



Walk for Animals Team Toolkit
Sunday, August 7, 2022 – Oxbow Commons

Dear Team Captain,

Thank you so much for organizing a team for Napa Humane's Walk for Animals on Sunday, August 7, 2022 at the Oxbow Commons!

It's sure to be an amazing event as we come together to raise funds for Napa Humane's important programs serving pets throughout the Napa Valley!

Because Napa Humane relies entirely on donations to operate its Spay/Neuter Clinic, vaccination and microchipping services, and community education programs, events like Walk for Animals are essential to making Napa Valley a better place for people and pets.

Please take a look through this Toolkit for team incentives, how to recruit team members, tips on fundraising, and more. There are also other resources, such as an Offline Registration Form and Offline Donation Collection Forms, available for download on your resources page and at bit.ly/NapaHumaneWalkForAnimals.

We hope you have lots of fun and show the community how dedicated you are to animal welfare. Thanks for getting out there to move your paws for the cause!

Paws-itively excited to see you,
Your friends at Napa Humane

Team Incentives

We Walk for the animals, but there's nothing like some additional incentives to get your tails waggin'. If your team is one of the top three fundraising teams, you will receive:

- Recognition through a video to be featured on our Qgiv fundraising page
- Recognition on the Walk for Animals event webpage
- Recognition and spotlights in future campaigns
- A special thank you gift after Walk for Animals concludes

Recruiting Team Members!

The Walk will be a blast...but even more so in a pack, so pull together a team of friends, family or co-workers to raise funds and have more fun!

- Once registered, designate yourself "team captain," log into your profile page, and create a team!
- Recruit team members by sending out the [Qgiv link](#) to your potential team members via email, or simply ask over the phone or (safely) in-person!
- Each team member will first register as an individual and then join your team when prompted during the registration process.
- Even if someone can't participate in any Walk for Animals events, they can still register, be on your team, and raise funds for the animals.

Helpful Tips to Raising Funds

As an individual walker or as a team, you have the power to discover the animal-lover in your friends, family, coworkers, and community by spreading the word about your participation in the Walk!

Here are some helpful fundraising tips!

Tell Your Personal Story

Your Walk for Animals profile page is the strongest tool you have to raise funds. Please carefully and thoughtfully fill out your profile page with personal stories about your pets, your commitment to animal welfare, and why you are participating in the Walk for Animals. Did the Spay/Neuter Clinic help you get your pet neutered, microchipped, or vaccinated at an affordable price? Or maybe you are Walking in memory of a beloved cat? Did our Humane Education program teach you or your children how to be safe around cats and dogs? Post pictures of your animals – nothing gets people more involved than seeing adorable pets!

When Your Web Page is Ready, Share It!

This we know to be true: the biggest secret of top fundraisers is...*they ask a lot of people for donations and they ask each person several times.*

Remember, you are not asking for anything for yourself – you are asking someone to make a donation that will greatly improve the lives of animals.

So...

1. Send the link to your Walk for Animals profile page to everyone in your email contact list – chances are, with the simple click of “send,” you’ll see your fundraising thermometer go up immediately!
2. Please don’t hesitate to ask more than once, especially with email. If you don’t get a response the first time, send a kind reminder. Explaining why you’re reaching out again and why it’s so important to you will encourage your friends and family to get involved.
3. A great way to promote your fundraising efforts is to put a link to your Walk for Animals profile page on your Facebook, LinkedIn, Instagram, or other personal web pages.
4. Does your company, business association, or club send out e-newsletters? Ask to promote your Walk for Animals fundraising efforts!
5. Above all, make it easy for potential donors to make that donation! Use a link that goes directly to donate button on your fundraising page or to the general event page: <https://secure.gqiv.com/event/napawfa2022/donate/>. You can also use the shortened link to save space: bit.ly/38WbfXY

But Don’t Rely Only on the Web Alone!

Napa Humane is extremely grateful for the amazing support of people in our community, like you, that give to animals in need. And you should be incredibly proud of your contribution! Tell everyone you’re participating in Walk for Animals and ask for their help... it never hurts to ask! You’ll find that we live in a wonderful community of animal lovers that want to help.

Here are a just a few ideas for collecting donations...we’d love to hear yours!

- Email is great for communicating, but it can be even more meaningful to ask people for their support in person.
- When you’re out with your dog, everyone that says “Oh, what a cute dog! May I pet him/her?” (Of course, we know everyone says this to you because YOU have the cutest dog in the world!) Tell them about the Walk and ask them for a donation.
- Get on the agenda at staff, club, and neighborhood meetings.
- Ask clients, customers, classmates and coworkers to support your team (perhaps put a donation jar on your desk or in the break room?).
- Ask your boss or company to match your own donation.
- Ask local businesses for their support...and those that you rely on for services – for example, have a hair appointment? Ask your stylist for his/her support!
- Make business card size flyers with your Walk for Animals profile page address.
- Hold a yard sale!
- Host a fundraising party or BBQ where guests donate for some good grub.
- How about a bake sale of human and dog treats, too?

A Little Competition Can Be Fun!

Pick a nearby business, another department in 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 to recruit the most members.

Still not sure how to get started? Here is plan to raise \$500 in ten days...

Day 1 – Get yourself started with a \$25 donation = \$25

Day 2 – Challenge three family members to match your \$25 donation = \$100

Day 3 – Ask your best friend for a \$25 sponsorship = \$125

Day 4 – Ask your boss for a company donation or a matching gift of \$25 = \$150

Day 5 – Ask five local friends to sponsor you for \$10 = \$200

Day 6 – Ask five out-of-town friends to sponsor you for \$10 = \$250

Day 7 – Gather support at work! Ask five co-workers for \$10 = \$300

Day 8 – Ask five neighbors to support you for \$10 = \$350

Day 9 – Ask 10 people at your church, club, gym, school, etc. for \$10 each = \$450

Day 10 – Request a \$10 sponsorship from five local businesses = \$500

Above all...have *fun!* Thank you for your support of Napa Humane!

About Walk for Animals

A short stroll through Downtown Napa (with or without your pooch!) in support of companion animals throughout the Napa Valley! Registered Walkers will receive a Walk for Animals goodie bag, plus enjoy fun activities as they come together to raise donations for Napa Humane! We rely on this fundraiser to operate Napa Humane's Spay/Neuter Clinic and Humane Education program, so every dollar raised goes a long way to creating a healthy Napa Valley for our pets.

Where do donations go?

Walk for Animals donations go toward helping pets and their people through Napa Humane's lifesaving programs. We rely 100% on private donations and receive no tax dollars or government funding. We are not affiliated with any other humane society or the ASPCA – that means that all of your donations go to help animals right here at home.

Read on to learn how your donations help animals!

Napa Humane's Low-Cost Spay/Neuter Clinic

Napa Humane has operated our low-cost, high volume, Spay/Neuter Clinic for 25 years. In the last five years alone we've spayed or neutered nearly 23,000 dogs, cats, and rabbits, preventing millions of animals from being born. Millions? How can that be? Consider this: just one unspayed female cat, her mate, and all their offspring, producing two litters per year can total 11,801 kittens in those same five years.

So, you see, if our Clinic wasn't here to perform those thousands of surgeries, what would have happened to them all? Through these surgeries, we are constantly striving to create a community free of pet overpopulation, suffering, and homelessness.

Weekly Affordable Vaccination and Microchipping Clinic

Napa Humane is an important link in keeping a healthy population of pets and people by holding a weekly vaccination/microchipping clinic. Each week in our 3.5 hour clinic we see an average of 50 pets for important lifesaving vaccinations and microchipping so that lost pets can swiftly find their way home. Vaccines start at just \$6/shot and microchips are only \$11.

Humane Education

Napa Humane's educational outreach efforts in our schools and in our communities are designed to engage hearts, hands, and minds for animals. We are in Napa Valley classrooms each week with programs such as "Responsible Pet Care" and "Safe with Cats and Dogs." We also supply annual subscriptions to KIND News (Kids in Nature's Defense) to over 100 classrooms reaching more than 4,400 students.

Companion Connection: Creating and Sustaining Humane Homes for Pets

Each year Napa Humane fields hundreds of calls from pet owners with questions about their pets, from hopeful soon-to-be adopters with concerns about how to welcome a new pet into their family to pet owners experiencing a troubling behavior that might cause them to surrender, abandon, or turn out their companion animal. We help with our non-emergency behavior helpline to counsel and educate with the goal of creating and supporting humane homes for pets. Our goals are clear: helping people know the right time for a pet, know the right pet for their family, that a pet is one's pet for all of its life, and that every pet deserves a safe, respectful, and enriching environment.

What can my donation to *today*?

\$10,000 underwrites medical supplies and medications for 500 spay/neuter surgeries.
\$5,000 underwrites one wellness clinic, providing medical services to 100 underserved animals.
\$2,500 provides vaccinations against life-threatening diseases for 1,000 dog and cats.
\$1,000 provides a humane educator and class materials for 2,000 school children.
\$500 spays/neuters 20 cats, preventing millions from entering shelters in the future.
\$250 trains five volunteers to field behavior helpline calls from pet owners in need.
\$100 means we can microchip 20 pets to help them find their way home.
\$50 ensures the last litter for two stray cats through sterilization surgery.
\$25 gives one classroom of 30 students a year's subscription to KIND News.

A donation of *any amount* allows Napa Humane to continue our work of responding with kindness and compassion to animals and people in need, advocating on their behalf, and teaching children and adults alike to live humanely.

On behalf of the animals and the people who care for and about them that we serve, a heartfelt thanks for your support!

Questions? Contact Sabrina Robinson at 707.255.8118 x205 or srobinson@napahumane.org.