

# 3<sup>rd</sup> Annual MUTT STRUT! Dog Walk & Festival

Dear Walker,

Welcome to our 3<sup>rd</sup> Annual Mutt Strut! Get ready to have a doggone good time!

Below are a few helpful hints for getting started:

1. **Create a team** – not only will you have more fun, but you will have much more fundraising potential.
2. **Create a fundraising goal for you or your team.** The minimum suggested pledge is \$50 per person, but the sky is the limit!
3. **Create a web page.** Personalize your web page to explain your cause and emotionally appeal to potential donors.
4. **Involve as many people as possible!** Remember, people can't help if you don't ask!

Enclosed you will find a pledge sheet, team building ideas and fundraising tips.

Keep checking our website for exciting event updates - you can even view the current individual and team fundraising leaders online!

On behalf of the animals we serve, we thank you for your participation and support.

Sincerely,

Linda Shannon & Carol Johanningsmeier  
Mutt Strut Committee Chairs

P.S. Remember, the sooner you start raising funds, the more money you'll be able to collect for the animals – they are counting on you!



**SUFFOLK HUMANE SOCIETY**  
[www.suffolkhumanesociety.com](http://www.suffolkhumanesociety.com)

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## Tips for Building a Winning Pack (Team)

### Who should be in my Pack?

Invite co-workers, friends, family, club members, business associates, and people from your school, club or place of worship to join you for some great fun and for a great cause. No matter what type of Pack you form, everyone can benefit from the experience. Pack participation brings you closer together. It allows the Pack a chance to enjoy each other's company while at the same time pursuing a common goal. And ... its just plain fun!

### When should I start?

Right now! There's no time like the present and the earlier you start your team recruitment and team pledges, the bigger your reward when the event is completed.

### How do I form a winning Pack?

1. The key is to recruit as many team members as you can! There is no limit as to whom or where you can recruit ... the more team members you recruit, the greater your fundraising potential! (And there *will* be a prize for the largest Pack!)
2. Select a Pack name and set goals for your Pack – you can set a fundraising goal and a goal for how many teammates to recruit.
3. Announce that you are forming a Pack at the next staff, club or faculty meeting or e-mail your friends and family to get them to join your team or give you a pledge.
4. Approach your employer about Pack support. Perhaps your employer will endorse your activities and even match your Pack's earnings!
5. Keep an updated roster posted to list all confirmed Pack members. E-mail is great for this!
6. Be your Pack's biggest cheerleader! Maintain regular contact and motivate your teammates often ... they will respond to your encouragement!



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## Tips for Successful Fundraising

1. **Form a Pack:** A pack is a team of two or more walkers who work together to reach a fundraising goal. Forming a pack is by far the fastest way to raise money ... and it's the most fun, too! Appoint a Pack Captain who can be responsible for encouraging team members in their personal fundraising efforts, share tips, and keep the team posted on the team's progress.
2. **Find a Matching Donor:** All top fundraisers secure a matching donor early on. Not only will it double your donations, but it will also motivate others to donate. Find out if your company will match the money you raise. If not, ask your company to match donations made by their employees. Or, put your money where your heart is and offer to match donations yourself!
3. **Email, email, email!** Send a passionate plea to everyone in your email address book and provide a link to your fundraising web page. Tell the story of your pet's rescue or adoption. Use humor and send the email from your pet!
4. **Send updates:** Updates are an enjoyable read for those who have already supported your efforts, and a nudge for those who have not yet contributed. Keep your friends invested in your success by updating them often!
5. **Make your own raffle:** Ask businesses that you frequent to donate prizes to raffle off to your supporters. Sell tickets for \$10 or more and you'll be well on your way to raising hundreds of dollars.
6. **Involve your neighborhood:** Have a neighborhood dog wash ... invite your neighbors over for a dog wash and have the proceeds go toward your pledges. Have fun shampoos, bandanas, or paper collars made by children to make it fun! Or, host a neighborhood yard sale or bake sale with the proceeds going towards your pledges.
7. **Bring the fun to your work/church/club:** Sell Mutt cards for \$1-2 each and post in a highly trafficked area. Provide a lunch (donated or pot-luck) for your colleagues and set a minimum donation to partake. Or place a candy jar on your desk and collect pledges from those who dip in. Host a dress down day where employees can pay to dress down for one day. Or create different teams and have a friendly rivalry ... the options are endless!
8. **Make it a family affair:** Challenge your family to collect pledges on your behalf. Set aside a weekend for your family to mow your neighbors' yards for a donation. Change your family's answering machine message ... let your children make the plea and let your pup bark. Or have a letter-writing night and write to all of your friends and extended family. The sky's the limit!
9. **Make it a game:** Host a poker game and dedicate half of the winnings towards your pledges. Or challenge another team to a showdown and see who can raise the most money. Make it interesting and set the stakes high!
10. **Put your money where your heart is:** Nothing conveys your dedication more than your own donation. Offer to match donations financially or find another incentive to offer to your supporters. Be creative and get people excited!

### Release and Waiver

**Release and Waiver:** In consideration of being permitted to participate in any way in the, 3<sup>rd</sup> Annual "Mutt Strut" Dog Walk and Festival, I for myself, my heirs, personal representatives or assigns, do **hereby release, waive, and forever discharge** the City of Suffolk, its Council members, officers, employees, and agents for liability from any



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Dog Walk & Festival

and all claims, demands, rights and causes of action of whatever kind resulting in, but not limited to, bodily injury, personal injury, accident or illness (including death), and property damage sustained by me and my agents, representatives, employees, or family members arising from participation in the 3<sup>rd</sup> Annual "Mutt Strut" Dog Walk and Festival.

**Indemnification:** I shall indemnify and hold harmless the City of Suffolk, its Council members, officers, employees, and agents from and against any and all claims, losses, damages, fines, penalties, suits and costs, including injury and death penalties imposed by any authority which arise out of any violation of law by, and all acts and omissions caused by me, my employees, subcontractors, agents, or representatives during the participation in the 3<sup>rd</sup> Annual "Mutt Strut" Dog Walk and Festival.

Print name

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Signature

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## Disclaimer:

In consideration of this application and my participation in this event, I agree that neither I, my heirs, my executors, administrators, nor anyone else claiming a right on my behalf will file a lawsuit, action or administrative proceeding against the Suffolk Humane Society, the Mutt Strut event, event officials and volunteers, event sponsors, event suppliers, and agents and employees of the foregoing parties, and waive, release, and discharge the foregoing parties and persons from any and all loss, liability, damages, or costs arising out of or related to my participation in this event, including but not limited to all claims arising out of the negligence or carelessness of any of the persons or parties named in this waiver.

I agree to this disclaimer.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Send to:

**Mail:** Suffolk Humane Society  
P.O. Box 5038  
Suffolk, VA 23435

**Email:** [info@suffolkhumanesociety.com](mailto:info@suffolkhumanesociety.com)  
**Phone:** 757-538-3030



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**For SHS use only:**  
 Total Funds Collected: \_\_\_\_\_  
 Verified by: \_\_\_\_\_

Name: \_\_\_\_\_ Team Name (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Name	Address	City, State, Zip	Phone	Email	Pledge Amount
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\* Checks should be made payable to the "Suffolk Humane Society"

Page 1 Subtotal: \_\_\_\_\_  
 Page 2 Subtotal: \_\_\_\_\_



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Name	Address	City, State, Zip	Phone	Email	Pledge Amount
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