



## Walk for Animals Team Toolkit

Dear Team Captain,

Thank you so much for organizing a team for Napa Humane's Walk for Animals on August 4<sup>th</sup> at Veterans Memorial Park, Downtown Napa. Your contribution of time and energy is greatly appreciated!

It's sure to be an amazing event – music, doggie contests, give-aways, and a ton of fun for all as we come together to raise funds for Napa Humane's important programs serving pets throughout the Napa Valley!

Because Napa Humane relies entirely on donations to operate its Spay/Neuter Clinic, vaccination and microchipping services, Mobile Adoption Unit and community education programs, events like Walk for Animals are essential to making Napa Valley a better place for people and pets.

Please take a look through this Toolkit for team incentives, how to recruit team members, tips on fundraising, and more. There are also other resources, such as an Offline Registration Form and Offline Donation Collection Forms, available for download at [napahumane.org/walkforanimals](http://napahumane.org/walkforanimals).

Again, we are thrilled you formed a pack, and encourage you to have lots of fun and show the community how dedicated you are to animal welfare. Thanks for getting out there to **MOVE YOUR PAWS FOR THE CAUSE!**

Your friends at Napa Humane

## Team Incentives

**We walk for the animals, but there's nothing like some additional incentives to get your tails waggin'. If your team is one of the top three fundraising teams, you will receive:**

- Recognition on stage at the event's award ceremony.
- Recognition on the Walk for Animals event webpage.
- If you're the #1 fundraising team, you can be the "Leader of the Pack," which means your team members get to be at the head of the pack at the Walk for Animals start line.

## Recruiting Team Members!

**The Walk will be a blast...but even more so in a pack, so pull together a team of friends, family or co-workers to raise funds and have more fun!**

- Once registered, designate yourself "team captain," log into your profile page, and create a team!
- Recruit team members by sending out the [FirstGiving link](http://www.firstgiving.com/napahumane/walkforanimals) to your potential team members (www.firstgiving.com/napahumane/walkforanimals) via email, or simply ask over the phone or in-person! Animal-lovers will be happy to join.
- Each team member will first register as an individual and then join your team when prompted during the registration process.
- Even if someone can't come to Walk for Animals, they can still register, be on your team, and raise funds for the animals.

## Helpful Tips to Raising Funds

As an individual walker or as a team, you have the power to discover the animal-lover in your friends, family, coworkers, and community by spreading the word about your participation in the Walk!

From sharing your profile link online to holding a rummage sale, here are some helpful fundraising tips!

### **Tell Your Personal Story**

Your Walk for Animals profile page is the strongest tool you have to raise funds. Please carefully and thoughtfully fill out your profile page with personal stories about your pets, your commitment to animal welfare, and why you are participating in the inaugural Walk for Animals. Hint: an adorable picture of your pet doesn't hurt, either!

## **When Your Web Page is Ready, Share It!**

This we know to be true: the biggest secret of top fundraisers is...*they ask a lot of people for donations and they ask each person several times.*

Remember, you are not asking for anything for yourself – you are asking someone to make a donation that will greatly improve the lives of animals.

So...

1. Send the link to your Walk for Animals profile page to everyone in your email contact list – chances are, with the simple click of “send,” you’ll see your fundraising thermometer go up immediately!
2. Please don’t hesitate to ask more than once, especially with email. If you don’t get a response the first time, send a kind reminder.
3. A great way to promote your fundraising efforts is to put a link to your Walk for Animals profile page on your Facebook, MySpace, LinkedIn, or other personal web pages.
4. Does your company, business association, or club send out e-newsletters? Ask to promote your Walk for Animals fundraising efforts!

## **But, Don’t Rely Only on the Web Alone**

Napa Humane is extremely grateful for the amazing support of people in our community, like you, that give to animals in need. And you should be incredibly proud of your contribution! Tell everyone you’re participating in Walk for Animals and ask for their help... it never hurts to ask! You’ll find that we live in a wonderful community of animal lovers.

Here are a just a few ideas for collecting donations...we’d love to hear yours!

- Email is great for communicating, but it can be even more meaningful to ask people for their support in person.
- When you’re out with your dog, everyone that says “Oh, what a cute dog! May I pet him/her?” (Of course, we know everyone says this to you because YOU have the cutest dog in the world!) Tell them about the Walk and ask them for a donation.
- Get on the agenda at staff, club, and neighborhood meetings.
- Ask clients, customers and coworkers to support your team (perhaps put a donation jar on your desk or in the break room?).
- Ask your boss or company to match your own donation.
- Ask local businesses for their support...and those that you rely on for services – as an example, have a hair appointment? Ask your stylist for his/her support!
- Make business card size flyers with your Walk for Animals profile page address.
- Hold a yard sale!
- Host a fundraising party or BBQ where guests donate for some good grub.
- How about a bake sale of human and dog treats, too?

## **A Little Competition Can Be Fun!**

Pick a nearby business, another department in your company, or another club and set your team's goal up against theirs! You can compete against the other team to raise the most money or to recruit the most members.

### **Still not sure how to get started? Here is plan to raise \$500 in ten days...**

Day 1 – Get yourself started with a \$25 donation = \$25  
Day 2 – Challenge three family members to match your \$25 donation = \$100  
Day 3 – Ask your best friend for a \$25 sponsorship = \$125  
Day 4 – Ask your boss for a company donation or a matching gift of \$25 = \$150  
Day 5 – Ask five local friends to sponsor you for \$10 = \$200  
Day 6 – Ask five out-of-town friends to sponsor you for \$10 = \$250  
Day 7 – Gather support at work! Ask five co-workers for \$10 = \$300  
Day 8 – Ask five neighbors to support you for \$10 = \$350  
Day 9 – Ask 10 people at your church, club, gym, etc. for \$10 each = \$450  
Day 10 – Request a \$10 sponsorship from five local businesses = \$500

**Above all...have *fun* and thank you for your support of Napa Humane!**

## **About Walk for Animals**

A short stroll through Downtown Napa (with or without your pooch!) in support of companion animals throughout the Napa Valley, Napa Humane's Walk for Animals begins and ends at Veterans Memorial Park on Main Street. Registered walkers will receive a Walk for Animals t-shirt and goodie bags, plus enjoy music and fun activities as they come together to raise donations for Napa Humane serving pets throughout the Napa Valley!

## **Where do donations go?**

Walk for Animals donations go toward helping pets and their people through Napa Humane's lifesaving programs. We rely 100% on private donations and receive no tax dollars. We are not affiliated with any other humane society or the ASPCA – that means that all of your donations go to help animals right here at home.

Read on to learn how your donations help animals!

### **Napa Humane's Low-Cost Spay/Neuter Clinic**

Spay/neuter is the cornerstone to ending pet overpopulation in our communities! Last year, a record 5,000 spay or neuter surgeries were performed by our medical team with our one surgery suite operating 251 days – that's just shy of 20 surgeries a day!

### **Weekly Affordable Vaccination and Microchipping Clinic**

Napa Humane is an important link in keeping a healthy population of pets and people by holding a weekly vaccination/microchipping clinic. Each week in our 3.5 hour clinic we see an average of 50 pets for important lifesaving vaccinations and microchipping so that lost pets can swiftly find their way home.

## **Shelter Support Services: Mobile Adoption and Pet Photography Programs**

We are at the heart of helping sheltered animals with our Shelter Support Services for homeless pets housed at the Napa County Animals Shelter. From April to October we use our Mobile Adoption Unit to take animals needing homes from the Shelter and out into the community. And, Napa Humane offers help to re-home the pets in the Shelter by leading a cadre of volunteer photographers to take appealing pictures of the animals that show their personalities outside of their caged environment. We also post the photos on websites such as Petfinder.com to create the most exposure possible for a pet in search of their new forever home.

## **Humane Education**

Napa Humane's educational outreach efforts in our schools and in our communities are designed to engage hearts, hands, and minds for animals. We are in Napa Valley classrooms each week with programs such as "Responsible Pet Care" and "Safe with Cats and Dogs." And we are extremely proud of our newest addition to our education program – a live Puppet Art Theater performance co-created by PAT and our team, "The Right Pet for Princess Penny." Since its launch this year we have performed the show for over 3,000 children! Accompanying the show is an activity book that goes home with each child to reinforce the humane lessons learned from the performance. We also supply annual subscriptions to KIND News (Kids in Nature's Defense) to over 100 classrooms reaching 3,000 students. And, Napa Humane offers the community classes in "Introducing Your Pet to your New Baby," "Kitten 101," "Bunny Basics," and "Pet First Aid."

## **Companion Connection: Creating and Sustaining Humane Homes for Pets**

Each year Napa Humane fields hundreds of calls from pet owners with questions about their pets, from hopeful soon-to-be adopters with concerns about how to welcome a new pet into their family to pet owners experiencing a troubling behavior that might cause them to surrender, abandon, or turn out their companion animal. We help with our non-emergency behavior helpline to counsel and educate with the goal of creating and supporting humane homes for pets. Our goals are clear: helping people know the right time for a pet, know the right pet for their family, that a pet is one's pet for all of its life, and that every pet deserves a safe, respectful, and enriching environment.

## **What can my donation to *today*?**

\$10,000 underwrites medical supplies and medications for 500 spay/neuter surgeries.  
\$5,000 keeps our Mobile Adoption Unit on the road for an entire year.  
\$2,500 provides a humane educator and class materials for 960 school children.  
\$1,000 provides vaccinations against life-threatening dog and cat diseases for 500 pets.  
\$500 sponsors five life saving Pet First Aid classes reaching 150 pet owners.  
\$250 trains five volunteers to field behavior helpline calls from pet owners in need.  
\$100 means we can microchip 20 pets to help them find their way home.  
\$50 ensures the last litter for two stray cats through sterilization surgery.  
\$25 gives one classroom of 30 students a year's subscription to KIND News.

A donation of *any amount* allows Napa Humane to continue our work of responding with kindness and compassion to animals and people in need, advocating on their behalf, and teaching children and adults alike to live humanely.

On behalf of the animals and the people who care for and about them that we serve, a heartfelt thanks for your support!