

VIRTUAL

2020 MUTT MARCH

FUNDRAISING TOOLKIT

JULY 26, 2020 | **WITHOUT SUPPORTERS LIKE YOU,**
our committed teams would not be able to provide life-saving veterinary care, rescue injured and sick animals, or support families in need with pet food and supplies.

This toolkit is designed to provide effective, fun and simple fundraising techniques and ideas to help you meet your Mutt March goals. From team building tips to quickly securing \$250, our team of professional “askers” will guide your fundraising path in the following pages.

Along the way, you can expect emails that provide inspiration, how-to pointers and support for your fundraising efforts until the big day.

Again, your Mutt March support and your fundraising efforts mean so much, and we thank you!



*Mutt March 2019 Top Fundraiser
-Dilly's Team*



Presented by

SELLERS
REPUTATION IS EVERYTHING



8 STEPS TO A SUCCESSFUL VIRTUAL MUTT MARCH

1. Build a Team: In a virtual event, anyone, any species, anywhere can participate! Because there's strength in numbers, we encourage you to build a team. Your team helps you reach your goals. Everyone needs something fun to do these days, so ask your neighbors, friends, family and anyone you know to join you. Use your contact list, Facebook friends, Instagram followers and LinkedIn connections to build your support team. Maybe you'll be surprised by who joins your team or makes a donation.

2. Start Now: The sooner you start asking for donations, the more you will raise. We ask individuals to raise at least \$250, which helps provide emergency expert care by repairing a fractured limb of one animal. We encourage teams to raise \$1,000 or more, which can help fight animal cruelty and neglect by providing necessary support for our field services team in the community for one month.

3. Set a Goal: And share it and ask! By sharing you get people engaged in what you're doing and on board with your efforts. Even in challenging times, people want to make a difference. We encourage marchers to set a stretch goal, but a realistic one. Ask, and go for it!

4. Get Personal: People are supporting you because they care about what you are passionate about. Share a story of why your pet(s) is important to your life and why you are fundraising for MHS (especially during these critical times), and show them how their donations will save a life.

5. Get Social: The more you share, the more they care! Encourage your team members to share their fundraising page on their social media accounts. Make sure you share your photos and videos on social using the hashtag #TeamMuttMarch.

6. Create the Buzz: Coach and engage your team. Be creative when designing a route in your community. As they walk, encourage them to have some fun. Tell them to dress up (sweatpants with high heels?), dress down, create a MHS lawn sign... be creative!

7. Say "Thanks!": Your parents and mentors are right. Every professional fundraiser knows that the key to a donor's heart is two-sided: the ask and a sincere "thank you" that follows a donation.

8. Fun!: Have some fun and create fun for those you are connected to!

— — — — — **SAVE A LIFE! WE APPRECIATE YOU! THANK YOU AND GOOD LUCK!** — — — — —

RAISE \$250 IN 10 DAYS

DAY 1	<i>Donate \$20 of your own</i>	DAY 6	<i>Ask two relatives for \$20 each</i>
DAY 2	<i>Ask five friends to donate \$10 each</i>	DAY 7	<i>Ask a close friend for \$20</i>
DAY 3	<i>Ask your spouse/significant other/roommate for \$20</i>	DAY 8	<i>Ask two people from your place of worship, yoga class, etc., for \$10</i>
DAY 4	<i>Ask two co-workers for \$10 each</i>	DAY 9	<i>Ask two neighbors for \$10</i>
DAY 5	<i>Collect \$1 from 25 people</i>	DAY 10	<i>Ask two people you know who are out of state for \$5</i>

MHS SUGGESTED FUNDRAISING ACTIVITIES

Get together, apart! Have some fun while reaching your Mutt March goal.

*All of the ideas listed below can be done virtually.



Publicize: Ask about sharing your fundraising effort via the company's internal communications channel. Create your own flyer and email it, contribute a short article to a school or church paper, or text a joke: Knock knock. Who's there? The annual MHS Mutt March fundraising event!

Host a virtual Animal Trivia Night: Create your own questions and flashcards. Consider animal anatomy, species history, top pet names and other fun animal facts. Ask 10 friends to join you for a \$10 donation.

Birthdays: This one's easy: Simply ask everyone to donate to your Mutt March team page instead of purchasing gifts or cards. Happy Birthday!

Handyperson for a Day: A wonderful way to include your children in your philanthropic endeavors! Take them with you as you tell neighbors you (or the kids) are mowing, washing house windows, cleaning up the previous year's leaves or building birdhouses for a cause, and a donation.

Host a Mutt-hattan or Cat-Tail Happy Hour: If you create a virtual Mutt-hattan or Cat-Tail happy hour, they will come! Ask friends, your team (or top prospects for your team), family members and others to join you for a Mutt-hattan or Cat-Tail recipe, host a toast to Mutt March and don't forget to ask for a donation. Cheers!

"Christmas" in July Challenge: Create your own neighborhood challenge to light up the block by decorating yards and houses while showing off your MHS support. Consider asking the grumpy or quiet neighbor to be the judge. Maybe use a gift card, something that you have made or a cool "re-gift" item collecting dust in your house as a reward to the winner. (HINT: MHS Mutt March Contest).

Host a Pictionary Night: This is another opportunity to ask others to join you in some fun while asking for donations or asking others to register to join your team. You create the teams and then send each team five items they will be asked to draw. Then, on event day, kick up your feet and prepare for laughter as your attendees show off their artistic skills (or lack there of!).

Host a 10-Course Meal: Pick a cuisine and invite 10 guests to take part in a virtual 10-course meal. Once you have identified the 10 guests, assign each person one of the 10 menu items and ask them to share a recipe based on the cuisine. Assign a different recipe to each person, virtually get together to taste the item each person cooked and bon appetit! The menu items could include an hors d'oeuvre, soup, appetizer, salad, fish, main course, palate cleanser, second main course, dessert and mignardise.

Dress-Up Party: Host a pre-event dress-up walk in your neighborhood to create Mutt March buzz as a means to add members to your team and increase your team size! Participants could wear costumes, show off their onesies or break out their red carpet attire. Create MHS Mutt March signs for them to carry. What, no one wants to join you? Do it yourself, make a statement and have fun! A sure way to gain exposure for your team and MHS!

Let's Make-a-Donation Party: Remember Grandma watching *Let's Make a Deal* (if you watch, we won't judge you)? Ask for a donation to participate and have a few prizes you can give the winners. Ask your contestants to find suggested items. The first contestant to show the item wins the round. Suggested items for contestants to find: a Mutt March t-shirt, cat toy, dog toy, picture of Monty Hall, picture of Wayne Brady, bobby pin... you get the drift!

HOW YOUR DONATIONS SUPPORT THE MHS MISSION AND SAVE LIVES

In 2019...

- Placed **11,007** animals
- Distributed **411,962** pounds of free pet food through the MHS pet pantry
- Vaccinated **1,209** animals at our low-cost Protect-a-Pet shot clinics
- Responded to **5,600** cruelty calls
- Sterilized **11,376** shelter animals and owned pets
- **493** active fosters welcomed **2,348** foster animals into their homes

FAQ

Is there a minimum fundraising amount? No, there is no minimum amount that a participant is required to raise. However, once you reach \$50, you can help keep our community healthy and safe by providing life-saving vaccines and microchipping for one animal. Visit the event website for other incentive levels and the support they will provide the animals and the community.

Is there a registration fee? The registration fee is \$25 without an event t-shirt and \$60 with an event t-shirt. Once you complete registration at michiganhumane.org/muttmarch, you'll be redirected to your personal fundraising page, which you can personalize and update. The best way to kick-start your efforts is by being the first to donate.

Do I register online? Yes, the only way to register is online. You will have access to tools and resources, and get important event details, updates and information about contests. You can also print the donation form to record the monetary gifts you receive.

Do I need to walk with a pet? No, every registrant is welcome to participate in the virtual Mutt March, with or without a pet.

How far is the walk route? That is the beauty of this event! You can walk as much or as little as you wish! Simply walk in your neighborhood in support of MHS on July 26!

How many team members should I have? There is no requirement for the number of members on a team. We have had teams of two and teams of more than 20!

What do I do with donations I receive after the walk? To help as many animals as possible and to possibly reach the next incentive level, you may continue to fundraise until August 21, 2020. Please ensure the donation form is used and mail in all donations received to the address below!

Michigan Humane Society
Attn: Mutt March
30300 Telegraph Rd., Suite 220
Bingham Farms, MI 48025

Are sponsorship opportunities available? Yes! We have a variety of sponsorship opportunities, and we are happy to customize a package to fit your unique needs. For more information about sponsorships, contact Genevieve Rogalla at grogalla@michiganhumane.org.

For more information about the event or questions, please contact us at events@michiganhumane.org