



Doggie Dash Team Tool Kit

oregonhumane.org/doggiedash



Dear Team Captain,

Thank you for organizing a team for the Oregon Humane Society Doggie Dash on May 15th at Waterfront Park (if you are looking for information on how to form or join a team, skip to the last section of this document)

Your contribution of time and energy is greatly appreciated! It's because of efforts by you and people like you that Doggie Dash raised a record \$237,000 for animals at OHS last year.

This year, we aim to raise \$250,000. The funds will help us rescue and care for abused pets, enforce animal cruelty laws, and meet our goal of finding homes for 10,000 animals.

Because OHS relies entirely on private donations, events like Doggie Dash are absolutely essential to making Oregon a better place for people and pets.

Team Incentives!

The top three fundraising teams receive:

- Recognition on stage at the event by K103 on-air celebrities
- Recognition in the OHS magazine and website
- Fantastic prizes (see prize list at Doggie Dash website)
- The #1 fundraising team is also the "Leader of the Pack," which means your team members get to be at the head of the pack at the Doggie Dash start line. Your team captain will make an appearance at the starting platform and K-103 announcers will give kudos to your team as thousands line up for the start.

PLUS: Teams that raise \$2,500 by May 13th can get a free 10' x 10' space and canopy at Doggie Dash. The tent can be used as a vendor booth for your company (regular vendor booth rules apply--see the vendor packet for details).

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Recruiting Members & Raising Funds

As a team captain, you want to recruit and rally team members. When anyone sponsors a member of your team, your team giving total increases. So the more team members you have, the more funds your team can raise. Some recruiting tips:

Use Your Doggie Dash Web Tools

- Create your free Web page and post a picture (or a video) and tell friends why your team is special and why people should join it or donate to it.
- Use the free email tools to get new team members. You can send people to your Web page and watch as your team roster and donations grow.
- Team members are eligible to register as “sleepy dogs” even if they can’t be at the Doggie Dash on May 15th.
- Set a team goal and keep recruiting members and asking for donations until you meet your goal. Then, once you meet your goal, raise it!

When Your Web Page is Ready, Share It!

Once you are a team captain, it’s easy to send out emails asking people to join your team. Send invitations to friends, family, business associates and beyond. The Doggie Dash Web tools can import your entire contacts list from popular email programs.

When you visit your Participant Center on the Doggie Dash Website, you’ll find a sample email message you can use for friends, families and coworkers. This email describes how donations will help OHS continue to perform vital work for our community. Once people visit your team page, they can join the team and/or make a donation with a click of the mouse.

Don’t Rely Only on the Web Alone

- Personally visit and ask co-workers
- Get on the agenda at staff, club and neighborhood meetings
- Display the team fundraising thermometer poster in a highly visible area
- Display brochures, sign-up sheets and other materials in public areas
- Ask clients and customers to join your team
- Set up recruitment in the lunch room
- Promote through in-house communications
- Promote through emails to your customer list
- Create your own team t-shirt or team banner
- Feel free to accept checks and cash; enter them as “off line” gifts and they will add to your overall total

A Little Competition is fun!

Pick a nearby business, another department in your company, or your friend's or family member's company and set your team's goal up against theirs!

You can compete against the other team to raise the most money or to recruit the most members.

Tell Your Personal Story

The more personal the story on your Web page and in your emails, the more people will be moved by it. Encourage your team members to share their stories with others when asking them to support the team. What does your pet mean to you? Do you know animal cruelty still exists in Oregon? Have you ever adopted an abandoned or neglected animal?

If you can share a personal experience about OHS or adopting an animal, your request for a donation will be more effective. We've also included a "fast facts" about OHS that you may cut and paste into your email.

And most importantly, don't hesitate to ask more than once, especially with e-mail. If you don't get a response the first time, ask if your email was received. Then, ask again.

How to Raise \$500

Here's one method many people have used to quickly raise funds:

Day	Who to Ask	Total
Day 1	Get yourself started with a \$25 donation	\$25
Day 2	Challenge three family members to match your \$25 donation	\$100
Day 2	Ask you best friend for a \$25 sponsorship	\$125
Day 4	Ask you boss for a company donation or a matching gift	\$150
Day 5	Ask five local friends to sponsor you for \$10	\$200
Day 6	Ask five out-of-town friends to sponsor you for \$10	\$250
Day 7	Gather support at work! Ask five coworkers for \$10	\$300
Day 8	Ask five neighbors to support you for \$10	\$350
Day 9	Ask 10 people at your church, club, gym, etc for \$10 each	\$450
Day 10	Request a \$10 sponsorship from five local businesses	\$500

Doggie Dash Fast Facts

- **Portland's Biggest Party for Pets and People!** Last year more than 5,000 people and countless came to Waterfront Park.
- **Stretch Your Legs with a Choice of Walks/Runs.** We've offer a 2.5 mile bridge-to-bridge loop that takes you over the Eastbank Esplanade and the "classic" 1.5 mile route down Naito Parkway and around Waterfront Park. You can sprint, jog or stroll either route. We ban cars from Naito Parkway so it is dog safe! And although dogs are encouraged to come, they are not required.
- **Blocks-long Pet Fest** There's contests galore where you can show off your dog's talents and win great prizes (Best Kiss, Cutest Mut, and Bobbing for Dogs, to name a few), plus a Frisbee clinic and competition for you and your dog. There will be a children's area, great vendors, health exams for your dog, and OHS experts available to talk about animal adoptions and behavior issues.
- **Goodies for Dashers.** All pre-registered Dashers get a t-shirt, a pancake breakfast and the chance to win great prizes. See oregonhumane.org/doggiedash for details.

OHS Fast Facts

- **OHS is Phenomenally Successful with Adoptions.** OHS adopted 10,113 animals last year --- a record! OHS adoption rates are for times the national average and among the highest in the nation: 97% of dogs and 97% of cats found homes. The national average is 25% for dogs and 20% for cats. There is never a time limit on how long an animal stays available for adoption at OHS and we never euthanize animals for space reasons.
- **OHS Fights Animal Cruelty.** OHS has the only animal cruelty investigators in the state commissioned by the Governor. Last year almost 1,000 cases were investigated and nearly 500 animals were seized or surrendered to OHS investigators.
- **OHS Relies Entirely on Private Donations.** OHS receives no tax dollars from federal, state or county governments. OHS is not affiliated with any other humane organization and receives no funding from other humane societies. OHS is funded entirely by private donations.

More Downloads

Take advantage of these free team downloads on the OHS Website.

- Team Poster with fundraising thermometer (PDF) to show your progress
- Team Roster: for posting in highly visible public areas (PDF); perfect for posting in the break room to show the employees who have joined your team.
- Doggie Dash Logo (GIF)

How to Form/Join a Team

To start your team:

- Log on to www.oregonhumane.org/doggiedash
- Select “Start a Team”
- Enter Team Name, Company Name, Team Division, and Fundraising Goal
- Select and register your first participant (team captain)
- You are registered! You can now go to the “participant center: where you can:
 - Customize your team page
 - Customize your individual participant page
 - Email donation invitations to your friends and family with an easy-to-use online donation link
 - Track your team and individual fundraising goals

To join a team

- Log on to www.oregonhumane.org/doggiedash
- Select “Join a Team”
- In the search box, enter the, enter the team name or the first few letters of the team name then click the search button (don’t worry about the Team Company or Team Division). Select the team from the search results returned.
- Click on the name of the team you want to join, and follow the prompts to register
- After your register you will get your own personal Web page and can collect donations for the team.

Questions?

- Email: doggiedash@oregonhumane.org
- Phone: (503) 285-7722, ext. 412

