

north shore  
animalleague  
america

# Sit. Stay. walk.






A VIRTUAL WALK & WAG EVENT

April 1st- May 31st



walk &  
wag

North Shore Animal League America

 North Shore Animal League America  AnimalLeague  AnimalLeague  AnimalLeague  AnimalLeague

## Dear Virtual Walkers,



On behalf of animals everywhere, thank you for joining North Shore Animal League America's Sit. Stay. Walk. – A Virtual Walk & Wag Event! In these uncertain times, we wanted to provide an activity that can be done safely while practicing **social distancing**. Participating in our Virtual Walk gives our animal lovers and adopters the chance to do something positive and active, while raising crucial funds for homeless animals that need your support – now more than ever.

Walkers can participate from anywhere in their communities, nationwide!\* Form a team with your kids and household or sign up as an individual and walk with your four legged buddy. You and your family can exercise while raising important life-saving funds for dogs, cats, puppies and kittens. As an added benefit, walkers qualify for exciting Walk fundraising contests, activities and prizes until May 31st.

Since 1944, North Shore Animal League America is the world's largest no-kill 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 pet adoptions; encouraging spay/neuter programs; reducing animal cruelty; ending euthanasia; and advancing the highest standards in animal rescue.

In the midst of this crisis, certain things remain the same: our concern for each other, our gratitude to you, and our commitment to the dogs, cats, puppies, and kittens we care for. Rest assured, North Shore Animal League America will never abandon our no-kill mission.

Valerie DeGregorie  
Senior Events Manager  
Valeriede@animalleague.org

Kacie Bogan  
Events Manager  
Kacieb@animalleague.org

Charlotte Bush  
Events Coordinator  
Charlotteb@animalleague.org

P.S. Dont forget to tag your virtual walk! **#Sitstaywalk**

\*Please follow the restrictions and regulations put forth by your state, city, town and village and practice social distancing.





# Virtual Walk Information

## GENERAL INFORMATION:

- Walk with your furry best friend on a trail, in your neighborhood, or in your own backyard ( please follow state and local guidelines and practice social distancing). You can also virtually walk with your friends, family, and colleagues via FaceTime or by talking on the phone while you walk! Walkers receive a North Shore Animal League America's Get Your Rescue On® Dog Tag and a Pet Bandana.
- 

## WALK SUGGESTIONS:

- **Define your walk:** Walk anywhere on any date by May 31st, set a goal for the amount of walks you'd like to take by May 31st, or pick a distance such as 5 miles and use a fitness tracker (we like Strava) to track how far you've gone.
  - **Form a virtual team:** Sign up your kids and members of your household to form a team! You can also ask friends and other family members to register on your team – *just be sure to practice social distancing* and use your phone and social media to communicate.
  - **Bring Water:** Make sure there is plenty of water on hand for both dogs and human walkers!
  - **Submit your fundraising:** The deadline is May 31st to qualify for contests and prizes. Be sure to check your email to find out more information about upcoming activities and contests for you to participate in! Once registered, you'll have access to your own customizable fundraising web page to help with donations and to tell your story.
- 

## WALKING YOUR DOG:

We want all dogs to be happy ones! Please be sure your dog is friendly to humans and other dogs. Please remember that DOGS MUST BE LEASHED at all times. Your dog is always your responsibility. Please be sure to clean up after him/her and provide water.

# 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 an NSALA  
Get Your Rescue On®  
Dog Tag and  
Pet Bandana

## Pawsome \$200

Will receive an NSALA  
Cooler Bag

## Fur-ocious Fundraiser \$500

Will receive an NSALA  
Baseball Hat

## Wonderful Wagger \$1,000

Will receive an NSALA  
Sweatshirt

## Fundraising Contests and 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 May 31st. Items will be shipped by Summer 2020.**

### \*Registration Fee Guide:

Register by: May 31st - \$20 fee

# Boost Fundraising for your Walk






*Want to raise more funds?  
See below for some helpful tips and fundraising ideas!*

---

## ***Tips for Successful Online Fundraising***

-  Because we are practicing social distancing, more and more people are turning to social media to communicate with each other. 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.
  -  Link your fundraising page with facebook! This is easy to do from your participant center and helps increase fundraising while sharing your story. If you need help linking your fundraising page through your participant center, email [events@animalleague.org](mailto:events@animalleague.org)
  -  Use photos and videos 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.
-  Ask for donations from your friends, families, and coworkers over FaceTime or text!
-  Pick a dress up day to walk with your team via FaceTime.
-  Live stream one of your walks! Get everyone who views to donate.
-  Make your fundraising and walks fun and participate in our activities, scavenger hunt, and fundraising contests. Or, start your own contest with your family and friends and see who can raise the most money in a 24 hour period or walk the longest distance.

# I'm a Team Captain.... now what?

*So you've started your own Virtual Walk Team...  
That's great!!*

As a Team Captain, your role is to: Form your team virtually (please practice social distancing!), make fundraising goals, motivate your team to reach your goals... and of course, have fun!!

---

## **STEP 1: Recruit Your Team Members**

- Teams should consist of 3 or more members. When practicing social distancing, members can walk with you via FaceTime or while talking with you on the phone.
- 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 who share your love of animals to join your virtual team and invite your boss to engage your company. This is a great activity to keep co-workers connected while working from home!

## **Step 2: Tips for Team Captains**

- Set a team goal of at least \$500 and help individual team members to set goals.
- 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!
- Make sure all of your team members are aware of the fundraising prize levels to help keep them motivated.
- Motivate and encourage your walkers to get out and walk every day.
- 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 May 31st - everyone loves a little friendly competition!

## **Step 3: After Your Walk is Over**

- Congratulate your team for fundraising and joining your virtual team.
- 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 who took the most walks, or the person who walked the longest distance.

Companies throughout the nation love to show their philanthropic side and their support and commitment to saving animals' lives. If your company is interested in sponsoring the Virtual Walk or our Walk & Wag taking place on Saturday, September 26th, 2020 at North Hempstead Beach Park in Port Washington, NY, please email [events@animalleague.org](mailto:events@animalleague.org).