



secondhand
hounds®



We are so excited that you are thinking of fundraising for our 5th annual Dogs and Donuts 5k9! Through your fundraising efforts, we will be able to help, nurture and rescue animals both locally and abroad. Welcome to the team of passionate volunteers dedicated to helping those who cannot help themselves. Your efforts help more than you know, and every dollar raised helps to create a new, happier and healthier life for a dog or a cat.

All you need to do to help us make this year's event successful is:

Set up your Personal Fundraising page

at www.bit.ly/donutwalk19 (See other email for details). Choose your fundraising goal, share your story, and your love of animals with others. Include a picture, and what this fundraiser means to you!

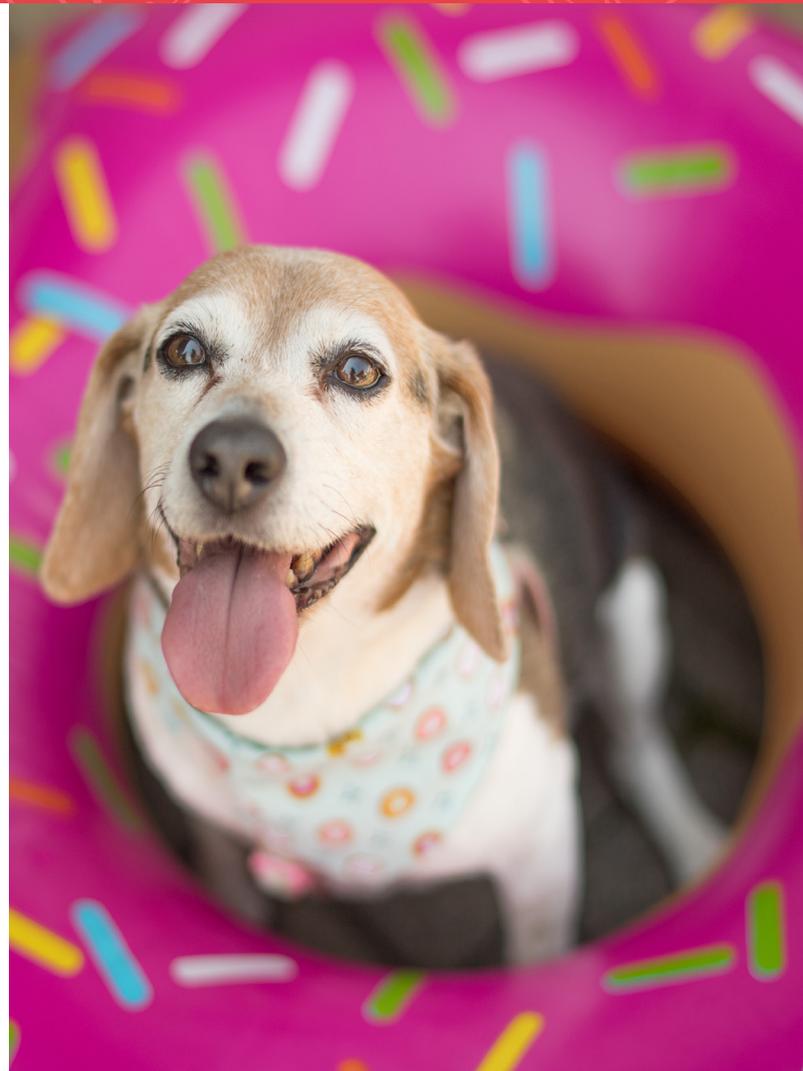
Send emails

Let your friends, family, and coworkers know what you're doing! Invite them to donate, join your team, or start their own! Use one of our email templates, or create your own. Our Building a Successful Fundraiser email will provide you with all of the directions and resources you need to get started!

Share on social media.

This is such an easy way to share our mission and your fundraising efforts with your network. Inspire them to join the movement!

*Thank you so much for being a part of this with us!
We are excited to walk with you, and celebrate the
health of hundreds of dogs to come!*



Fundraising Tips, Ideas and Tools

Your mission - Remember what you are raising money for. Fundraising is much easier when you are passionate about the cause.

Social Media - Social media is a great resource. Facebook has great fundraising tools to help you spread the word.

Reach out to your employer - Don't be afraid to ask your employer. Many companies are looking for ways to give back to their community and are looking for places that are close to their employee's heart.

Start early and ask often - The more time you give people to donate the more likely they are to donate. Asking often also ensures that people remember to donate where they can.

Set a goal - Setting yourself a goal has been proven to encourage and inspire you to beat it.

Be the first to donate - Show others that you are dedicated to the cause.

Make it personal - Remind people why you participate with Secondhand Hounds and what it means to you.

Ask for help! - Networking and spreading the word is the key to helping meet your goal. Ask people to share your fundraiser on Facebook or spread the word by mouth.

Utilize matches - Check with your employer to see if they offer employee matches to donations. Offer to match up to a certain amount yourself to show donors your appreciation and dedication.

Thank you! - Don't forget to thank your donors.

Raise \$1,000 in a week

Day 1	Donate \$50 to your own campaign.	Running Total: \$50
Day 2	Tell 5 close friends that you just donated \$50 to your own campaign and ask 'em to match it.	Running Total: \$300
Day 3	Ask 5 family friends for \$30 each.	Running Total: \$450
Day 4	Hit up 5 co-workers for \$30 each.	Running Total: \$600
Day 5	Ask both sets of neighbors for \$25 each.	Running Total: \$650
Day 6	Ask your boss for \$100.	Running Total: \$750
Day 7	Ask 5 of your favorite mentors for \$50 each. Think past teachers, coaches, or community figures.	Running Total: \$1000
		Final Total: \$1000

Didn't quite hit your \$1000 goal? Totally ok. Think of 3 people who promised to donate and follow up with 'em. Easy peasy.

Fundraising Levels and Prizes

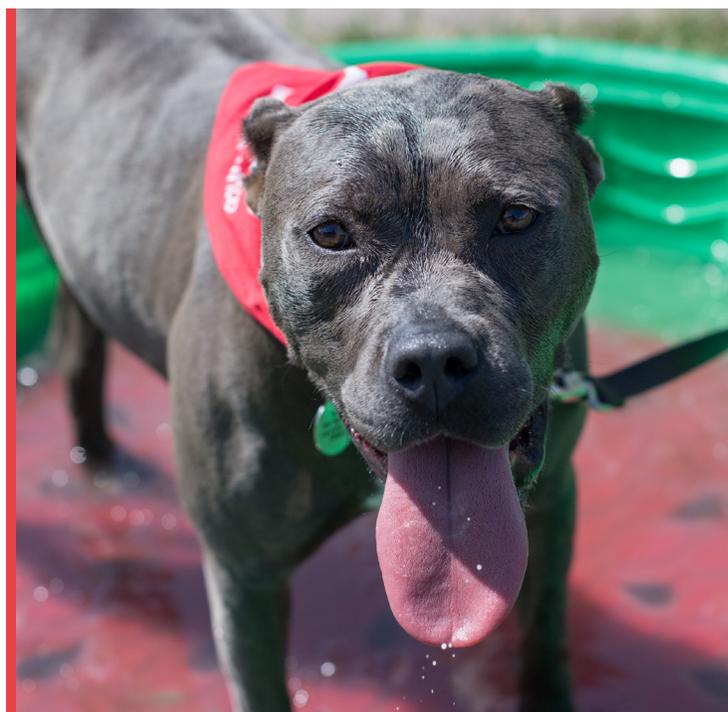
Individual

\$100 – Donuts & Dogs T-Shirt available the day of the race, Red SHH Water Bottle, Drawstring Bag

\$500 – Donuts & Dogs T-Shirt available the day of the race, Red SHH Water Bottle, SHH Sweatshirt, Drawstring Bag, and naming rights to a dog or cat!

\$1,000 – All of the above plus custom SHH jacket & a puppy party at a location of your choice!

\$5,000+ – All of the above swag, 2 VIP tickets to our Bone Appetit Gala!



Remember fundraising sounds like a scary word but it doesn't have to be. There are so many great resources available to help you. You are not alone!

How your donation makes a difference!

\$20

Can offset microchipping or monthly preventative care!

\$50

Can pay for 3 animals to be fed for a month (we typically have over 400 animals in rescue at one time.)

\$100

Subsidizes the cost of a spay or neuter surgery and aftercare!

\$250

Allows us to pay for dental work on dogs and cats who have

\$500

Allows us to travel to states with major overpopulation problems and save approximately 40 lives!

\$1000

Can help us pay for the necessary medical treatments for a heartworm positive animal!

\$2500

Provides all veterinary care, food, and supplies for a pregnant dog and litter of six puppies.

\$5000

Pays for orthopedic surgeries and extreme specialized cases, or heart surgery for an animal with advanced heart murmurs.

Fundraising Q&A

Fundraising Questions:

Can I invite team members to my personal fundraiser?

Please do! You can invite people to donate OR join your team by sharing your personal CrowdRise fundraiser link, where people can either click Donate Now, or click Join the Team to set up their own fundraiser. You will qualify for both personal AND team prizes!

Can I still raise money & earn prizes even if I can't attend the 5K9?

Absolutely! We'd love to have you build a fundraiser and reach out to your contacts even if you cannot attend day of - this is for the animals! We can ship any prizes you earn directly to you.

What do I do with donations I receive after the 5K9?

We will keep the fundraising website open through July 7st. After that you are welcome to mail or drop off any donations to our office, but they will not be counted towards the fundraising goal, or for earning 5k9 prizes.

Will donors get a tax receipt for their donations?

Yes! As long as donors include their full name & mailing address with their donation they will receive a thank you letter that will serve as a donation receipt.

Team Questions:

Can you still purchase prizes items, even if you do not want to fundraise?

Yes! We will have merchandise for sale at assorted price points, and available at the race.

How many team members can I have?

Your team can have as many members as you like, but prizes will be awarded on an individual basis.

Does each team member have to raise at least \$100 in order to qualify for prizes?

Yes! Every member of a team that qualifies for team tier prizes MUST raise at least \$100 as an individual. If you raise \$100 as an individual, you will earn a Donuts & Dogs 5K9 t-shirt. See below for more prize tier information!

Race Day Questions:

What time does check-in start?

9am! Vendors will be set up and ready by 9am as well as the main check in station.

Where do we check-in on event day?

Check-in will take place under the pavilion at Staring Lake Park. Everyone will check in as an individual - even if you are part of a fundraising team.

Are all pets allowed at the 5K9?

No cats! Dogs must be on a non-retractable leash, well behaved, fully vaccinated and okay with crowds. You are responsible for cleaning up after your dog.

Where do I park for the 5K9?

There is parking available in the lot at Staring Lake Park. Additional parking at baseball field.

What happens if it rains?

We will walk in the rain, but likely reschedule if severe weather.

Are food & beverages available at the 5K9?

Yes! We will have donuts, dog treats and water available for free.

What else should I bring to the 5K9?

Please bring extra money (cash or card) for vendor & merchandise purchases. Also, bring extra water and weather appropriate clothing.

As always, if you have additional questions don't be afraid to reach out to 5k9@secondhandhounds.org and we will be happy to help!



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