three or more people are required to form a Walk team.

Where do teams check in on event day?

Team members check in individually. Walkers who have personally raised \$1,000 or more will go to Walk Star check-in. Walkers who have personally raised \$999 and below will be directed to general check-in.

How are prizes awarded if I'm part of a team?

Prizes are awarded based on individual fundraising accomplishments regardless of team affiliation.

CHECK-IN AND WALK DAY QUESTIONS

Can I check in before the Walk?

Yes! Early check-in will take place from 4 to 8 p.m. on Thursday, May 2, at our Golden Valley location and Summit Brewery.

AHS Golden Valley

845 Meadow Lane North
Golden Valley, MN 55422

Summit Brewery

910 Montreal Circle
St. Paul, MN 55102

What do I need to bring to check-in?

- Cash and check donations along with your completed Donation Tracker form
- Employer matching gift forms (if applicable)

What else should I bring to the Walk?

Please bring cash for food and merchandise purchases — not all of our vendors accept credit cards. Also, pay attention to the weather and bring necessary clothing and accessories.

For other questions, please visit walkforanimalsmn.org, call 763-432-4841, or email walk@animalhumanesociety.org.

