

 Best Friends

Strut Your Mutt

Fundraising

Guide

Step up. Step out. Save lives.



Tips to help you reach your fundraising goal

1. Start early.

The earlier you get your team page up and running, the sooner you can start recruiting team members and raising money. Personalize your team page with your own story and share it on social media. Once you have a team established, encourage your teammates to raise funds among friends and family. **Fundraising starts August 1 and ends October 31.**

2. Ask, and ask often.

Get out there and ask people to join your team or make a donation — the more people you ask, the better. But here's a simple way to start: Set a goal to ask at least one person per day. You can reach out to fellow animal lovers by calling, texting, emailing or even tagging them on social media.

3. Try writing a personal message.

Reach out in an email, social media post or a handwritten note to let people know what you're asking for and why. Explain how money raised through Strut Your Mutt impacts the lives of animals.

Not sure what to say? All you have to do is fill in the blanks. Here's some suggested wording to get you started:

"Hi! I'm raising money to help save pets through Best Friends Animal Society, and we're participating in this year's Strut Your Mutt, the walk and fundraising event that saves the lives of dogs and cats in communities across the country. It's happening [insert your date here] and for just \$20 you can join our team! It's a ton of fun and your registration counts as a donation to help us reach our goal of raising [\$X] for the animals."

4. Aim high and don't lose sight of your goals.

Setting a fundraising goal will help you make plans and motivate you to achieve it. New teams should aim to raise \$5,000, and returning teams should aim to raise up to 20% more than the

year before. If you exceed your initial goal, don't stop fundraising. You can change your goal from the "dashboard" of your fundraising page.

Remind your teammates what you're working toward, and don't hesitate to break it down into terms that are easier to manage. **For example, "If each person on our team donates \$X, we will reach our goal of \$X by [date]."**

5. Let your donors know how their money will be used.

Tell your donors and prospective team members how the money raised through Strut Your Mutt will be used to save lives. Here are some ways that the money raised saves lives:

- \$30 is enough to fix a cat to prevent unwanted litters.
- \$50 can cover a wellness exam, microchip and vaccinations for a newly arrived pet.
- \$100 helps provide six weeks of formula for an orphaned newborn puppy.
- \$500 provides care for a homeless pet from welcome to adoption.

6. Get the word out.

Be sure to communicate to your community in a variety of ways about your Strut Your Mutt team. The digital marketing toolkit includes easy-to-use templates to help you get the message out via social media and emails, plus tips for hosting conference calls, sending texts and more.

7. Work with local businesses for matching donations.

Try asking one of your favorite local businesses for a matching donation. You can even use a matching donation to give your team a boost during the final week of fundraising leading up to Strut Your Mutt. **For example, "Make double the impact! If we raise \$X in seven days, [sponsor] will match it."**

8. Remember to say thank you.

The most important part of fundraising is making sure to say thank you. Let your donors and team members know how much their support means to the animals. A quick personal phone call or handwritten note can go a long way. Keep your supporters up to date on how much money you have raised and how close you are to your goal. These small gestures can help you retain supporters in the future and perhaps entice them to participate themselves next year.

9. Be sure to use the offline donation form.

Many donors prefer to write a check. Download the offline donation form under the events and fundraising tab on strutyourmutt.org. Having this form on hand will also make it easier to collect donations when you're out and about in your community.

10. Take advantage of the ResQwalk app.

Use the app to encourage your friends and family to walk, run, or ride — in addition to their fundraising to earn even more lifesaving dollars that help save the lives of homeless pets. It's easy to use and it's a great way to engage with your teammates and spread the word about Strut Your Mutt. **Visit resqwalk.com to download the app.**