



Remember to remind people that all money collected goes directly to saving animals lives and all contributions are tax deductible to the extent of the law. If they make a donation on line their receipt will automatically print. We will provide receipts to all off-line donors after the event, once provided with the donors complete contact information.

Let your potential donors know that their money assists us in rescuing homeless dogs and cats from the shelters that would otherwise be euthanized and that their donation helps us medically treat these animals and prepare them for adoption into loving homes. Educate them on the fact that over 19,000 dogs and cats are being euthanized right here in our community every year!

- On your donor form...be sure that your first donation listed is substantial. Others will follow suit! There is something psychological about seeing a \$20 donation first instead of a \$1 donation. It works!
- Be sure to create your free fundraising page on our website (www.barktothepark.com). It is so easy to do and takes just a minute or two!! You can add your own pictures and information and you can send this to everyone you know. Imagine....reaching around the country to all your friends and relatives to help you right here at home. It is amazing what the internet and your address book can do!!
- Talk to everyone you know about participating in the walk...don't forget work, church, neighborhood groups, school associations, etc. It's more fun to raise money in a group and you might just make some new friends.
- Consider holding an event to raise money for your walk – examples are garage sales with the proceeds going to your fundraising goal, bake sale, even get the kids involved with a lemonade stand!!
- Don't forget to set a change jar on your desk at work at your place of business. People can always spare change for a good cause. We can even provide you with promotional materials as well.
- Why not have a “Pay for Casual Day” at work? Talk it over with the “powers that be” and find out if they would let the employees pay \$5 to come into work in jeans on a Friday (or any other day that works). With all proceeds going to the fundraising goal this would be a great motivator and a fun time for all!!
- Don't forget to ALWAYS ask the donors if their company provides a gift-matching program for non-profit organizations. This is fantastic way to double the amount of the gift and it all counts towards your goal!