

So you've registered to walk at Paws in the Park, but don't know where to start? Here are some ideas to help you fundraise and ask your friends and family for support!

## Fundraising Ideas~



**Form a Pack for a howlin' good time:** A Pack is a team of two or more walkers who fundraise together. You can fundraise as a team or even make it a competition within your team to see who can raise the most funds. Team fundraising is typically the most fun and easiest to be successful. Get your work buddies together and maybe even your company will match what you raise!



**Create a personalized webpage:** This is the fastest way to fundraise! Tell the story of your pet's rescue or adoption and feel free to put pictures and videos of you and your pet on the page. Then email the link to everyone you know! Put a link to your webpage at the bottom of each email you send out as a constant reminder.



**Send updates:** Updates are an enjoyable read for those who have already supported your efforts, and a nudge for those who have not yet contributed. Keep your friends invested in your success by updating them often!



**Find a Matching Donor:** Top fundraisers secure a matching donor early. Not only will it double donations, but having a double-your-money strategy will also create an incentive for others to donate. Find out if your company will match the money you raise. If not, ask your company to match donations made by their employees. Or, put your money where your heart is and offer to match donations yourself!



**Make your own raffle:** Ask businesses that you frequent to donate prizes to raffle off to your supporters. Sell tickets for \$10 or more and you'll be well on your way to raising hundreds of dollars.



**Involve your neighborhood:** Have a neighborhood dog wash... invite your neighbors over for a dog wash and have the proceeds go towards your pledges. Have fun shampoos, bandanas or paper collars made by children to make it fun! Or host a neighborhood yard sale or bake sale with the proceeds going towards your pledges.



**Bring the fun to your work/church/club:** Provide a lunch (donated or pot-luck) for your colleagues and set a minimum donation to partake. Or place a candy jar on your desk and collect pledges from those who dip in. Host a dress down day where employees can pay to dress down for one day. Or create different teams and have a friendly rivalry... the options are endless!



**Make it a family affair:** Challenge your family to collect pledges on your behalf. Set aside a weekend for your family to mow your neighbors' yards for a donation. Change your family's answering machine message ... let your children make the plea and let your pup bark. Or have a letter-writing night and write to all of your friends and extended family. The sky's the limit!



**Make it a game:** Host a poker game and dedicate half of the winnings towards your pledges. Or challenge another team to a showdown and see who can raise the most money. Make it interesting and set the stakes high!



**Put your money where your heart is:** Nothing conveys your dedication more than your own donation. Offer to match donations financially or find another incentive to offer to your supporters. Be creative and get people excited!