

NORTH SHORE ANIMAL LEAGUE AMERICA



SATURDAY, SEPTEMBER 17, 2022

## FUNDRAISING GUIDE



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Dear Walk & Waggers,

On behalf of animals everywhere, thank you for joining North Shore Animal League America's Sixth Annual Walk & Wag in its **brand new location — Hudson River Park**. This dog-friendly walk brings communities together nationwide to raise funds and awareness in support of our no-kill mission. With every step, you're helping save the lives of homeless animals. This packet will be your guide as you prepare for your Walk & Wag participation, with important event day information and tips to help you motivate your team and raise funds.

Want to take part, but can't attend Walk & Wag in person? **Walkers can join us from anywhere!** As a virtual walker, you can form a team and walk with your four-legged friend on a trail, in a park, or around your office building while generating lifesaving donations for our dogs, cats, puppies, and kittens. All walkers qualify for exciting Walk & Wag fundraising contests and prizes up until September 30.

Founded in 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 1.1 million homeless animals to date. Through our many innovative programs, we find loving, responsible homes for animals rescued from overcrowded shelters, puppy mills, natural disasters, and other emergencies. We are dedicated to promoting pet adoptions, encouraging spay/neuter programs, stopping animal cruelty, ending euthanasia, and advancing the highest standards in animal rescue. Thank you for supporting our efforts to create a no-kill world.

Sincerely,

A handwritten signature in black ink that reads "Kacie J. Bogan".

Kacie Bogan  
Senior Events Manager

A handwritten signature in black ink that reads "Charlotte C. Bush".

Charlotte Bush  
Events Coordinator



## HUDSON RIVER PK

Hudson River Park Pier 84  
555 12th Ave.  
New York, NY 10036



### Driving in?

Pier 84 at Hudson River Park is a 15-minute car ride from Penn Station or a 30-minute walk.

Nearby parking garages include:

Quick Park:  
641 W 41st Street

Icon Parking:  
520 West 51st Street

Icon Parking:  
721-735 10th Ave

Apex Parking:  
440 W 57th St

**A C E**

There is also an A, C, and E subway station directly across the street from Pier 84.

# GENERAL WALK INFORMATION

**Saturday, September 17, 2022**

**Registration at 8:45am**

(Registration includes a Walk & Wag t-shirt)

**Walk begins at 10:15am**

## THE WALK



- Starting from Pier 84, walkers can take in breathtaking views of New York City as they stroll along Hudson River Park. At Pier 64, walkers proceed down the pier and walk back up continuing to Pier 62, where they loop around and head back to Pier 84.
- The total walk is 3 miles long, and there will be signage and volunteers along the way to keep everyone on track.

## BRINGING YOUR DOG



- Well-behaved, social dogs are welcome.
- Please remember that **DOGS MUST BE LEASHED** at all times, you must 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.

# ADDITIONAL WALK DAY ATTRACTIONS



- North Shore Animal League America's Mobile Unit with adoptable animals
- Unique vendors geared to dog lovers
- Yummy snacks and beverages
- A great day outside with friends, family, coworkers and your furry companion

## WEATHER



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

## NATIONAL WALKER INFORMATION



Walk with your friends, family, colleagues, and your furry best friend on a trail, in a park, or around your office building. Virtual walkers will receive a Walk & Wag t-shirt. You also qualify for exciting Walk & Wag fundraising contests and prizes. (Prizes to be distributed in October.)

## VIRTUAL WALK SUGGESTIONS



- Walk on any date, in the location of your choice, by September 30. (Don't forget to make sure that the location allows dogs!)
- Form a team: Enlist four or more people to register with you. That way you can spend time with your friends, family, and colleagues all while raising even more important, lifesaving funds.
- Communicate: Encourage and engage your team members with emails and/or group texts.
- Hydrate: Make sure you have plenty of water on hand for both dogs and human walkers.
- Submit your fundraising: The deadline is September 30 to qualify for contests and prizes. Be sure to check your email leading up to the walk for more information. (Prizes to be distributed in October.)
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# FUNDRAISING PRIZE LEVELS

We will reward you for hitting your fundraising milestones. Individual participants who meet fundraising thresholds receive prizes. Prizes for each level will be announced soon; all prizes are cumulative.



## Pawsome \$250 Raised

Raising \$250 makes you a Pawsome Fundraiser! As a thank you for your hard work you'll receive a North Shore Animal League America koozie and Live, Love, Rescue magnet



## Fur-ocious \$500 Raised

Raising \$500 makes you a Fur-ocious Fundraiser! You'll receive a North Shore Animal League America reusable straw and coin purse



## Wonderful Wagger \$1000 Raised

Raising \$1,000 makes you a Wonderful Wagger! For reaching this milestone you'll receive a Home Chef gift card and North Shore Animal League America coffee mug

## FUNDRAISING CONTESTS

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

All fundraising for contests and prizes must be completed by September 30, 2022.

## REGISTRATION FEE GUIDE



Registration before July 31:  
**50% off**



Registration after July 31:  
**\$35**

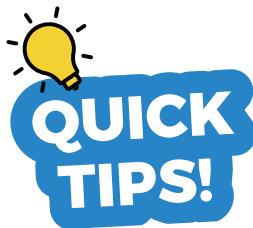


Register onsite:  
**\$40**



# BOOST FUNDRAISING FOR YOUR WALK

Want to increase your donations? See below for some helpful fundraising suggestions.



## 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 participating, 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 post on 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

- Ask for donations in person — people are much more likely to give if you ask them face-to-face, 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.
- Ask your local restaurants or frequently visited stores if they will donate a percentage of the day's earnings to your goal.
- Hold a pet party — invite your friends to bring their dogs over for a fun day filled with games for your pups. Makes a great time to ask for donations!
- See if your company has a matching gift program. Many companies will match a gift when an employee makes a donation. Matching gifts can make a huge impact in fundraising totals!
- Print out a copy of the "Why I Walk & Wag" sign and proudly display it in your front window or on your door. You can also take a photo with it and post it on social media using the hashtag **#walkandwag2022** and tag **@animalleague**.



# I'M A TEAM CAPTAIN ... NOW WHAT?

You've started your own Walk & Wag Team; that's great! 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 four 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 homeless animals!
- 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 set goals.
- Be sure to ask your team members about their workplace matching gift programs.
- Make sure all of your team members are aware of the fundraising prize levels to help keep them motivated.
- Inspire 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 an important cause.
- Highlight your team's progress through email alerts, community or company newsletters, your Facebook group, or memos to employees and managers.
- Make it a challenge 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's accomplishments — you can acknowledge your top fundraiser, the team member with the most festive attire, etc.



2019 Virtual  
Corporate Team,  
Direct Mail Processors,  
Maryland

# CORPORATE SPONSORSHIP

Companies nationwide understand the power of philanthropy. By becoming a sponsor of Walk & Wag, organizations can reach target audiences through our vast marketing efforts, and showcase their commitment to saving the lives of homeless dogs, cats, puppies, and kittens.

## Marketing Reach:

### ➤ Social Media:

**2,600,000**

**145,000**

**64,000**

### ➤ Email Reach: **1,600,000**

- Website Hits: **225,000** monthly visits to Animal League America's homepage
- Paw Prints Quarterly Newsletter: Distribution of **180,000** households per issue
- Geo-targeted national print and radio outreach throughout the United States
- Relationships with national affiliates across the country and a regular presence on major networks and news coverage on local, regional, and national levels.

These include:

- *The Rachael Ray Show*
- *Good Morning America*
- *The Today Show*
- *Today with Hoda & Jenna*
- *Good Day New York*
- *PIX11 News Morning Show*
- *Buzzfeed*
- and many more!

**For information about National and Local Sponsorship Opportunities,  
please contact Charlotte at  
516.373.3402 or [charlotteb@animalleague.org](mailto:charlotteb@animalleague.org)**