



Paws in the Park 2012

Sunday, March 25

Kit Carson Park, Escondido
event begins at 8 am

walk Kickoff 9am

walker guide



I can't wait to participate! Where Do I Start??



1. **REGISTER!** Visit www.escondidohumanesociety.org to register online or to download a printable registration form. You may also call (760) 888-2235 to request a registration form be mailed to you.
2. **RECRUIT!** Tell your friends, co-workers, and neighbors about Paws in the Park. We want a great turnout at the event and need your help to spread the word! If you like, form a Pack (a.k.a. a Team) and have even more fun!
3. **COLLECT!** Set a personal fundraising goal and aim high! Ask everyone you know from your friends, family, local businesses, and your boss, to support you in your cause. Don't forget to set up your own personal fundraising webpage by visiting www.firstgiving.com/ehs. Once your page is set up, you can send the link via email to everybody you know. The credit card donations will start rolling in even while you're sleeping!
4. **CELEBRATE!** Join us at Paws in the Park on Sunday, March 25th with your canine companion to celebrate a job well done! Donations can be turned in prior to the event at the shelter or at the event at the registration tables. Can't make it to the event, but still want to help? No problem! Sign up as a "virtual walker."

The Online Tool

The online fundraising website is one of the best tools you have in your fundraising kit! Donating online is easy for your friends and family, and studies have shown that donations given online are **25% higher** than those given by cash or check. Please take advantage of this great resource! Here are instructions for getting started:

A. Register online

1. Visit our Firstgiving Landing Page, www.firstgiving.com/ehs or reach it through the EHS website at www.escondidohumanesociety.org.
2. Click the get started button, confirm your event, & select I would like to register *now*
3. Indicate how many people, including yourself, you want to register, & agree to the waiver
4. Enter your e-mail address, leaving the *I am new to this site* button highlighted
5. Create your Firstgiving account (takes just a minute)
6. Answer the registration questions (T-shirt size, fundraising goal, etc)
7. On the *Your registration summary* page, click continue.
8. You've registered, but don't stop now...click the *create your page* button to create your own fundraising web page.

B. Create your own fundraising web page

1. Fill out the template: give your page a name, upload a photo, put in personal text
2. When you've got your page just right, click *continue* & confirm you're happy with it
3. E-mail the URL for your personal web page to everyone you know!

C. Helpful Hints

- Take the time to personalize your webpage! Your donors will respond better to your personalized story and photos.
- If you have technical problems, please contact Firstgiving directly at support@firstgiving.com or 781-863-6166. There is a good *Help* section on the website which may answer a lot of

your questions.

- When uploading your personal photo, please keep in mind that your image can be no larger than 250x250 pixels and 800k. If you aren't sure if your image fits these criteria, please contact support@firstgiving.com for assistance.

Fast Fundraising Tips

- Start Early!
- Carry your pledge form with you
- Wear a pin on your jacket or purse advertising the cause
- Share your fundraising goal and the mission of EHS with your donors and supporters
- Don't be afraid to ask everyone you know, and even people you don't know!

Fundraising Ideas for the Workplace

Matching Gifts! See if your company offers matching gifts - this is a good way to double your money. If your company doesn't offer a formal matching gifts program, ask your boss for a company donation anyway!

Collection Cans! Decorate a coffee can and put it on your desk, the receptionist's desk, etc. asking for donations. You can get creative and pass it around and/or have it delivered to people for "ransom!"

Post your pledge form! Whether it's in your break room, cafeteria or on your door, post your form where people can see it.

Screen Savers! Customize your screen saver with a photo of your animal and an invitation to donate to your fundraising efforts.

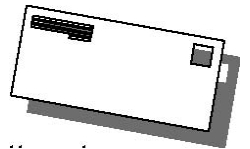
Challenge your boss or CEO! Ask him or her to match the largest donation given by a co-worker, auction a day off, or allow the top fundraiser to shave his/her hair!

Have a bake sale! Offer up baked goods, pizza, or other items at work for a small gift. Most people can be tempted to donate money for food.

Casual Days! For a donation, employees can dress casually on certain days.

Fundraising Ideas for Individuals

Send Letters! Go the old fashioned, but tried and true route and mail letters to everyone telling them about the event and asking for a donation to be sent within 10 days. Enclosed a self-addressed stamped envelope to increase your response rate!



Ask businesses! Ask the businesses you frequent for a donation, such as your favorite restaurant, your doctor, dentist, or drycleaner. Ask your hairstylist to donate an afternoon of her/his time to cut hair and donate proceeds to the event. Don't forget to advertise!

Get the kids involved! Get your children and their classmates involved! Let the kids' come up with a fundraising idea, such as collecting spare change or recyclables, and then donate the money to the animals! You and your kids will feel great about helping the animals.

Celebrations! If a birthday or holiday is coming up, communicate to your family and friends that in lieu of a gift, you would like them to make a donation to the Escondido Humane Society.

Have a sale! You can sell anything - baked goods, items at a yard sale, or dog cookies at dog beach! Be creative!

Host a fundraising Paw-ty! Have a theme, and make it fun! Ask people to pledge their support that night.

And lastly...don't be afraid to ask! Remember that you can't raise money if you don't ask! You are raising money for a good cause, not for yourself. Be proud of what you are doing, and your supporters will be proud of you too! MOST people donate to charity. Help connect them to one close to your heart, and they'll feel good knowing that they're helping a good cause.

How to Raise \$600 in seven days

Day 1 Start by sponsoring yourself for \$50

Day 2 Ask four family members for \$25 each

Day 3 Ask five friends to contribute \$50 each

Day 4 Ask five co-workers to contribute \$15 each

Day 5 Ask five neighbors to sponsor you for \$15 each

Day 6 Ask your boss for a company contribution of \$50

Day 7 Ask six businesses you frequent

contact us

We're here to help you SUCCEED for *all* of the animals in our care. Paws in the Park helps us care for 5,000 animals each year – and we NEED YOUR HELP to be there for them. Contact us with any questions or comments!

Call us at (760) 888-2235 Email us at development@escondidohumanesociety.org

Visit us online at <http://www.escondidohumanesociety.org>

Or write us at the Escondido Humane Society, 3450 East Valley Parkway, Escondido, CA, 92027