



## FUNDRAISER PACKET

Thank you for being interested in becoming a fundraiser for the Sacramento SPCA's 2017 Doggy Dash! We are expecting 5,000+ participants and their pets on April 8<sup>th</sup> to come together at William Land Park to change the lives of animals waiting for their happy ending at the Sacramento SPCA. With every dollar you and your team raise you are directly helping a homeless animal find a forever home and helping us offer life-changing programs and services within our community.

You can get involved by:

1. Signing up to be an individual fundraiser
2. Starting a Doggy Dash team and becoming a team fundraising leader
3. Joining a Doggy Dash team and fundraising with your pack

Those who choose to fundraise in addition to participating as an event attendee play a critical role in meeting fundraising goals to help the Sacramento SPCA continue to save lives and provide life-saving services. We care for more than 7,000 animals annually, performing more than 18,000 low-cost spay/neuter surgeries, we educate children in the community, placing thousands of animals in foster care, place thousands more in wonderful new homes and we provide free and discounted pet-related services to seniors within our community.

Your first step will be to [register yourself/your team online](#) and next, customizing your fundraising page (*reference the 'Registration Guide' you received in your email communication for detailed registration assistance*). Be sure to invite your friends, family and co-workers to join in on the fun!

We will be with you every step of the way as you build your networks and raise money. From assisting you with setting up your fundraising webpage, to suggesting creative fundraising ideas, we are here to support you in achieving all your recruiting and fundraising goals.

Be sure to bookmark the [Doggy Dash website](#) and the official [Dash Facebook page](#).

If you have any questions, please contact Kristi Maryman, Events Manager at (916) 504-2802 or by email at [kmaryman@sspca.org](mailto:kmaryman@sspca.org) or Sam Schwartz, Events Assistant at (916) 504-2868 or by email at [sschwartz@sspca.org](mailto:sschwartz@sspca.org).

On behalf of the animals, thank you again for your interest in and support of the Sacramento SPCA. We look forward to walking with you in April!



## FUNDRAISE & Save More Lives

The Doggy Dash is not only a fun event for you and your dog, but it is the largest annual fundraising event that the Sacramento SPCA puts on to benefit animals in need.

Your registration and participation in the Doggy Dash helps the Sacramento SPCA care for more than 7,000 animals annually. Funds raised at this event provides medical care to sick or injured animals, low cost vaccinations and spay/neuter services for the local community, behavior training and humane education programs and much more. See below on how your dollars are put to work! No amount is too small, and together we can make a huge difference for the animals in our care. Thank you for going above and beyond for animals in need.

## HOW YOU MAKE A DIFFERENCE

See how the dollars you raise will help animal's in-need:

- \$5,000 will provide spay/neuter surgery for 100 dogs.
- \$3,500 will allow for the administration of vaccinations and other preventatives for approx. 30 shelter animals.
- \$2,500 will allow for the construction of new play areas and agility equipment for animal enrichment programs at the shelter.
- \$1,000 will cover a quarter of the weekly cost for the We Pay to Spay program.
- \$750 will cover the cost of dental care for shelter animals.
- \$500 will cover the free vaccine clinic for senior citizens for one week.
- \$250 will house and feed a litter of kittens placed with a foster care volunteer.
- \$100 will cover the cost for one child to attend Camp Kindness.
- \$50 will microchip 10 shelter animals.
- \$35 will provide one animal with a full belly and a warm, comfortable place to sleep for one day.





## Individual Prizes

Everyone who commits to raising money can receive prizes! Prizes are cumulative, so the more money you raise, the more prizes you can collect. The top three individual fundraisers will also receive a special prize pack on event day and will be recognized and awarded during the opening remarks at the Doggy Dash 5k/2k starting line (@10:00 AM)!

### CHECK OUT THE PRIZES YOU CAN EARN



- ✚ Raise \$100.00 and receive a: [Collapsible travel dog bowl by Kurgo](#)
- ✚ Raise \$250.00 and receive a: [Contigo 24oz SSPCA Water Bottle](#), and above prizes
- ✚ Raise \$500.00 and receive a: ["Me & My Dog" Medical First Aid Kit](#), and above prizes
- ✚ Raise \$750.00 and receive a: limited edition Doggy Dash Zipper Hoodie, and above prizes
- ✚ Raise \$1,000.00 and receive one of the following: [Kurgo Wander Bed](#) (travel friendly dog bed) or [Kurgo's Wander Dog Car Hammock](#) (to protect your car while you transport your pooch), and above prizes
- ✚ Raise \$2,500.00 and receive one of the following: Kindle Fire Reading Tablet or Sony Smartwatch, and above prizes
- ✚ Raise \$3,500.00 and receive a: [GoPro Hero camera](#) with a [FETCH harness](#) that can be worn by your dog — with this prize, you will be able to see life from the perspective of your canine companion! ...and above prizes
- ✚ Raise \$5,000.00 and receive: Your pet featured on the cover of SPCA's *Heartline* quarterly printed magazine and coffee or lunch with SSPCA's CEO, Kenn Altine...and above prizes of course!!

*There will also be special weekly challenges with special prizes offered – stay tuned for more information on these fun additional opportunities!*



## Team Prizes

Team fundraising plays a vital role in the success of the Doggy Dash! Teams not only raise the majority of our dollars for the event, but they create a sense of community, spirit and overall fun! The top three fundraising teams will be recognized and awarded during the opening remarks at the Doggy Dash 5k/2k starting line (@10:00 AM)! Teams will also win special prizes for the “Largest Pack” and “Loudest Bark” (most team spirit) after the event concludes (winner notifications will be sent post-event and prizes awarded the following week after the Doggy Dash).

### NEW THIS YEAR and IMPORTANT THINGS TO REMEMBER:

**New this year:** A VIP tent and lounge area will be open to all sponsors, individuals and teams who reach a monetary fundraising goal set by event staff and team members (based on individual team goals). Refreshments, giveaways, chairs, tables and dog rest areas will be provided!

**Prize pick-up:** You will have several opportunities to pick up your prizes, both before the Doggy Dash and also on event day. *(Dates, times and instructions for pick-up will be coming in further communication).*

**Recognition:** The top three individual fundraisers and top three fundraising teams will be announced before the start of the 5k/2k walk and will lead the Doggy Dash pack (10:00am)! Prize packs for each winner/team will be ready for pick-up on event day in the designated prize pick-up area. Team contest category winners will be determined and notified post-event (“Largest Pack” and “Loudest Bark” contests).

Leader boards will be posted online weekly that have up-to-date information on money raised to keep up-to-date on who is leading the pack!

**Deadlines:** All cash or check donations counting towards a winning total must be received/hand-delivered by close of business (5:00pm), Friday April 7<sup>th</sup>, 2017. Online donations counting towards a winning total must be inputted by midnight, Friday April 7<sup>th</sup>, 2017. Donations will still be accepted after the cut-off dates, of course, but they will not be used for determining which top three individuals or teams are awarded on event day (however, day-of and post-event donations will be counted towards individual prize earnings through April 14<sup>th</sup>, 2017).

**Prize Disclaimer:** Each prize is guaranteed to be awarded except if forfeited by a prize winner; if the Doggy Dash is cancelled; or the Sacramento SPCA is unable to fulfill the prize after a diligent effort is made. In such circumstances the Sacramento SPCA assumes no responsibility (monetary or otherwise) to fulfill the prize(s). If challenges arise in obtaining a specific prize, or in the event an order or re-order is unable to be filled, the Sacramento SPCA may choose to substitute a prize of equal or greater value to the awardee. Prizes are not redeemable for cash, exchangeable, or transferable.



## FREQUENTLY ASKED FUNDRAISING QUESTIONS AND ANSWERS

### **What is the difference between registering as an individual vs. participating on a team?**

Non-fundraising individual registrants receive a basic short sleeved event t-shirt as well as admittance into the walk and festival area. You can also sign up as individual, but as a fundraiser---you will click, "Yes, I want to be a fundraiser" when registering. Individual fundraisers are eligible for incentive prizes. Team members receive a long-sleeved tech t-shirt and opportunities to win additional team fundraising prizes. Both team and individual fundraisers play a vital role in the success of the Doggy Dash! They not only raise the majority of our fundraising dollars, but they create a sense of community, spirit and overall fun!

### **How do I set-up my individual and fundraising pages?**

Once you have completed the online registration process, you will receive an auto-response from the events team which will include a link to edit and view your pages --- this is where you will create a customized page that includes photos, a personal statement and a donation button for your supporters to easily support your cause! You can also download the new mobile fundraising app to easily check your donation progress and share your pages right from your mobile phone --- this link will also be included in your auto-emailed registration confirmation.

\*\*\*it is recommended that you keep your confirmation email handy so that you can access your "view/edit" links to your pages quickly.

### **How do I get offline donations to the Sacramento SPCA?**

Donations given directly to you via cash or check can be mailed or brought to the Sacramento SPCA. Our address is 6201 Florin Perkins Road, Sacramento, CA 95828, Attn: Doggy Dash Donation 2017. The Sacramento SPCA will process the gifts and count them with any online fundraising you've done to determine your individual fundraising prizes. \*\*\*please note: the new peer-to-peer fundraising software currently does not have the ability to manually enter cash/check donations directly to your fundraising pages to count towards your online leaderboard total, however, events staff will be tracking your cash/check donations and posting current leader boards weekly on the Doggy Dash event website for public acknowledgment and to keep the friendly competition alive! Also, when sending cash/check donations into the SPCA, please communicate in writing or verbally to events staff which team/individual the donation should be credited to.

### **When is the last day to qualify for prizes?**

You can continue to raise funds for the animals through April 14<sup>th</sup> to count towards your individual prize winnings. Top three individual fundraisers and top three team fundraiser winners will be announced on event day and donations that come in after April 8<sup>th</sup> will only be counted for individual prize levels and will not alter top three winning categories for day of event acknowledgment.

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**Will my donors receive receipts from the Sacramento SPCA for tax purposes?**

Yes. Those who donate online will receive an email confirmation receipt. Those who donate offline and provide complete information (name, address, donation amount) will receive a letter confirmation and receipt in the mail.

**How will the money I raise be spent?**

Net proceeds from the event will go toward caring for more than 7,000 animals at the Sacramento SPCA each year. As a non-profit organization, your support truly makes a difference!

**What if I cannot attend the event, but I want to raise money for the animals?**

We applaud and thank you, and will miss you at the event. You can fundraise for the event the same as those who are able to attend. Any prizes you have earned through your fundraising will be available for pick-up from the Sacramento SPCA.