



## DOGGY DASH FUNDRAISER PACKET

Thank you for being interested in becoming a fundraiser for the Sacramento SPCA's 2018 Doggy Dash! We are expecting 5,000+ participants and their pets on April 28<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.

Your first step will be to register yourself/your team online and next, customizing your fundraising page. 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 AND 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. 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 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: [Dog food/water travel bowl](#)

**Raise \$250.00** and receive a: [SSPCA & VCA 25 ounce Apple H2Go Impact Bottle](#), and above prize

**Raise \$500.00** and receive a: [Duty Bag- Dog Poop Bag Dispenser](#), and above prizes

**Raise \$750.00** and receive a: [25<sup>th</sup> Anniversary Doggy Dash reusable grocery bag](#), and above prizes

**Raise \$1,000.00** and receive a: [Wander Bench Car Seat Cover by Kurgo](#), and above prizes

**Raise \$2,500.00** and receive a: 25<sup>th</sup> Anniversary Doggy Dash zipper hoodie, and above prizes

**Raise \$3,500.00** and receive: 2 VIP tickets to the Sacramento SPCA's Fall Fundraising Gala on October 27<sup>th</sup>, 2018, and above prizes



**Raise \$5,000.00** and receive: Sponsor a kennel for a year, plus coffee or lunch with our CEO, Kenn Altine, and of course, all the prizes above

## 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, Best Team Name and Loudest Bark (most team spirit). Winner notifications and prizes will be awarded the following week after the Doggy Dash.

### IMPORTANT THINGS TO NOTE:

#### Back again this year:

The ever popular **VIP Top Dog tent** and lounge area will be open to:

- Sponsors at the \$5,000 level and above
- Individuals who raise a minimum of \$1,000
- Teams who raise a minimum of \$2,500

Refreshments, giveaways, chairs, tables and dog rest areas will be provided as a thank you for your tremendous fundraising efforts in support of animals in need.

#### **NEW in 2018! VIP Top Dog packet pick-up:**

If you/your team meet the above requirements to qualify as a "Top Dog" you will have access to a special pre-event packet pick-up celebration party! Come enjoy refreshments, meet with other "Top Dog's", pick-up your shirt, team sign, and prizes before general packet pick-up days open to the public.

**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)!





**Deadlines:** All cash or check donations counting towards a winning total must be received/hand-delivered by close of business (5:00pm), Friday April 27<sup>th</sup>, 2018. Online donations counting towards a winning total must be inputted by midnight, Friday April 27<sup>th</sup>, 2018.

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 30<sup>th</sup>, 2018).

**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?**

Both individuals and team members can fundraise on behalf of the animals. Both are eligible for prizes and other perks for fundraising. Teams of four or more receive a team shirt with their team name on their sleeve as well as a team sign and exclusive photo area. Individuals receive an event t-shirt and admittance to the walk and festival.

**\*\*\* Deadline to receive your team shirt with your team name is March 30th, 2018.**

### **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! \*\*\*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 2018. Once your donations are received, the Sacramento SPCA will process the gifts and add them to your online fundraising total to determine your individual fundraising prizes.

When sending cash/check donations to the SSPCA, please communicate in writing or verbally to events staff which team/individual the donation should be credited to. Event staff to attention



your donation(s) to: Samantha Schwartz, Special Events Assistant 916-504-2868 or [sschwartz@sspca.org](mailto:sschwartz@sspca.org) for questions about your donations.

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

You can continue to raise funds for the animals through April 30<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 28<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 6,500 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.