

north shore
animal league
america

walk & wag

Presented by



Your Pet, Our Passion.®

ADOPT TODAY

WALK & WAG GUIDE

September 29, 2018

Registration at 9am, Walk begins at 10am

North Hempstead Beach Park

175 West Shore Road, Port Washington, NY 11050



Dear Walk & Waggers,

On behalf of animals everywhere, thank you for joining North Shore Animal League America's National Walk & Wag! This dog-friendly walk brings the animal loving community together to help raise funds and awareness in support of our no-kill mission. With every step, you are helping save the lives of homeless dogs, cats, puppies and kittens! **Use this packet as a guide to help you prepare for your Walk & Wag.** It features tips and tools to help motivate your team, important event day information, and tips to raise funds!

Know someone who loves animals, wants to fundraise, but cannot attend Walk & Wag? Walkers can participate from anywhere in their communities, nationwide! Virtual walkers can form a team and walk with your four legged friends on a trail, in a park, or around your office building while raising important life-saving funds for dogs, cats, puppies and kittens. All walkers qualify for exciting Walk & Wag fundraising contests and prizes ending September 29th.

North Shore Animal League America is the world's largest no-kill, non-profit, animal rescue and adoption organization and has saved the lives of more than 1 million dogs, cats, puppies, and kittens. Through our many innovative programs, we reach across the country to rescue animals from overcrowded shelters, unwanted litters, puppy mills, natural disasters, and other emergencies and find them responsible, loving homes. We are dedicated to promoting shelter pet adoptions; encouraging spay/neuter programs; reducing animal cruelty; ending euthanasia; and advancing the highest standards in animal welfare.

We can't save lives without you! We appreciate your passion for raising crucial funds to rescue, nurture, adopt, and educate.

Sincerely,

Valerie DeGregorie
Events Manager
valeriede@animalleague.org





INFO ABOUT WALK

GENERAL INFORMATION:

- Saturday, September 29, 2018
Registration at 9am
Walk begins at 10am
The fun continues after the Walk!
- North Hempstead Beach Park
175 West Shore Road
Port Washington, NY 11050
- Follow the signage and park in Parking Lot #1 on event day. Parking is free to all walkers.
- Registration includes Walk & Wag T-shirt and Pet Bandana!

OTHER WALK DAY ACTIVITIES:

- North Shore Animal League America's Mobile Unit with adoptable animals (Adoption subject to approval. Must be 21 years of age or older to adopt).
- Agility Course for dogs
- Performance by Purina Incredible Dog Team
- Vendors for our walkers to enjoy
- Snacks and beverages
- A great day with your friends, family, coworkers, and furry companion!
- Check animalleague.org/walkandwag for more activities!

DISTANCE:

- One loop along the North Hempstead Beach Park 's boardwalk is approximately 1.6 miles.
- Two loops will be 3.2 miles
- Use your discretion to decide which distance is appropriate for you and your canine companion!

BRINGING YOUR DOG:

- Well-behaved, social dogs are welcome.
- Please remember that DOGS MUST BE LEASHED at all times, clean up after him/her, provide water, and do not bring pet toys.
- Your dog is your responsibility and not the responsibility of North Shore Animal League America's staff or volunteers.

WEATHER:

Walk & Wag is an outdoor rain or shine event! If there is inclement weather, please dress appropriately. If the Walk is cancelled, we will notify all participants via email by 7am Saturday morning.

FUNDRAISING PRIZE LEVELS AND CONTESTS

We want to reward you for your fundraising milestones!
Individual participants who meet fundraising thresholds will receive prizes.
Prizes for each level will be announced soon! All Prizes Are Cumulative!

*Register**

And receive a
2018 Walk & Wag T-Shirt
and Pet Bandana

Pawsome
\$200

Fur-ocious
Fundraiser
\$500

Wonderful
Wagger
\$1,000

Fundraising Contests & Prizes

In addition to fundraising milestones, you'll also get to take part in a little friendly competition! These competitions will be announced via email so make sure to check your inbox for more details.

All fundraising for contests and prizes must be completed by September 29th.

***Registration Fee Guide:**

Register *before*: July 1 - \$20 fee; September 21 - \$25 fee;
September 28 - \$35; Register onsite - \$40

BOOST FUNDRAISING FOR YOUR WALK

Want to raise more funds?

See below for some helpful tips and fundraising ideas!

Tips for Successful Online Fundraising

-  **Make it your own!** Personalize your Walk & Wag page with photos of your pets and share stories explaining why you are fundraising and the important role animals play in your life. Be sure to encourage your team members to do the same!
-  Use social media to expand your engagement! Share stories about the special animals in your life and why raising funds for North Shore Animal League America's no-kill mission is so important to you.
-  Update your Walk & Wag page as you make progress - make sure to update it after your walk and thank your generous donors for their support.
-  Use photos for online fundraising tools - images are a great way to attract interest.

Fun Fundraising Ideas:

-  Send letters out to friends, family and co-workers and ask them to contribute on behalf of your dog or cat and support you and your Walk & Wag team.
-  Ask for donations in person - people are much more likely to give if you ask them in person rather than via email or letter.
-  Ask your company to set up a "Lunch and Learn" to recruit employees for the Walk.
-  Ask your friends to contribute to your fundraising page in lieu of gifts for a special occasion – birthdays, anniversaries, etc.
-  Instead of spending money going out to lunch, everyone at the office can bring in their own lunch and donate the money they would have spent to Walk & Wag.



- 🐾 Have a company Jean Day - ask your coworkers to make a donation and wear jeans one day to work.
- 🐾 Hold a yard sale with your team – get rid of clutter AND raise money to save lives!
- 🐾 Host a Potluck Lunch – ask family and friends to make their favorite recipe. Sell tickets and ask people to donate to Walk & Wag!

- 🐾 Host a movie night at your home or a local movie theater – show a dog or cat themed film and ask for donations for your team!
- 🐾 Have an Ice Cream Social at your office and ask for donations to enjoy dessert.
- 🐾 Ask your company if they would be willing to hold a “parking spot” raffle. All money raised goes to your team and one lucky winner would get the best parking spot in the lot!
- 🐾 Hold a Zumba-thon or a spin class at your local gym - ask each person attending to make a contribution on your fundraising page.
- 🐾 Ask your local restaurant or frequently visited store if they will donate a percentage of the day’s earnings to your goal.
- 🐾 Have a Game Night at a local restaurant or your home – charge \$10 per game your guests play.
- 🐾 Hold a pet party - invite your friends along with their pets for a fun day full of games for your pooches. Ask for donations!
- 🐾 Hold a cutest pet contest - ask your friends and colleagues to submit photos of their pets (along with a contribution!) and display pet photos for a week. Ask anyone participating to vote. The winner gets bragging rights!
- 🐾 Ask your company if they have a matching gift program - A company will match a gift when an employee makes a donation. Matching gifts can make a huge impact in fundraising totals!



I'M A TEAM CAPTAIN....

So you've started your own Walk & Wag Team... That's great!!

NOW WHAT?

As Team Captain, your role is to: Form your team, make fundraising goals, motivate your team to reach your goals...and of course, to have fun!

STEP 1: Recruit your team members

- Teams should consist of 4 or more members.
- Ask potential team members to register by emailing them the link to register as soon as you have created your team page.
- Ask family and friends who share a love for saving the lives of dogs, cats, puppies, and kittens!
- Involve your company and employer! Ask your co-workers to join your team and invite your boss to engage your company.

Step 2: Tips for Team Captains

- Set a team goal of at least \$500 and help individual team members to set goals.
- Be sure to ask your team members about their workplace matching gift programs (check out more info about matching gifts on the previous page).
- Make sure all of your team members are aware of the fundraising prize levels to help keep them motivated.
- Motivate and encourage your walkers from the day they sign up until your Walk.
- Share your passion for rescuing animals, your love for pets, and your enthusiasm to raise funds for a cause you feel strongly about!
- Highlight your team's progress through email alerts, community or company newsletters, your Facebook group, or memos to employees and managers.
- Make it a competition to see who can raise the most by your Walk date - everyone loves a little friendly competition!

Step 3: After Your Walk is Over

- Congratulate your team for fundraising and taking part in Walk & Wag.
- Thank all of your team members and donors for their support and dedication to saving lives.
- Celebrate your team accomplishments - acknowledge your top fundraiser, the person with the most festive attire at the walk, etc.



CORPORATE SPONSORSHIP



Companies throughout the nation love to show their philanthropic side! By becoming a sponsor of Walk & Wag, companies are able to reach target audiences through our vast marketing efforts and help save the lives of dogs, cats, puppies and kittens.

Walk & Wag's Marketing Reach:

- Walk & Wag Participation of 500 people nationally
- Geotargeted and national reach emails (database of 800,000)
- Nearly 2 million Facebook fans
- Logo and/or company name on NSALA Walk & Wag Website (225,000 visits to the League's homepage monthly)
- Included in printed Paw Prints newsletter with distribution of 180,000
- Geotargeted national print and radio outreach throughout United States



For information about National and Local Sponsorship Opportunities, please contact **Valerie** at **516-373-3235** or email events@animalleague.org