Tails on the Trail
RUN/WALK FOR ANIMALS

Fundraising Tool Kit

Congratulations! You've taken the first step: joining the Wisconsin Humane Society's Tails on the Trail run/walk for animals on **Saturday, June 23, 2018**! Now what? Well, that's what we're here to help you with!

Inside this tool kit, you'll find tips and tools to help you:

- **Reach out to your network** of friends, family and co-workers to raise more funds for animals
  - Including email samples to help you get started
- **Double your dollars**
- **Recruit team members**
- **Collect more donations** simply by hosting your own fundraiser or asking your employer for a match
- **Tell your story** of why supporting WHS is important to you

Remember, the Wisconsin Humane Society receives no general government funding and is not part of any national umbrella organization. **We rely entirely on the generosity of our community and compassionate people like you** to provide lifesaving care for more than 35,000 abused and neglected animals every year.

Have questions? Contact Jesse at (414) 431-6121 or tailsonthetrail@wihumane.org.

• TOP FUNDRAISING TIPS •

What's the secret all top fundraisers know?

They ask a lot of people for donations and they ask each person more than once

1. **Use social media!** Promote your team/personal page on Facebook, twitter, and LinkedIn to reach possible team members and supporters!
   - Post regular updates about your fundraising progress and the walk.
   - Always thank your donors publicly on social media & remind everyone how much you have left to hit your goal- it's a great way to show appreciation and could inspire others to give too!
2. **When your web page is ready, share it!** Copy and paste the link to your page in emails & social media!
3. **Remember, you're not asking for anything for yourself** – you are asking someone to make a donation to improve the lives of animals in our community.
4. **The same tools for recruiting team members at work also apply to fundraising.**
   - Put up a team flyer in the break room
   - Include your team info in an upcoming newsletter
   - Ask your HR director if it can be included in your wellness initiatives
5. Is your workplace team all ready to go? **Start a little friendly competition & make it fun!**
   - Pick a nearby business, another department at your company or another club and set your team's goal up against theirs! You can compete against the other team to raise the most money or recruit the most members!
6. **Don't forget to use the power and talents of your entire team to collect donations.**

We know you give because you love animals, but sometimes, it's nice to have a commemorative coffee mug or sweatshirt, right? Raise funds for Tails on the Trail and receive great thank you gifts. Check out www.wihumane.org/tailsonthetrail for a full list of great prizes! And don't forget, prizes are cumulative!

PRIZES

READY TO RAISE $500 OR MORE?

Here are 10 easy steps to help you get there!

1	2	3	4	5	6	7	8	9	10
Make a personal gift of $25 yourself	Ask four family members to match your $25	Ask your employer for a donation or matching gift	Ask your parent or grand-parent for $25 to sponsor you	Ask your best friend or significant other for a $25 donation match	Ask five friends to sponsor you for $10	Ask five co-workers for $10 to support you	Ask five neighbors for $10 to support you	Ask ten people at your gym, church, club, etc. for $10 each	Request $10 gifts from five businesses you frequent *(coffee shop, yoga studio, hair salon, etc.)*
$25	$125	$150	$175	$200	$250	$300	$350	$450	$500
	+$100	+$25	+$25	+$25	+$50	+$50	+$50	+$100	+$50

Need a few more ideas for collecting donations?

- Email is great, but **asking people in person** for their support can be much more meaningful
- Get on the agenda at staff, club and neighborhood meetings
- Create your own team t-shirt to sell- you'll promote your participation & raise $ for your team
- Ask clients and customers to support your team
- Ask local businesses you frequent for their support
- Host a taco bar, nacho bar, or chili cook-off at work to raise $ for your team & WHS
- Hold a bake sale, garage sale, or pet photo contest
- Set up "Jeans Day" at work (employees donate $5 to WHS to wear jeans on Friday)

• MATCHING GIFT PROGRAMS •

Does your company offer matching gifts? If you're not sure, ask! Just like if you sent in a $25 check to WHS, donations made to Tails on the Trail are tax-deductible and go right back to supporting the animals! Many generous employers in the Milwaukee area encourage charitable contributions by matching your gift dollar for dollar. It's one of the easiest ways to double your impact, PLUS, **employer matching gifts count toward Tails on the Trail fundraising prizes!**

• RECRUIT YOUR TEAM •

It seems simple, but the best way to recruit people to join your team is to ask them!

1. Simply asking friends or family to join you in the run/walk goes a long way
2. Think your co-workers would love to participate?
   a. Put up a team flyer in the break room
   b. Include your team info in an upcoming newsletter
   c. Ask your HR director if it can be included in your wellness initiatives
3. Even if someone can't come to Tails on the Trail on June 23rd, they can still register as a Virtual Walker and raise funds for the animals and your team. They'll also still qualify for fundraising prizes!

Once registered, team captains can also log into the Tails on the Trail Participant Center to:

1. Create a team webpage!
   a. Just like your personal Tails on the Trail webpage, you can post a picture or your company's logo, and tell everyone why your team is supporting the animals at WHS
2. Use our free email tools to recruit team members *(see sample emails below)*
3. Set a team fundraising goal and encourage your teammates to collect donations

• EMAIL SAMPLES •

Here are samples we've put together to get you started recruiting your team or collecting donations!

Sample #1: JOIN MY TEAM

Will you consider joining my team to run or walk in the Tails on the Trail run/walk on Saturday, June 23 at Veterans Park in Milwaukee to support the animals at the Wisconsin Humane Society?

Not only does the run/walk raise funds to support lifesaving services for 35,000 abused, neglected and homeless animals right here in our community, but you don't have to have a dog to participate & it's a day of fun-filled activities for the entire family!

Sample #2: WILL YOU SUPPORT ME?

I am so excited to be participating in the Tails on the Trail run & walk for animals on Saturday, June 23 to help raise money for homeless animals at the Wisconsin Humane Society (WHS).

Proceeds from Tails on the Trail go directly to support lifesaving services for the 35,000 abused, neglected and homeless animals WHS cares for every year. Did you know they also provide life-changing services to the community, including:

- The Safe Haven Program provides temporary shelter for animals of domestic violence victims, allowing them to leave a dangerous situation without the stress of losing their companion animals.
- The PAL Program works with underserved youth to build empathy, responsibility and compassion for animals by pairing them up with shelter dogs and orphaned wild animals.

Will you support me and the incredible work WHS does for the community with a donation?

• WAYS TO GIVE •

People can donate to you or your team in two ways:

1. Online through your team's Tails on the Trail webpage: www.wihumane.org/tailsonthetrail
2. Cash or checks (*made out to Wisconsin Humane Society or WHS*)

What do you do with cash or checks?

1. Mail cash and check donations to WHS
2. Bring the donations to WHS prior to the event with a pledge form
3. Turn them in at the registration tent on the day of the event

Please mail donations to:
Wisconsin Humane Society
Attn: Tails on the Trail
4500 W. Wisconsin Ave.
Milwaukee, WI 53208

*** Be sure to **fill out a pledge form with the donors' information for ALL check and cash donations** so we can track them properly- we will update your Tails on the Trails thermometer with the new donations for you.

• EARN A WHS VISIT TO YOUR WORKPLACE •

Want the Tails on the Trail Recruitment Team to visit your company?

If your employer is sponsoring Tails on the Trail, paying for employees' registration fees, or hosting a company-wide fundraiser for WHS, invite WHS to make a visit to your company lobby (or other high foot-traffic areas) to talk to animal lovers about WHS and Tails on the Trail. Let us know if we can bring a shelter animal or WHS alumni with us. Contact us at tailsonthetrail@wihumane.org or (414) 431-6121.