

## **Paws & Feet Walkathon and Mutts Mingle 2010**

### *FUNdraising Tips To Get You Started*

- **Set a goal for yourself or for your team!**

This will serve as your motivator as you approach friends and family to ask them for gifts. You can set a goal when you register for Paws & Feet. But, don't worry, we won't turn you away if you don't meet your goal and we'll cheer loud when you increase it!

- **Double your dollars!**

Ask if your employer has a matching gift program. And, be sure to ask teammates and donors if their employers offer matching gifts too!

- **Give people a reason to donate!**

Friends and family will be most likely to donate if they have a good reason. Using a personal example of your love of animals is especially powerful.

- **Just ask!**

Sometimes the hardest part of fundraising is making the "ask." Believe it or not, people like to be asked to help and enjoy pitching in. You can ask friends and family to donate to support your individual fundraising efforts OR they can join your team.

- **An easy way to \$500 in 5 days!**

Day 1 – Start on a high note by sponsoring yourself for \$50

Day 2 – Ask 3 of your family members to sponsor you for \$50

Day 3 – Ask 5 friends to sponsor you for \$20

Day 4 – Ask 5 co-workers to contribute \$20 each

Day 5 – Host a themed event for 10 of your closest friends and charge a fee or grab a bunch of your neighbors at the dog park and ask them to donate \$10 each.

- **Ask for a specific amount!**

Asking for a specific amount, like \$50, gives people a target and often makes them more likely to make a donation.

- **Ask everyone!**

You'll be surprised about how many people who are compelled by giving a homeless animal a second chance at a loving, forever home. Family members across the country, colleagues at work and neighbors you know from meetings or from the local dog park . . .

- **Start a team and build up your total donation to help the animals!**

Fundraising is always more fun with friends. You can compete with each other, cheer each other on and host joint fundraising events!

- **Make it easy for donors to respond to you!**

Include a self-addressed, stamped envelope if using regular mail, or send them to your personal Paws & Feet web page to make an online donation.

- **Take advantage of the PERSONAL or TEAM web page that is provided to you when you register for Paws & Feet!**

It's a great system that can help you get the word out about your participation in Paws & Feet

- **Electronic Fundraising!**

E-mail is one of the easiest forms of communication. Communicating with your network of family and friends via e-mail not only saves time, but it also can be a great way to start a viral fundraising campaign.

**Last year one walker raised \$500 just by sending an e-mail to her entire e-mail address book.**

- **Include a picture of you and your best animal friend(s)!**

. . . in all your correspondence and on your personal Paws & Feet fundraising web page.

- **Always send a "thank you" note!**

. . . when you receive a donation. You may even want to send a photo of you and your dog at Paws & Feet so that donors can see how much fun you had.

## **Paws & Feet Walkathon and Mutts Mingle 2010**

### *FUNDraising Tips To Get You Started*

#### ✓ **Host an outing and charge an admission fee**

All proceeds and/or winnings would be used toward your team or individual goal.

- Board game night
- Poker night/poker tournament
- Golf outing
- Manicure/Pedicure Overnight

#### ✓ **Movie Night**

Charge a fee to attend or charge \$1 for every time the word “walk” is said in the movie or for every time a pet appears.

#### ✓ **Host a Theme Party**

Invite 10 or more of your nearest and dearest; charge \$40 per person. Spend no more than \$10 per person on the meal you provide and you'll have raised \$300 or more by the end of the night. All in support of homeless animals!

- Wine Tasting
- Ice Cream Tasting
- Holiday Party
- Themed Dinner Party
- Progressive Dinner party – get your whole team involved!
- Pancake Breakfast

#### ✓ **Hula Hoop-a-thon**

Have participants collect pledges for the number of seconds or minutes they can hula before the hoop falls.

#### ✓ **Bake Sale** – Always popular!

#### ✓ **Hold a Car Wash**

At a local parking lot with your teammates or in the office parking lot during lunch hour!

#### ✓ **Create Your Own Donation Jar**

Position it in a strategic place with signage stating that all contributions go to helping homeless animals through your participation at Paws & Feet.

#### ✓ **On Your E-mail Account**

Set Up Your Signature with a link to <http://awanj.org/pawsandfeet>, encouraging friends to visit the page and make a donation or join your team.