

NORTH SHORE ANIMAL LEAGUE AMERICA



SEPTEMBER 1 – 30, 2023
30-DAY CHALLENGE

FUNDRAISING GUIDE





TABLE OF CONTENTS

- 1** Welcome Letter
from the President
- 2** General Walk Information
- 3** Fundraising
Prize Levels
- 4** Boost Fundraising
for Your Walk
- 5** Team Captain
Step 1: Recruit your team members
Step 2: Tips for team captains
Step 3: After your walk is over
- 6** Corporate Sponsorship
- 7** Why I Walk
- 8** Pet First Aid Essentials



Dear Walk & Waggers,

On behalf of homeless animals everywhere, thank you for your interest in North Shore Animal League America's seventh annual Walk & Wag. Once again, this special fundraiser will bring our community together to support and strengthen our no-kill mission.

The funds you raise mean we can conduct more rescue transports, provide more first-class veterinary care, find more animals their loving homes, and educate more schoolchildren on the plight of shelter pets. When you participate in Walk & Wag, you can feel proud that with every step you are helping us save the lives of dogs, cats, puppies and kittens in need, just like this Walk & Wagger shared:

"I am doing Walk & Wag for all the animals at North Shore Animal League America, and for all the potential animals they can rescue. I walk because I know the impact my pet has made in my life, and how we can also help give other animals their second chance."

And whether you live in our neighborhood or across the country, you are an important member of our community. 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!

"We are in California and participating in virtual Walk & Wag made perfect sense to us! We're so happy that just by doing what we do every day with our dog Ginger, we can help support your wonderful organization."

This packet will be your guide as you prepare for your Walk & Wag participation, and includes important event information and tips to get you motivated, inspire your team, and of course raise vital funds for homeless animals. Our events staff are here to assist you and answer any questions you may have along the way.

Hope you have fun and once again, my heartfelt thanks for supporting our efforts to create a no-kill world.

Sincerely,

J. John Stevenson
President & CEO



We will reward you for hitting your fundraising milestones.
Individual participants who meet fundraising thresholds receive prizes.
Prizes for each level are below; 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 rescue cuff bracelet and dog tag



Fur-ocious **\$500 Raised**

Raising \$500 makes you a **Fur-ocious Fundraiser**! You'll receive North Shore Animal League America socks and a Live, Love, Rescue magnet



Wonderful Waggoner **\$1000 Raised**

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

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, 2023.

REGISTRATION FEE GUIDE



Registration before
National Mutt Day on July 31:
50% off



Registration after
National Mutt Day on July 31:
\$40



BOOST FUNDRAISING FOR YOUR WALK

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

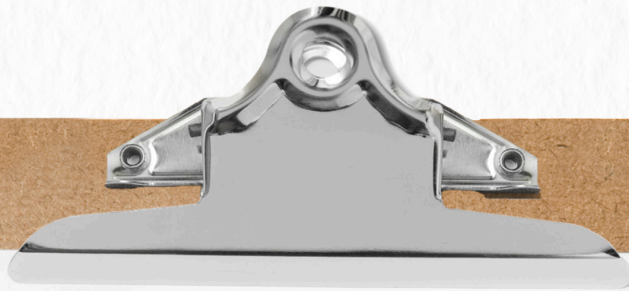


TIPS FOR SUCCESSFUL ONLINE FUNDRAISING

- 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.

EFFECTIVE 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 double or triple the 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 [#walkandwag2023](#) 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:

f 2,600,000

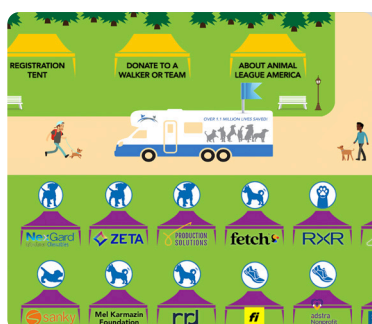
@ 152,000

t 66,900

➤ Email Reach: **1,900,000**

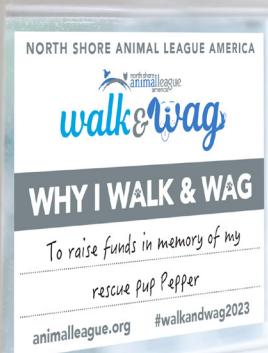
- Website Hits: **252,000** monthly visits to Animal League America's homepage
- Paw Prints Quarterly Newsletter: Distribution of **180,000** households per issue
- Geo-targeted national print and radio outreach throughout the United States
- Relationships with national affiliates across the country and a regular presence on major networks and news coverage on local, regional, and national levels. These include:

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



All Walk & Wag Sponsors will become a part of North Shore Animal League America's Virtual Vendor Village on our website!

For information about National and Local Sponsorship Opportunities, please contact Charlotte Dellacroce at 516.373.3402 or charlotted@animalleague.org



WHY I WALK

“Walk & Wag means being able to help the animals we all love so much. It inspires others to create a wave of change and adopt a dog or cat, who so badly deserves a loving home. Walk & Wag fosters a feeling of unity that we are all in this together to reinforce a brighter future for all our rescue pets.”
- Jenna

“We wanted you to know our inspiration to fundraise for Walk & Wag is because we want to help save all the rescue animals to give them a fighting chance to enjoy their lives like I do. It is important that we help save God's little animals who cannot protect themselves.
- Gail & Snow Angel

“Our family has been attached to NSALA since 2002 when we got our first puppy Madison. We walk to support the great work they do. We also walk to honor our good friend Cory Kramer, who truly loved animals and everything about NSALA.
- Joseph & Lila



The MAX Challenge of Glen Cove out for their walk



Beautiful Lilly with her mom walking for her rescued sister and cousins



Production Solutions formed their team, Captain Cory's Crusaders, in memory of their co-worker and friend, Cory Kramer. She loved her dog, London, and three cats Thorin, Gambit and Teddie. She also loved North Shore Animal League America, so they joined together to walk in her honor and for homeless animals everywhere.



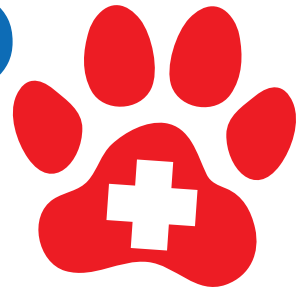
Katie O'Neill is a former contest winner and one of our highest overall individual fundraisers!



Direct Mail Processors team

#walkandwag2023

PET FIRST AID ESSENTIALS



Most people have first aid kits in their home, office, and cars for themselves and their family members, but not every pet owner has an essential first aid kit for their pets. We'd like to help you assemble your own pet first aid kit so that you can be ready if an emergency occurs.

KEEP AN EMERGENCY PET SUPPLY AND FIRST AID KIT ON HAND AT ALL TIMES

- ☐ A basic pet first aid book
- ☐ Waterproof carrying case for paperwork and supplies
- ☐ A sturdy carrier large enough for your pet to stand and turnaround
You want to transport your pet safely and securely
- ☐ A supply of your pet's current prescriptions such as heartworm and flea/tick medication packed in waterproof containers clearly labeled with pet's name
- ☐ Prescription medications with dosing
- ☐ Photocopies of your pet's paperwork: Important medical records, vaccinations, microchip number, etc.
- ☐ Copies of current veterinary history including medical conditions and vaccination information
- ☐ Emergency contact numbers for alternative caretakers should you become incapacitated or unable to care
- ☐ Current photographs of all pets and microchip or license numbers for identification of your pet
- ☐ Phone numbers and addresses of your veterinarian, emergency animal hospital, a local animal shelter/humane society, or boarding kennels and pet-friendly motels/hotels, poison control center
- ☐ At least one week's supply of food and water, including bowls and a manual can opener
- ☐ Bags to pick up after your dog; cat litter and disposable litter box for your cat
- ☐ Cleaning supplies: Paper towels, newspapers, disinfectant
- ☐ A mild antibacterial soap: To clean skin and wounds
- ☐ Alcohol prep pads: To sterilize equipment — DO NOT use on wounds
- ☐ Cotton swabs
- ☐ Self-adhesive bandages: Flexible bandages used to wrap and stabilize injuries (do not wrap too tightly)
- ☐ Gauze pads and rolls: For wounds
- ☐ Eyewash: Contact lens solution or water in a squeeze bottle to gently but thoroughly flush out wounds and eyes for your pet
- ☐ Triple antibiotic ointment: For cuts and abrasions (never for eyes)
- ☐ Hydrogen peroxide: For cleaning minor cuts and abrasions
- ☐ Medical gloves: To protect hands and prevent contamination
- ☐ Scissors: To cut gauze or the animal's hair if necessary
- ☐ Tweezers: For the removal of foreign objects from skin and paws
- ☐ Adjustable muzzle:
 - In case your pet is injured or frightened and needs to be handled by rescue workers or a veterinarian and frequency
 - To safely attend to wounds without the risk of being bitten

