

MONMOUTH COUNTY SPCA

**SATURDAY
OCTOBER 5
FROM 10AM-3PM
BROOKDALE
COMMUNITY COLLEGE**

20TH ANNIVERSARY

\$25 PER DOG | \$30 AT THE DOOR
20 YEARS OF PAWS WALKING FOR A CAUSE!

DOG WALK & PET FAIR

1993

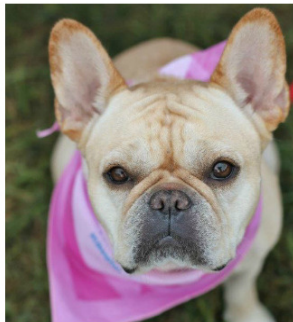
2013

CORPORATE PARTNER
RBVH
RED BANK VETERINARY HOSPITAL

HEY!
I'M PINOT, LAST YEAR'S
TOP FUNDRAISER!



FUNDRAISING KIT



INCLUDED IN THIS KIT:

- GETTING STARTED
- FUNDRAISING PRIZES
- SAMPLE EMAILS
- SPREAD THE WORD
- EVENT FLYER
- SPONSOR & VENDOR FORMS
- INDIVIDUAL DONATION FORM
- PLEDGE TRACKING FORM
- ANY QUESTIONS?

GETTING STARTED

ON BEHALF OF THE **4,217 ANIMALS** WHOSE LIVES WERE SAVED BY THE MONMOUTH COUNTY SPCA LAST YEAR, THANK YOU FOR JOINING US AS WE CELEBRATE **20 YEARS OF PAWS WALKING FOR A CAUSE!**

FUNDRAISING IS ESSENTIAL TO THE SUCCESS OF THIS EVENT. WE CANNOT DO THIS WORK ALONE, AND YOUR SUPPORT MAKES EVERY LIFE SAVED POSSIBLE!

ESTABLISH A GOAL

FOR EXAMPLE, \$50 WILL SPAY/NEUTER AN ABANDONED KITTEN RESCUED THROUGH TNR. \$250 WILL PROVIDE BEHAVIOR TRAINING FOR A DOG WHOSE PREVIOUS OWNERS DIDN'T HAVE THE PATIENCE. SETTING A GOAL GIVES YOU SOMETHING TO STRIVE FOR.

BEGIN FUNDRAISING NOW!

EMAIL YOUR FRIENDS AND FAMILY DIRECTLY FROM OUR DOG WALK WEBSITE. A LINK TO YOUR PERSONAL FUNDRAISING PAGE WILL AUTOMATICALLY BE INCLUDED IN THE EMAIL.

MAKE A PLAN

MAKE A LIST OF PEOPLE YOU ARE GOING TO APPROACH AND REACH OUT TO THEM IN A WAY THEY WILL FEEL MOST COMFORTABLE- EMAIL, LETTER, FACE TO FACE, ETC. MAKE SURE TO PROVIDE THEM WITH A DONATION FORM AND A LINK TO YOUR PERSONAL FUNDRAISING WEB PAGE.

MAKE A PLEDGE

MAKE AN INITIAL DONATION TOWARDS YOUR PAGE AND TELL YOUR DONORS YOU ARE DOING SO. IT SHOWS YOUR LEVEL OF COMMITMENT.

THINK BIG!

SET YOUR GOAL HIGH! WE ASK THAT EACH WALKER SET A GOAL OF AT LEAST \$250, BUT WHY NOT SUPER-SIZE IT? THE HIGHER YOU GO, THE MORE ANIMALS WE CAN HELP & THE BETTER YOUR CHANCES TO WIN TOP FUNDRAISING AND INCENTIVE PRIZES!

*THE DOG WHO COLLECTS THE MOST PLEDGES WILL BE FEATURED AS **HONORARY CHAIRDOG** IN NEXT YEAR'S DOG WALK LOGO, ON T-SHIRTS, PRINT ADS, BANNERS AND BILLBOARDS THROUGHOUT MONMOUTH COUNTY!*

FOLLOW UP!

CALL OR EMAIL EVERYONE WHO PLEDGED TO DONATE. HELP THEM FOLLOW THROUGH ON THEIR COMMITMENT.

BRAND NEW THIS YEAR!

IN CELEBRATION OF OUR 20TH ANNIVERSARY, WE ARE OFFERING FUNDRAISING INCENTIVE PRIZES FOR THE FIRST TIME EVER! PLEASE SEE PAGE 3 FOR A COMPLETE LIST OF PRIZES.

GET SOCIAL

FACEBOOK AND TWITTER ARE ALL GREAT PLACES TO PROMOTE YOUR FUNDRAISING PAGE! INCLUDE A DIRECT ASK LIKE "PLEASE DONATE NOW TO SUPPORT MY EFFORTS" FOLLOWED BY A LINK TO YOUR PAGE. ADD A CUSTOMIZED SIGNATURE LINE TO YOUR EMAILS.

TELL YOUR STORY

MAKE IT PERSONAL! LET YOUR DONORS KNOW WHY YOU ARE RAISING MONEY FOR THE ANIMALS AT THE MCSPCA. SHOWING THAT YOU ARE PASSIONATE & KNOWLEDGEABLE ABOUT THE CAUSE MAY BE ALL IT TAKES TO GET SOMEONE TO DONATE.

USE THE TOOLS

REGISTERING THROUGH THE DOG WALK SITE ALLOWS YOU ACCESS TO ALL OF THE TIPS AND TOOLS YOU'LL NEED TO REACH YOUR FUNDRAISING GOAL. USE THE TOOLS PROVIDED ONLINE AND INCLUDED IN THIS KIT.

DON'T UNDERESTIMATE YOUR DONORS

ASK FOR A SPECIFIC DOLLAR AMOUNT & AIM HIGH! THIS WILL ALLOW YOUR DONOR TO VOLUNTEER AN AMOUNT THEY ARE COMFORTABLE WITH.

GO OFFLINE

USE A PAPER DONATION FORM FOR ANYONE YOU WOULD NOT NORMALLY CONTACT VIA EMAIL. THEN ENTER YOUR OFFLINE DONATIONS THROUGH YOUR FUNDRAISING PAGE TO COUNT TOWARDS YOUR TOTAL!

MATCHING GIFTS

FIND OUT IF YOUR EMPLOYER AND YOUR DONORS' EMPLOYERS HAVE A MATCHING GIFT PROGRAM.

DON'T BE AFRAID TO ASK

THE #1 REASON PEOPLE DO NOT GIVE IS THAT THEY WERE NOT ASKED. PEOPLE WANT TO SUPPORT WORTHY CAUSES. GIVE THEM THE OPPORTUNITY!

SAY THANK YOU!

ALWAYS THANK YOUR DONORS, NO MATTER WHAT SIZE THE DONATION. THEN ASK THEM TO JOIN US FOR OUR LARGEST FUNDRAISING EVENT OF THE YEAR!

QUESTIONS? STEPHANIE@MONMOUTHCOUNTYSPCA.ORG
732.440.1558 MCSPCADOGWALK.ORG

IT'S SO EASY!

STEP 1
REGISTER ONLINE AT
MCSPCADOGWALK.ORG

STEP 2
COLLECT PLEDGES

STEP 3
WIN 2013 DOG WALK
FUNDRAISING PRIZES!



FUNDRAISING PRIZES

COLLECT A MINIMUM OF THIS MUCH IN PLEDGES

GET THIS PRIZE!

| | |
|---------------|--------------------------------------|
| \$25 | Dog Walk Doggie Bandana |
| \$50 | Dog Walk Collectible T-Shirt |
| \$75 | Dog Walk Hat* |
| \$100 | Dog Walk Doggie Bowl** |
| \$250 | Dog Walk Pet ID Tag |
| \$500 | Dog Walk Leash |
| \$750 | Professional Pet Portrait Session*** |
| \$1000 | Dog Walk Duffle Bag**** |
| \$1500 | Dog Walk Tie-Dyed T-Shirt |
| \$2000 | Dog Walk Hooded Sweatshirt |

TOP FUNDRAISING PRIZES

1ST PLACE: Receive prizes valued at over \$5,000!

Check out PINOT in this year's Dog Walk logo! Collect the most pledges and your dog will be featured as HONORARY CHAIRDOG in our 2014 Dog Walk logo, on t-shirts, bandanas, print ads, banners and billboards throughout Monmouth County!

2ND PLACE: Receive prizes valued at over \$2,500!

3RD PLACE: Receive prizes valued at over \$1,000!

TOP TEAM: Receive prizes valued at over \$5,000!

Pledges must be received NO LATER THAN NOON ON FRIDAY, OCTOBER 4TH to be eligible for Top Fundraising and Incentive Prizes. Once all pledges have been counted, the Top Three Fundraisers and Top Team will be posted on the homepage of our Dog Walk website no later than 5PM.



Prizes are limited and available for pickup EXCLUSIVELY at the Dog Walk on a first come, first served basis. These items will not be available to the public prior to or after the event as their distribution will be managed by an outside party.

* SPONSORED BY CORPORATE PARTNER RED BANK VETERINARY HOSPITAL

** SPONSORED BY SEA GIRL & MIDDLETOWN ANIMAL HOSPITAL

*** SPONSORED BY JILL CAREN PHOTOGRAPHY

**** SPONSORED BY CANINE COMPANY

QUESTIONS? STEPHANIE@MONMOUTHCOUNTYSPCA.ORG
732.440.1558 MCSPCADOGWALK.ORG

SAMPLE EMAILS

SAMPLE ONE:

JOIN ME WITH OVER 2,000 PEOPLE & THEIR PETS AS THE MONMOUTH COUNTY SPCA CELEBRATES *20 YEARS OF PAWS WALKING FOR A CAUSE!*

WHAT: MCSPCA 20TH ANNIVERSARY DOG WALK & PET FAIR
WHEN: SATURDAY, OCTOBER 5TH, 2013 FROM 10AM-3PM
WHERE: BROOKDALE COMMUNITY COLLEGE IN LINCROFT, NJ

PROCEEDS FROM THIS EVENT PROVIDE FOOD, MEDICAL CARE AND LOTS OF LOVE FOR THOUSANDS OF HOMELESS ANIMALS THROUGHOUT MONMOUTH COUNTY.

THE TOP FUNDRAISER FOR THIS YEAR'S DOG WALK WILL HAVE THEIR DOG FEATURED AS THE 2014 HONORARY CHAIRDOG, TO APPEAR IN THE LOGO FOR NEXT YEAR'S WALK! <DOG'S NAME HERE> IS ABSOLUTELY DETERMINED TO WIN, SO I HAVE PLEDGED TO RAISE \$..... ON HIS/HER BEHALF.

THE MONMOUTH COUNTY SPCA CANNOT DO THIS WORK ALONE, AND YOUR SUPPORT MAKES EVERY LIFE SAVED POSSIBLE. PLEASE CONSIDER MAKING A TAX-DEDUCTIBLE GIFT OF YOUR OWN TO HELP ME REACH MY GOAL!

SAMPLE TWO:

MY TEAM <INSERT TEAM NAME> IS WALKING WITH THE MONMOUTH COUNTY SPCA ON OCTOBER 5TH, 2013 TO CELEBRATE THE *20TH ANNIVERSARY* OF THEIR DOG WALK & PET FAIR. PROCEEDS FROM THIS EVENT PROVIDE FOOD, MEDICAL CARE AND LOTS OF LOVE FOR THOUSANDS OF HOMELESS ANIMALS THROUGHOUT MONMOUTH COUNTY.

THE LIVES OF 4,217 ANIMALS WERE SAVED THROUGH OUR EFFORTS LAST YEAR, AND YOUR GIFT IN SUPPORT OF MY TEAM THIS YEAR WILL DIRECTLY IMPACT THEIR ABILITY TO SAVE EVEN MORE LIVES IN 2013!

I AM READY TO MAKE A DIFFERENCE AND HAVE PLEDGED TO RAISE \$.....

THE MONMOUTH COUNTY SPCA CANNOT DO THIS WORK ALONE, AND YOUR SUPPORT MAKES EVERY LIFE SAVED POSSIBLE. PLEASE CONSIDER MAKING A TAX-DEDUCTIBLE GIFT OF YOUR OWN TO HELP ME REACH MY GOAL.

FOR MORE INFORMATION, PLEASE CONTACT MCSPCA DEVELOPMENT COORDINATOR STEPHANIE ATTAWAY VIA EMAIL AT STEPHANIE@MONMOUTHCOUNTYSPCA.ORG, CALL 732.440.1558 OR VISIT THEIR DOG WALK WEBSITE AT MCSPCADOGWALK.ORG.

QUESTIONS? STEPHANIE@MONMOUTHCOUNTYSPCA.ORG
732.440.1558 MCSPCADOGWALK.ORG

SPREAD THE WORD

HELP SPREAD THE WORD IN YOUR COMMUNITY! HERE ARE A FEW WAYS YOU CAN HELP US PROMOTE THE 20TH ANNIVERSARY OF OUR LARGEST FUNDRAISING EVENT OF THE YEAR:

- BECOME A NEIGHBORHOOD LEADER. EMAIL STEPHANIE@MONMOUTHCOUNTYSPCA.ORG FOR A SUPPLY OF BROCHURES, FLYERS OR FORMS TO DISTRIBUTE TO LOCAL BUSINESSES. BUSINESS OWNERS ARE MUCH MORE RECEPTIVE TO HANGING UP A POSTER FOR A LOCAL PERSON, ESPECIALLY SOMEONE WHO IS A CUSTOMER.
- TAKE A TEAM PHOTO AND WRITE A SHORT ARTICLE FOR YOUR LOCAL PAPER.
- ASK YOUR COMMUNITY TO SUPPORT YOU! LOCAL CIVIC ORGANIZATIONS LOOK FOR PROJECTS TO SUPPORT. TALK TO ORGANIZATIONS LIKE THE ROTARY, CHAMBERS OF COMMERCE, LIONS CLUB, ETC. AND LET THEM KNOW HOW THEY CAN GET INVOLVED.
- SHARE WALK DETAILS WITH LOCAL COMMUNITY CALENDARS.
- GET YOUR LOCAL SCHOOLS INVOLVED. ASK FOR AN APPOINTMENT TO SPEAK WITH YOUR LOCAL SUPERINTENDENT OF SCHOOLS OR PRINCIPAL TO START THE PROCESS.
- ASK YOUR EMPLOYER TO SPONSOR THE EVENT, SUPPORT YOUR TEAM OR FORM THEIR OWN TEAM. ASK THEM TO INVITE OTHER EMPLOYEES TO GET INVOLVED AS WELL.

BENEFITS OF SPREADING THE WORD

- THE DOG WALK IS A COMMUNITY EVENT, SO FIND WAYS TO GET THEM ENGAGED.
- VOLUNTEERS AND PARTICIPANTS ARE THE HEART OF THE WALK. SHARING INFORMATION ABOUT THE WALK ENCOURAGES OTHERS TO GET INVOLVED AS WELL.
- POTENTIAL DONORS WHO HAVE HEARD ABOUT THE WALK MAY BE MORE LIKELY TO GIVE WHEN ASKED BY A FRIEND OR COWORKER.
- POTENTIAL SPONSORS ARE MORE LIKELY TO GET INVOLVED WHEN THEY SEE SUPPORT FROM THE LOCAL COMMUNITY.
- PUBLICITY PROMOTES GENERAL AWARENESS OF THE MCSPCA WITHIN THE LOCAL COMMUNITY.

WE CANNOT DO THIS WORK ALONE, AND SUPPORT FROM OUR LOCAL COMMUNITY MAKES EVERY LIFE SAVED POSSIBLE!

**QUESTIONS? STEPHANIE@MONMOUTHCOUNTYSPCA.ORG
732.440.1558 MCSPCADOGWALK.ORG**

OCTOBER 5TH

10AM-3PM

BROOKDALE COMMUNITY COLLEGE IN LINCROFT, NJ

20 YEARS OF PAWS WALKING FOR A CAUSE

MONMOUTH COUNTY SPCA
25th ANNIVERSARY DOG WALK & PET FAIR
1993 2013
Corporate Partner
Rep Bank Veterinary Hospital

REGISTER
ONLINE

COLLECT
PLEDGES

WIN
PRIZES!

BRAND NEW!
THIS YEAR!

MCSPCADOGWALK.ORG

\$25 PER DOG
\$30 AT THE DOOR
Join over 2,000 people & their pets!



SAVE TIME.
SCAN THE QR CODE
TO REGISTER ONLINE!

MONMOUTH COUNTY SPCA



OCTOBER 5TH

10AM-3PM

BROOKDALE COMMUNITY COLLEGE IN LINCROFT, NJ
 20 YEARS OF PAWS WALKING FOR A CAUSE!

SPONSORSHIP OPTIONS

| | DIAMOND PAW \$5,000 | PLATINUM PAW \$2,500 | GOLD PAW \$1,000 | SILVER PAW \$500 | BRONZE PAW \$250 | VENDOR PAW \$100 |
|--|------------------------|-------------------------|---------------------|---------------------|---------------------|---------------------|
| LOGO FEATURED ON EVENT BILLBOARDS THROUGHOUT CENTRAL NJ | 🐾 | | | | | |
| LOGO FEATURED ON DOG WALK REGISTRATION FORM | 🐾 | | | | | |
| LOGO INCLUDED IN NEWSPAPER AND MAGAZINE PRINT ADS | 🐾 | | | | | |
| BANNER AD FEATURED IN DOG WALK EMAIL BLAST | EXCLUSIVE | SHARED | | | | |
| SPONSOR RECOGNITION IN WEEKLY RADIO SPOTS ON 94.3 THE POINT | 🐾 | 🐾 | | | | |
| COMPANY REPRESENTATIVE TO SERVE ON DOG WALK JUDGING PANEL | COSTUME CONTEST | INNER BEAUTY | | | | |
| SPONSOR RECOGNITION IN PRESS RELEASE BEFORE AND AFTER THE EVENT | 🐾 | 🐾 | | | | |
| SPONSOR RECOGNITION ON DOG WALK WEBSITE | DIRECT LINK | LOGO | NAME | | | |
| COMPANY FEATURED ON 20TH ANNIVERSARY DOG WALK T-SHIRTS | LOGO | LOGO | NAME | | | |
| INVITATION TO INCLUDE PROMOTIONAL ITEM IN OUR "DOGGIE BAGS" | 🐾 | 🐾 | 🐾 | | | |
| RECOGNITION IN ALL SOCIAL MEDIA < OVER 15,000 FANS ON FACEBOOK > | 🐾 | 🐾 | 🐾 | | | |
| LOGO INCLUDED ON "FEATURED SPONSOR" SIGNAGE AT THE EVENT | WALK ROUTE | MAIN STAGE | EVENT CHECK-IN | WATER STATION | | |
| COMPLIMENTARY 20TH ANNIVERSARY COLLECTIBLE DOG WALK T-SHIRTS | EIGHT | SIX | FOUR | TWO | | |
| SPONSOR RECOGNITION IN PRINTED AND ONLINE PROMO MATERIALS | LOGO | LOGO | NAME | NAME | NAME | |
| PREFERRED PLACEMENT OF VENDOR SPACE < INCLUDES 1 TABLE & 2 CHAIRS > | 15X15 | 15X15 | 10X10 | 10X10 | 10X10 | |
| ASSIGNED PLACEMENT OF VENDOR SPACE < TABLE & CHAIRS NOT INCLUDED > | | | | | | 10X10 |

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

ELITE PAW- \$7,500

ONLY ONE AVAILABLE!
 LOGO FEATURED EXCLUSIVELY ON ALL "DOGGIE BAGS"
 ALL DIAMOND PAW PERKS LISTED ABOVE

PLATINUM PLUS PAW- \$2,500

ONLY TWO AVAILABLE!
 OPPORTUNITY TO DISPLAY BANNER AT **START/FINISH LINE**
 <MUST BE PROVIDED BY COMPANY>
 ALL PLATINUM PAW PERKS LISTED ABOVE

CUSTOM CANINE PAW- SPONSORSHIP PACKAGES CAN BE TAILORED TO MEET SPECIFIC MARKETING GOALS. FOR MORE INFORMATION, PLEASE CONTACT STEPHANIE ATTAWAY VIA EMAIL AT STEPHANIE@MONMOUTHCOUNTYSPCA.ORG

DIAMOND PLUS PAW- \$5,000

ONLY ONE AVAILABLE!
 LOGO FEATURED EXCLUSIVELY ON ALL **EVENT SCHEDULES**
 ALL DIAMOND PAW PERKS LISTED ABOVE

GOLD PLUS PAW- \$1,000

ONLY TWO AVAILABLE!
 OPPORTUNITY TO DISPLAY BANNER AT **AGILITY RING**
 <MUST BE PROVIDED BY COMPANY>
 ALL GOLD PAW PERKS LISTED ABOVE

QUESTIONS? STEPHANIE@MONMOUTHCOUNTYSPCA.ORG

732.440.1558 MCSPCADOGWALK.ORG

MONMOUTH COUNTY SPCA



OCTOBER 5TH 10AM-3PM

DOG WALK 2013 DONATION FORM

Please submit form with payment to: MCSPCA DOG WALK • PO BOX 93 • EATONTOWN, NJ 07724

I WOULD LIKE TO SUPPORT ON HIS/HER ENDEAVOR TO SAVE LIVES BY MAKING A DONATION TO THE MONMOUTH COUNTY SPCA'S 20TH ANNIVERSARY DOG WALK & PET FAIR ON THEIR BEHALF.

DONOR NAME:

ADDRESS: CITY • STATE • ZIP:

EMAIL / PHONE #:

PLEASE MARK THE APPROPRIATE DONATION AMOUNT:

- \$500 • \$250 • \$100 • \$50 • \$25 • OTHER \$

YOU CAN ALSO SAVE TIME BY MAKING A DONATION ONLINE!

- GO TO WWW.MCSPCADOGWALK.ORG
CLICK ON SPONSOR A WALKER & USE THE SEARCH FEATURE TO LOCATE THE WALKER.
CLICK ON THE WALKER'S NAME TO MAKE A DONATION ON THEIR FUNDRAISING WEBPAGE!

PAYMENT OPTIONS

- ENCLOSED IS A CHECK IN THE AMOUNT OF \$ MADE PAYABLE TO THE MCSPCA DOG WALK.
PLEASE CHARGE MY: VISA MASTERCARD DISCOVER
FOR THE AMOUNT OF \$ EXP DATE /

QUESTIONS? STEPHANIE@MONMOUTHCOUNTYSPCA.ORG
732.440.1558 MCSPCADOGWALK.ORG

DONOR RECEIPT

THANK YOU FOR SUPPORTING THE MONMOUTH COUNTY SPCA. BECAUSE OF YOU, THE ADOPTABLE ANIMALS IN OUR CARE ARE ABLE TO STAY WITH US FOR AS LONG AS IT TAKES TO FIND A HOME; WHETHER IT TAKES TWO DAYS, TWO MONTHS, OR TWO YEARS.

SIGNATURE DONATION AMOUNT \$
DATE

YOUR DONATION IS TAX DEDUCTIBLE TO THE FULLEST EXTENT OF THE LAW. TAX ID# 21-0679893



OCTOBER 5TH

10AM-3PM

DOG WALK PLEDGE TRACKING FORM

USE THIS FORM OR SAVE TIME AND REGISTER ONLINE AT MCSPCADOGWALK.ORG
SUBMIT PLEDGE FORMS AND CHECKS TO: MCSPCA DOG WALK - PO BOX 93 - EATONTOWN, NJ 07724

YOUR NAME:
 TEAM NAME:

CHECK HERE IF YOU ARE NOT WALKING ON A TEAM

| PAW | DONOR NAME | MAILING ADDRESS | CITY.STATE.ZIP | EMAIL ADDRESS | \$ AMOUNT | PAID |
|-----|------------|-----------------|----------------|---------------|-----------|------|
| 1 | | | | | | |
| 2 | | | | | | |
| 3 | | | | | | |
| 4 | | | | | | |
| 5 | | | | | | |
| 6 | | | | | | |
| 7 | | | | | | |
| 8 | | | | | | |
| 9 | | | | | | |
| 10 | | | | | | |

TOTAL PLEDGE MONEY COLLECTED

<ANYONE ATTENDING THE EVENT WITH A DOG MUST COLLECT OR DONATE A MINIMUM OF \$25 IN PLEDGES >

\$

NEED MORE PLEDGE FORMS? ADDITIONAL FORMS ARE AVAILABLE FOR DOWNLOAD THROUGH OUR DOG WALK WEBSITE. ASK YOUR EMPLOYER ABOUT MATCHING GIFTS OR CORPORATE SPONSORSHIPS!

ALL PLEDGES MUST BE RECEIVED NO LATER THAN 12 NOON ON FRIDAY, OCTOBER 4TH IN ORDER TO QUALIFY FOR TOP FUNDRAISING AND INCENTIVE PRIZES.

ADDITIONAL PLEDGES MAY BE SUBMITTED ON THE DAY OF THE EVENT. PLEASE DO NOT MAIL CASH.

QUESTIONS? STEPHANIE@MONMOUTHCOUNTYSPCA.ORG
732.440.1558 MCSPCADOGWALK.ORG

ANY QUESTIONS?

IS THERE A FEE TO PARTICIPATE?

THOSE ATTENDING WITH A DOG (WALKING OR NOT) MUST RAISE A MINIMUM OF \$25 IN PLEDGES OR PAY A \$30 ADMISSION FEE AT THE DOOR. DOGS WILL RECEIVE A DOGGIE BANDANA UPON ENTRY AS PROOF OF REGISTRATION.

WHAT IS THE DEADLINE TO REGISTER OR JOIN A TEAM?

ONLINE REGISTRATION WILL BE OPEN UNTIL NOON ON FRIDAY, OCTOBER 4TH. YOU CAN ALSO REGISTER ON THE DAY OF THE WALK FOR AN ADDITIONAL FEE.

DO I HAVE TO SEND IN MY DONATIONS? CAN I BRING THEM WITH ME ON THE DAY OF THE WALK?

WHILE YOU CAN ALWAYS BRING YOUR DONATIONS TO THE WALK, IT IS PREFERABLE THAT YOU MAIL THEM IN AS SOON AS YOU CAN. ***REGISTRATION FORMS AND PLEDGE MONEY MUST BE RECEIVED BY NOON ON FRIDAY, OCTOBER 4TH IN ORDER TO QUALIFY FOR OUR TOP FUNDRAISING AND INCENTIVE PRIZES.*

HOW DO I FIND OUT IF I AM ONE OF THE TOP 3 FUNDRAISERS OR TEAM MEMBERS?

ONCE ALL ELIGIBLE PLEDGES HAVE BEEN COUNTED, THE TOP 3 FUNDRAISERS AND TOP TEAM WILL BE POSTED ON THE 2013 DOG WALK HOMEPAGE NO LATER THAN 5PM. THE DOG WHO COLLECTS THE MOST PLEDGES WILL BE CROWNED 2014 HONORARY CHAIRDOG, AND FEATURED IN THE LOGO FOR NEXT YEAR'S DOG WALK!

HOW MUCH DO I NEED TO RAISE TO RECEIVE A T-SHIRT ON AT THE WALK?

2013 DOG WALK T-SHIRTS WILL BE DISTRIBUTED UPON ENTRY TO ALL PARTICIPANTS WHO HAVE RAISED A MINIMUM OF \$50 IN PLEDGES. BOTH "PRE-EVENT" AND "DAY OF" DONATIONS WILL BE COUNTED.

WHAT ABOUT MY OTHER FUNDRAISING INCENTIVE PRIZES? WHERE DO I PICK THEM UP?

ANYONE ELIGIBLE FOR FUNDRAISING PRIZES WILL RECEIVE A CONFIRMATION EMAIL SHORTLY BEFORE THE WALK, WITH SPECIFIC DETAILS AS TO WHERE YOUR PRIZE CAN BE PICKED UP. PRIZES ARE LIMITED AND AVAILABLE FOR PICKUP EXCLUSIVELY AT THE DOG WALK ON A FIRST COME, FIRST SERVED BASIS.. ***THESE ITEMS WILL NOT BE AVAILABLE TO THE PUBLIC PRIOR TO OR AFTER THE EVENT AS THEIR DISTRIBUTION WILL BE MANAGED BY AN OUTSIDE COMPANY.*

HOW FAR DO MY DOG AND I HAVE TO WALK?

THERE ARE 2 WALK ROUTES. ONE IS APPROXIMATELY 1.5 MILES AND THE OTHER IS APPROXIMATELY 1 MILE. WATER STATIONS WILL BE SET UP ON BOTH ROUTES. WALK AS LITTLE OR AS MUCH AS YOU WOULD LIKE! IT'S NOT ABOUT HOW MANY MILES YOU LOG, BUT THE IMPACT YOU WILL HAVE ON THE LIVES OF THOUSANDS OF HOMELESS ANIMALS!

RAINING CATS AND DOGS?

IN THE EVENT OF SEVERE WEATHER, THE WALK WILL BE RESCHEDULED FOR THE FOLLOWING DAY. PLEASE VISIT MCSPCADOGWALK.ORG OR CALL 732.440.1558 THE MORNING OF THE EVENT IF YOU HAVE ANY CONCERNS. AN UPDATE WILL ONLY BE PROVIDED IN THE EVENT THAT THE WALK IS RESCHEDULED.

WHAT IF MY DONORS DO NOT WANT TO DONATE ONLINE?

YOU CAN ALWAYS HAVE YOUR DONORS MAIL THEIR DONATIONS TO THE ADDRESS PROVIDED BELOW. PLEASE HAVE THEM SUBMIT THE DONATION FORM INCLUDED IN THIS TOOLKIT WITH THEIR CHECK (MADE PAYABLE TO THE MCSPCA DOG WALK) TO ENSURE YOU ARE CREDITED FOR YOUR FUNDRAISING EFFORTS.

DO I HAVE TO FILL OUT ONE DONATION FORM FOR EACH CHECK?

YES. THIS IS THE ONLY FAIL-SAFE WAY TO ENSURE YOU RECEIVE THE CREDIT YOU DESERVE FOR YOUR HARD WORK.

CAN CORPORATE SPONSORSHIPS BE CREDITED TOWARD MY FUNDRAISING GOAL?

ABSOLUTELY! SPONSORSHIPS ARE ESSENTIAL TO THE SUCCESS OF THE WALK, AND ARE A GREAT WAY TO SUPER-SIZE YOUR FUNDRAISING EFFORTS! PLEASE EMAIL STEPHANIE@MONMOUTHCOUNTYSPCA.ORG FOR MORE DETAILS.