



# PACK LEADER GUIDE

*TIPS FOR SUCCESSFUL FUNDRAISING FOR THE  
HUMANE SOCIETY OF BROWARD COUNTY'S*

**VCA WALK FOR THE ANIMALS**

**SATURDAY, MARCH 4, 2023**

**LAS OLAS INTRACOASTAL  
PROMENADE PARK**

# NEW WALK LOCATION!

 **Las Olas Intracoastal Promenade Park**  
80 Las Olas Cir, Fort Lauderdale, FL 33316



**After many amazing years at Huizenga Park we are moving to a NEW location on Fort Lauderdale Beach!**

Our new home for the 33rd Walk for the Animals is the [Las Olas Intracoastal Promenade Park](#)








*80 Las Olas Cir, Fort Lauderdale, FL 33316*

With a beautiful view of the ocean & refreshing sea breeze, we are looking forward to this new loca-

# WELCOME

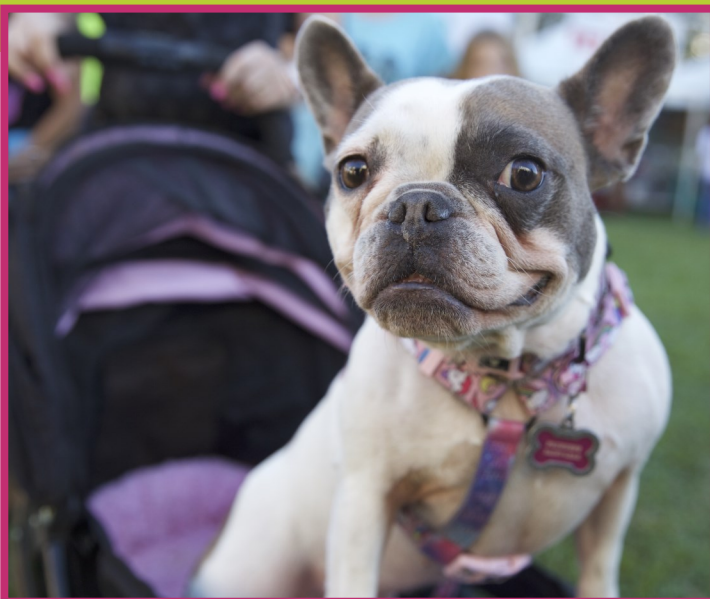
Welcome to the Humane Society of Broward County's Walk for the Animals! The mission of our shelter is to provide shelter, aid and responsible adoptions to animals entrusted to our care, and educate the community about respect and kindness to all animals. By being a part of the Walk for the Animals, you're helping to make our mission a reality.

In our 33rd year, this highly anticipated event is our shelter's largest fundraiser of the year. Our Packs account for the largest portion of the event's fundraising. The money that you and your team raise will help the homeless animals we care for find loving forever homes and support our community outreach programs. Some of them include:

-  Educational Presentations to Children, Teens and Adults
-  Low Cost Vaccines
-  Pet Loss and Grieving Services
-  Animal Assisted Therapy
-  Positive Reinforcement Behavior Training Classes
-  Foster and Adoption Ambassador Programs
-  Surrender Prevention  
and More

This guide will help you organize and execute a successful fundraising campaign. You will feel good knowing you're doing your part to help homeless animals in our community.

## LOOK WHAT'S INSIDE



- **Quick Start**
- **Building a Pack**
- **Getting Your Company Involved**
- **Step-by-Step to a Great Campaign**
- **Fundraising**
- **How to raise a Pack Goal of \$1,500**
- **Countdown Calendar**

# QUICK START

Use these four quick steps to get your fundraising off to a great start!



## GET READY

- Register and set up your personal page-Walk4theAnimals.com.
- Create a Pack, and set up your team page.
- Set your personal and Pack fundraising goals—THINK BIG!
- Recruit your Pack members. It's easy to do online.
- Brainstorm ideas for fundraising—Be Creative!



## SET THE GROUNDWORK

- Talk to everyone you come in contact with about the Walk.
- Post info about your Pack on Social Media.
- Encourage family, friends and co-workers to join your Pack.
- Reach out to your social groups and networks.
- Start scheduling your fundraisers.



## FUNDRAISE

- Take advantage of online fundraising options.
- Come up with new fundraising tactics and plan a Pack event.
- Send emails & post-Facebook, LinkedIn, Twitter & Instagram.
- If your donors work for companies that match donations, make sure they process forms—Double the donation!
- Make holiday season and special occasions about giving back.



## WALK!









- Set your appointment for Pre-Registration at the shelter.
- Join us on Walk day, March 4, 2023 at Las Olas Intracoastal Promenade Park.
- Take photos and post on Social Media.
- Don't forget to say thank you to everyone that supported you—Let them know how their donation makes a difference.



# BUILDING A PACK

Helping animals is a wonderful cause that's easy to get behind. When creating your Pack or team, think much bigger than just direct relatives.

## WHO CAN BE IN A PACK? ABSOLUTELY EVERYONE!

-  Ask family and friends to join you in raising money for your team.
-  Ask the businesses you support to provide monetary or in-kind donations that can be used as incentives to raise more funds. Include your doctor, dentist, hairdresser, nail salon, grooming shop, grocery store, restaurants you dine at, etc. If they are unable to donate money, ask for raffle items or incentives for team members raising the most funds or donate them to the shelter for prize baskets.
-  Tell co-workers about your Pack. With permission from Human Resources, announce your participation in Walk for the Animals via a company-wide email or place brochures in breakrooms. Include information on how to join your team and fundraise or make a donation.
-  Don't forget the clubs, teams, church groups and other organizations you are involved with. Let them know you've started a Pack and are looking for members to help raise funds and provide sponsorships. Packs put the FUN in FUNDRAISING!
-  Contact your child's school, sports teams, dance classes or other groups to see if they will get involved & help promote your Pack's fundraising. Kids and animals are a natural!
-  Use social media to its fullest! Post on Facebook, Twitter and Instagram asking friends near and far to join you in your fundraising efforts. They can join or donate with a quick click. You might be surprised at who responds. Include photos of some of the adoptable pets from our website.
-  Let potential Pack members know about all of the great incentives they can earn when they raise money for the animals.
-  Educate Pack members on how the HSBC puts their donation to good use (see page 13).

## 2022 PACK STATS



- **153 Packs**
- **\$219,651.76 Raised by Packs**
- **Average Pack Raised \$1,435.63**
- **Top Fundraising Pack: Puppy Peddlers - \$31,492.48**

**Fun Pack Names: Hollywoof Pack, The Bark Side, Red Hot Chili Puppies, Animal Lives Matter, Pawsitivity, Beagle Buddies, Strutt Your Mutt, Feline Followers**

# QUALIFYING PACKS

We welcome any group of two or more Walkers to form a Pack, or team. There is no minimum to join, but additional incentives are awarded to Qualifying Packs; those teams who collectively fundraise \$1,500 or more collectively. It's easier than you think. We know you can do it!



Make sure your team is registered on [Walk4theAnimals.com](http://Walk4theAnimals.com).

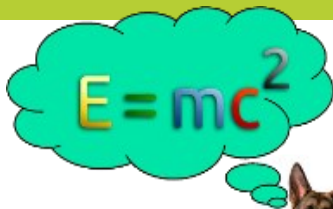


When your Pack reaches Qualifying Pack Status, you will receive:

- A Pack Prize for Every Member
- A Pack Photo on Walk Day
- Entry into Prize Drawings
- A Pack Sign to Proudly Display While You're Walking



## POWER IN NUMBERS...DO THE MATH



It's a fact. Pack members raise an average of \$300 each! So...the math is simple. The more Walkers you have, the more your Pack will raise. Getting to Qualifying Pack Status of \$1,500 (and beyond) will be a breeze with more members!

5 members @ \$300=\$1,500 • 10 members @ \$300=\$3,000

# GET YOUR COMPANY INVOLVED IN YOUR FUNDRAISING EFFORTS!

## How can my company help?

Many companies have realized the importance of philanthropy; giving back. Therefore, many have implemented match programs. They will match, dollar for dollar, every donation their employees make to a registered 501(c)(3) organization up to a predetermined dollar amount. It's an easy way to accelerate your fundraising. Companies today also empower their staff to give back. Getting involved is highly encouraged in most organizations. Some businesses will even help promote or allow their staff to band together to promote a worthwhile event like the Walk.

## WHY SHOULD I ENCOURAGE MY COMPANY TO FORM A PACK?



**Walk for the Animals is a fun event for people of all ages and one that is important to our shelter. For companies, it is a great way to work on team building, employee engagement and overall morale. Additionally, it's a good outlet to create a corporate environment that emphasizes philanthropy.**

**Companies that have a Strategic Corporate Giving Plan in place reap the rewards of media attention and positive comments on social media, which in turn lead to consumer loyalty, trust and added profits. [Frontstream.com](http://Frontstream.com)**

## Who is the best person in my company to meet with regarding a company-wide campaign?

Depending on the size of your company, the CEO or president may not be the best choice. Do some research. Look for executives who are involved in giving back to the community. It is best if you can schedule a meeting and invite a Walk for the Animals staff person and/or committee member to join you. In some cases, you might want to ask your supervisor or a department head to help secure the meeting.

## When is the best time to ask for support from my employer?

If your company has a lot of community commitments, you may need to start a grassroots effort to demonstrate employee support and interest. Work through employee channels, your department and friends from work. Some may already be involved and you just didn't know it! Use this method to get your Pack started, then bring in executive support to hit it out of the park! Many companies have departments that support community outreach, charitable giving, public relations and marketing.

## What if my company only sponsors specific causes?

Don't count us out right away! The Humane Society of Broward County offers programs that are often not known to the general public, but have helped people in need in our community as well as meeting our educational initiatives. If the HSBC mission is still not a match, that's OK. You can ask your colleagues to join you in raising funds to help the homeless animals in South Florida and educate the community about shelter pets and responsible pet ownership.

READY...

SET...

WALK!



USE OUR COUNTDOWN  
SUGGESTIONS TO KEEP  
YOU AND YOUR TEAM'S  
FUNDRAISING EFFORTS  
ON TRACK.












# COUNTDOWN

## 3 MONTHS PRIOR TO WALK FOR THE ANIMALS

### ORGANIZE










-  Create your Personal and Pack fundraising page on Walk4theAnimals.com. We can help.
-  Set a dollar goal for yourself and your Pack. If you're a veteran Pack Leader, aim for at least 20% higher than last year's totals. Easy hint: Recruit two new Walkers.
-  How many team members will you need to reach your fundraising goal? \$300 per member is a good guideline. If they reach that goal, each member will receive a number of fun incentives prizes for their hard work.
-  Start recruiting Pack members.
-  Make sure that all of your Pack members have registered and have set up their personal fundraising page at Walk4theAnimals.com. It's easy to do and very effective!
-  Choose a co-captain and determine how you will share the responsibilities. Discuss how you plan to recruit Walkers and sponsors along the way. The best ideas come from brainstorming!
-  Encourage your Pack to get a fundraising head start - it's never too soon to start planning events and reaching out to friends and acquaintances, asking for their support.
-  Link your Social Media accounts to your Walk4theAnimals.com page. Posts on Social Media are a great way to reach a large group of people all at once. It will help you reach your fundraising goal quickly!
-  Holidays are a great time to ask for gifts in the form of a Pack donation for the animals. Timing is perfect! Facebook and other social media posts are also most effective during the giving season.

# COUNTDOWN

## 2 MONTHS PRIOR TO WALK FOR THE ANIMALS


### RECRUIT

THE AVERAGE PACK MEMBER RAISES \$300. THE MORE YOU RAISE THE MORE ANIMALS WE CAN HELP

-  Reach out to people you know. Invite them to join your Pack. They can easily register at [Walk4theAnimals.com](http://Walk4theAnimals.com). Use social media, email, and word-of-mouth to reach as many people as possible.
-  Put up a notice inviting people to join you. Post at your child's school, place of worship and other organizations that you belong to. Don't forget places that you frequent such as hair salons, gyms, groomers, pet food stores and your favorite coffee spot.
-  Increase your reach by asking your co-captain and Pack members to tap into *their* networks, community groups, carpools and co-workers to ask for donations or recruit new walkers.
-  Set individual fundraising goals. To give yourself a little wiggle room, make sure individual Pack member goals add up to more than the Pack goal.
-  Send frequent updates to celebrate the Pack's progress. Encourage Pack members to keep up the momentum!
-  Take advantage of each team member's skills. If someone is great at social media, have them promote the team's efforts. If others are good at art, have them develop signage and brochures that you can hand out. Have some organized members aboard? Maybe they'll act as your event planner.
-  Invite a Walk for the Animals team member to speak to your group, business or organization. We can come to you, or have you come to the shelter to learn more about the Walk. Being face-to face gives everyone the chance to ask questions so they fully understand why this event is so important to our shelter.

### YOUR STORY

**Sharing your personal story and your motivation for dedicating so many hours to helping the animals is the best way to encourage others to join or support you. Make sure your fundraising page has a personal touch. Tell the story of your pet or any other connection you have to the mission of the Humane Society of Broward County, then add a photo. It helps your donors see and understand your passion.**









-  Friendly competition is great! Challenge similar businesses, groups or even Pack mates! See who can raise more in a two week period. Keep the challenges and encouragement coming!



# COUNTDOWN

## 6 WEEKS PRIOR TO WALK FOR THE ANIMALS FUNDRAISE



-  Send out regular team updates and give shout-outs to walkers who are doing a great job.
-  Follow up with people who said they were interested in giving but haven't yet done so. Many people forget to make donations the first time you contact them, so don't be afraid to reach out again. Most people appreciate the reminder.
-  Brainstorm with Pack members to determine any types of events or fundraising tactics you'd like to utilize as a group (bake sale, car wash, raffle etc.) New school or old school, there are many ways to do it! It's more fun raising money with a group.
-  See if your place of work will allow you to do a dress down day, jeans day, Hawaiian shirt day or even pajama day for a donation to your Pack.
-  Put together gift baskets and hold a raffle at your place of business or amongst friends.
-  Arrange incentives to motivate the Pack, like a free lunch, movie tickets or a spa day.
-  Assign a Pack member as the team photographer to take photos and a group shot at each event. You can share these with your supporters. It might even initiate additional donations!
-  Make sure to have Pack Check-In Dates circled on your calendar so you, as the Pack Leader, can drop off any cash, coins or checks collected and pick up the S'Wag bags earned.

### SOCIAL MEDIA

**Encourage all of your Pack members to utilize their Social Media accounts to help them reach their fundraising goals!**

**Facebook, LinkedIn, Twitter and other sites are a great way to reach a large group of people quickly! Your Walk4theAnimals.com site makes connecting your accounts very easy.**









# COUNTDOWN

## 2 WEEKS PRIOR TO WALK FOR THE ANIMALS

### PACK CHECK-IN AND S'WAG BAG PICK UP




**THIS IS IT! THE FINAL PUSH FOR PACK MEMBERS TO REACH AND SURPASS THEIR FUNDRAISING GOAL.**

-  Confirm all of your Pack members are registered online through [Walk4theAnimals.com](http://Walk4theAnimals.com). If you have their information, you can register those that don't have access or those who may not be familiar with online fundraising.
-  Collect any cash and/or checks from your Pack members to turn in at your designated Pack Check-In date. *(Tip: Put money in separate envelopes with Pack member's name on the front.)*
-  Confirm Pack members' shirt sizes and incentive levels reached to date. Download a blank **Pack Check-In Roster** form to ensure you have all information needed.
-  Remind Pack members to make their final push for donations. Remember, most individuals wait to donate until the last minute.
-  Make your appointment to visit HSBC on February 23, 24 or 25, 2023, to drop off cash and checks collected by your team and pick up your Pack's S'Wag bags and shirts for those that qualified by raising a minimum of \$150.
-  Communicate with your Pack to let them know how they can retrieve their items from you prior to Walk day. You can easily send messages to your team members through your [Walk4theAnimals.com](http://Walk4theAnimals.com) fundraising page.

### THE DAY BEFORE THE WALK FOR THE ANIMALS

Check the weather and let your Pack know if they should bring an umbrella, sweatshirt or sunscreen.  
Rain or shine, we will walk!

Print a list or enter into your phone the cell phone numbers of your co-captain and everyone on your Pack so you can reach them at the Walk. Don't forget to charge your phone!

-  Let your supporters know you can continue collecting donations beyond Walk Day. The site remains open for four (4) months post-Walk.











# WALK DAY!

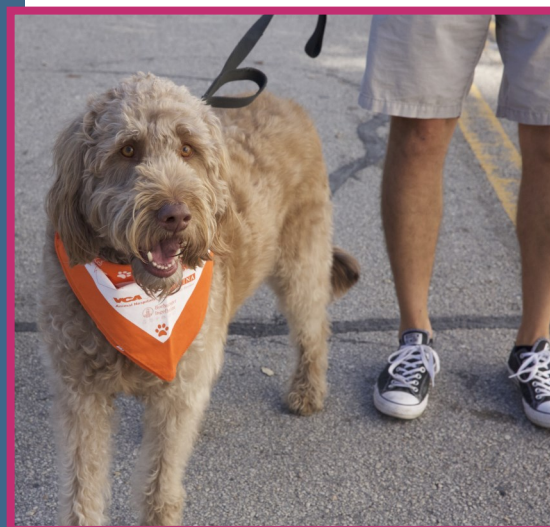
## IT'S FINALLY HERE!



-  Meet up with Pack members at a predetermined location. Remember those phone numbers!
-  Gather your Pack and head over to the Pack Photo area behind the stage ten minutes before your designated time slot. This is a good keepsake for you and your team.
-  Collect any other cash and check donations and turn them in at the Pack Check-In tent. If your Pack members reached another incentive level, have them bring the S'Wag coupon previously issued so it can be exchanged for the higher level.
-  Make sure to post photos on your Facebook, Twitter and Instagram accounts to let all your friends know what a great time you're having at the Walk!
-  Feel good knowing you've helped homeless animals in our community.
-  Eat some delicious pancakes, enjoy hundreds of wagging tails, meet caring people like yourself, play some games, enter contests, visit sponsor booths and have fun! You deserve it!!

## AFTER THE WALK

Don't forget to thank all those who supported you. Send hand written notes to your supporters and encourage your Pack members to do the same. It's a great way to let them know how much you (and the animals) appreciate their donation.





## HOW WILL YOUR DONATION HELP?

Here are just a few examples of how your donations will be put to work...

<b>\$20</b>	You'll help an animal find their way home because they've received a microchip
<b>\$40</b>	One puppy will start life on a healthy foot because vaccines were administered
<b>\$60</b>	A kitten will be provided with formula, supplies and medical care so they'll grow to be a healthy adult cat
<b>\$100</b>	Two dogs will receive Spay/Neuter surgery to help put an end to pet overpopulation
<b>\$150</b>	Four Broward school classrooms will receive Pet Press, our quarterly children's newsletter, for one school year
<b>\$1,000</b>	A dog with a broken leg will thank you because they can receive x-rays and surgery to repair their limb so they can run and play again

THE MORE MONEY WE RAISE, THE MORE ANIMALS WE CAN HELP.  
THANK YOU FOR YOUR SUPPORT.

# **WALK4THEANIMALS.COM**

## **NEED SOME HELP?**

Do you have questions we didn't answer? No problem!

Please give us a call or send us  
an email and we will be happy to help!

## **RACHEL FRANK**

Walk for the Animals Coordinator

Email: [info@walk4theanimals.com](mailto:info@walk4theanimals.com)

Direct Line: 954.266.6817

## **MAILING ADDRESS**

Humane Society of Broward County

2070 Griffin Road

Fort Lauderdale, FL 33312

Main Phone: 954.989.3977 Fax: 954.989.3991

[HumaneBroward.com](http://HumaneBroward.com)

## **SOCIAL MEDIA**

Instagram: [@humanebroward](https://www.instagram.com/humanebroward)

Facebook: <https://www.facebook.com/browardhumane>

