



# WELCOME PACKET

Dear Participant,

On behalf of the Friends of Burlington County Animal Shelter - welcome to the second annual Paw Prints 5K Run/Walk! In this welcome packet you will find materials to prepare you to be successful fundraiser. With your help, we can continue to fund more life-saving medical care, low cost spay/neuter programs and help the countless animals that arrive at the shelter, to find loving homes.

## WHY WALK?

To raise awareness and be a voice for the thousands of homeless animals that end up in Burlington County Animal Shelter each year. Our goal is for Burlington County to become a “no-kill” county by 2025.

Increase spay & neuter outreach. In seven years, one female cat and her offspring can produce 370,000 kittens!

Grow our presence as an organization committed to serving as a community public health partner.

## TOOLS

We’re here to help! The resources you need to reach and exceed your fundraising goals are included in this welcome packet and some are available online. It’s your Walk and your chance to help the animals so make it an experience you won’t forget.

## WHAT SHOULD YOU DO NEXT?

Update Your Personal Page to tell everyone why you walk. People are more apt to donate to you when they know why you are participating.

Ask everyone you know to support your fundraising efforts by making a donation today. No donation is too small or too big.

Encourage friends, family and co-workers to join (or even start) a team.

**Remember...** By asking friends and family to support you, you’re giving them the opportunity to support an organization that has become an integral part of reducing the homeless animal population in your community. Set a goal, make a fundraising plan utilizing the tools in this packet and you will even go above and beyond with your fundraising. You can qualify to earn great prizes, too!

I am here to help you in any way I can. Please let me know if you have any questions. The best way to reach me is at [kisky@comcast.net](mailto:kisky@comcast.net).

Thank you,

Karen Isky  
PAWS 5K Committee Member



## LET'S GET STARTED!

Walkers who personalize their page, set a goal and create a plan using social media, text and email outreach raise 70% more than those who don't.

### Steps To Success:

1. Upon confirmation receipt of your registration via email, there is a link provided that reads "manage registration". Click on it and then click "manage registration" a second time in the next window.
2. Click on "Fundraiser" found on the black band , top right hand side of the screen.
3. You are now at the Edit Fundraiser section.
  - A. Set your goal. We'll help you get there!
  - B. Create your own URL address to share with your contacts. Much easier than the long string provided during registration.
  - C. Edit the content of the default paragraph and create your own personal message. Let others know why you are walking and what their support means to you.
  - D. Upload a photo of your furry friend.
  - E. SAVE CHANGES
4. Click on Links/Sharing at the top of the page. Use the power of social media to post about your commitment and fundraising efforts. Make a plan to send out a message every two weeks. Include a story or an update about your fundraising progress.
5. Ask, Ask, Ask.

People may not read your first post, or, they may have the intention of donating later but have forgotten. Everyone leads busy lives. A gentle reminder is always appreciated. The #1 reason why someone doesn't donate is that s/he was never asked.



# FOOLPROOF FUNDRAISING

## Begin with yourself

Kick-start your fundraising by making a self-donation of \$20. This is separate from your registration fee. It's a great way to showcase your support for the cause!

## Double your donations with matching gifts

Your donations can go even further with a matching gift! Many companies offer matching gift programs in which the company will match an employee's contribution to a charitable organization. If you are not sure if you qualify for a matching gift, ask your company's human resources department if they offer a Matching Gift program.

## Use your Sphere of Influence

Who do you know? Again, the **#1 REASON** people do not donate is because they were never asked. Make a list of everyone you know, from friends and family to your mailman and vet. These are the people who are most likely to donate toward your fundraising efforts! Use the Sphere of Influence to help you think of potential donors and then make your ASK!





## PAWS 5K FUNDRAISING TIPS

### Raise \$100 in 3 quick steps:

1. Make a self-donation of \$20
2. Ask 3 family members to make a \$10 donation
3. Ask 5 friends to make a \$10 donation

\*Know your donors and determine the right amount to ask for. Know your Sphere of Influence

**You Did It, you just surpassed \$100! Keep up the great work.**

### Raise \$250 in 4 quick steps:

1. Make a self-donation of \$20
2. Ask 3 family members to make a \$20 donation
3. Ask 5 friends to make a \$20 donation
4. Ask 7 co-workers to make a \$10 donation

**You Did It! Keep up the great work, You just surpassed \$250!**

### Want to raise more?

People who write letters for contributions are five times more likely to reach or exceed their fundraising goal! Just write a letter explaining what it is that you are doing, why you are doing it, and how people can sponsor you with a contribution to the Friends Of Burlington County Animal Shelter. Then mail or hand deliver it to family, neighbors, work and service providers (accountant, lawyer, dry cleaners, bank, mechanic, hairstylist)





## FUNDRAISING IDEAS

**Correspondence:** Add a message to your voice mail and share information about the Walk and the link to your fundraising page. If possible, add the link to your email signature.

**Hold A “Guess Who’s Pet” Contest At Work:** Charge a \$5.00 entry fee per pet photo. Display photos on a wall and everyone gets to guess which pet belongs to which co-worker. The person with the most number correct gets some sort of prize. Perhaps a \$20 Petsmart gift card. The rest goes to the personal or team fundraising goal.

**Birthday Party With A Purpose:** In honor of your birthday, ask friends and family to donate to your fundraising page. As part of the post, take a photo of yourself and your pet wearing party hats.

**Game Night:** Invite your friends over and break out the board games or cards. Set up a tournament with a small entry fee. The winner receives a prize.

**Bake Sale:** Have the team hold a bake sale at work.

**Change Jar:** Keep a jar at work and let co-workers know that “their” change can help “make” change happen for the shelter animals.

There are so many other ways to have fun and reach your goal. Please share if you have ideas that others may find useful.

**Good luck!!**

