

PAW PRINTS 5K WELCOME PACKET



On behalf of the Friends of Burlington County Animal Shelter - welcome to the **third annual Paw Prints 5K Run/Walk!** Your support will help our organization fund advanced medical care, low cost spay & neuter, TNR, foster, and more initiatives directed at helping every homeless animal in the county's shelter, find a loving home. In addition, you'll be helping us expand our reach into the community with our goal of becoming a no-kill county by 2025.

As you may not know:

- Burlington County is the largest county in the state and has only (1) shelter to accommodate the 5,000+ dogs & cats that enter every year.
- Because it is a county shelter, all strays and surrenders must be accepted, regardless of circumstance.
- The Friends of BCAS is a 501c (3) organization separate from the shelter and receives no government funding, only private donations. This support allowed us, in 2018 alone, to fund 1,871 surgeries in addition to other activities.

ACCOMPLISHMENTS

While there are many to share, our organization recently had a direct impact on the life of a special dog named Kali. Kali was found loose and brought into the shelter with a bullet wound to her face. Both her jaw and several teeth were shattered. Although the shelter couldn't help, Friends of BCAS stepped in and funded the medical care Kali needed. Following recovery, Kali found her second chance and was adopted into a loving home! The outcome for Kali and others is made possible because of your generosity.

TOOLS

We're here to help! There are numerous resources available through the participant center and I am here to help answer any questions, as well as support you, in your fundraising journey.

WHAT SHOULD YOU DO NEXT?

- Set a goal, what do you want to achieve?
- Make a self-donation and ask others to match our gift
- Share your personal story about why you are participating on your Personal Page. Add your pet's photo
- Create a plan and a complete list of who you will be reaching out to for donations. Remember, you'll qualify to earn great prizes too!
- Determine what donation amount: \$10, \$20 or \$50 – cater your ask to the individual. No donation is too large or too small.
- Be confident and make your ASK!

I am here to support you every step of the way. Let's save some animals lives together!

Karen Isky | Event Chair
events@friendsofbcas.org

NOW LET'S GET STARTED!!

Did you know that participants who use an online fundraising tool raise **70% MORE** than those who only use offline fundraising methods? Upon registering, we gave you your very own Participant Center. Here are some of the things you can do successfully to fundraise online.

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 righthand side of the screen.
 3. You are now at the "Edit Fundraiser" section.
 - a. Set your goal. Remember raise \$100 and you'll receive a performance race shirt. Raise \$250 and you'll earn VIP status plus more!
 - b. Create your own URL address to share with your contacts. Makes it easier for someone to donate directly to your fundraising page.
 - c. Edit the content in the generic paragraph with your own personal story. Let others know why their donations are important to you.
 - d. Upload a photo of your pet
 - 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 did and had the intention of donating but got distracted and have forgotten. Everyone leads busy lives. A gentle reminder is always appreciated.

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.

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!



Paw Prints 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 and earned yourself a performance race shirt AND race bag. 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! You just surpassed \$250 and have earned VIP status! Perks Include priority check In, performance race shirt, special gift, verbal recognition during opening ceremony and name on event signage

That's not all! You receive free registration for the 2020 Paw Prints 5K!!

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 event and the link to your fundraising page. If possible, add the link to your email signature.

Hold A “Guess Whose 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 answered correctly gets some sort of prize. Perhaps a complimentary pet sitting day? 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 and thank you!!



