

PAWS WALK

SUNDAY, JUNE 5 AT STRATHAM HILL PARK

A DAY OF FUN TO BENEFIT THE ANIMALS!

FAMILY-FRIENDLY TRAIL WALK • VENDOR VILLAGE
RAFFLES • DOGGIE DEMOS • ADOPTABLE ANIMALS
MC KELLY BROWN OF IHEART MEDIA



ADULT



YOUTH



REGISTER AND RAISE \$29 TO
EARN THIS PREMIUM TEE!



Scan or visit nhspca.org/paws-walk to register!



BE A SUCCESSFUL WALKER!



You've registered for Paws Walk. Great! Here are our tips to make the most of the event:

1. Wait, you haven't registered for Paws Walk? Don't worry — it's easy, just click [here](#) to get started!
2. Walking for the animals is even more of an adventure when you're part of team. Recruit friends, family and co-workers to join you and collaborate on your fundraising goals – or print and post our Paws Walk poster (first page) around your neighborhood to inspire people outside of your network. Then, walk in unity with other animal lovers on June 5!
3. Take advantage of your free Classy fundraising webpage. This page is customizable and makes it super easy to share your mission and progress with family and friends electronically. Set your goal high and knock it out of the park! Keep reading for a step-by-step guide to making your page more personal. And don't forget to show others that you're committed by making the first donation.
4. Start networking! Reach out to friends and family to tell them that you're planning to make a difference and need their support. Think of outside-of-the-box ways to motivate people to donate. Remember, fundraise like animals' lives are depending on you... because they are! Raise \$29 by May 12 to earn your official Paws Walk t-shirt pictured below! Then keep going to for more cool prizes.
5. Now it's time for the fun part: grab your pup, head to Stratham Hill Park, and walk. Join us for the celebration on Sunday, June 5 and know that you are making a huge a difference for homeless animals.
6. Make sure to tag us on social media, @nhspca #PawsWalk!

ADULT



**FUNDRAISING
LOOKS REALLY
GOOD ON YOU!**

Raise \$29 by May 12 to earn
your official Paws Walk tee!

There's only
one way to
get this shirt:
**Register and
raise \$29!**

YOUTH



IT'S TIME TO GET SOCIAL!



Tell your family, friends, neighbors, coworkers and anyone else in your network that you're prepared to help homeless animals step by step. **Did you know 15-18% of donations for the average peer-to-peer fundraiser are made simply by sharing on Facebook?** Spread your enthusiasm for the #PawsWalk and ask others to support you by donating and sharing your page.

Remember to motivate your donors by informing them how far their dollar stretches. Below is a look at what the money you raise can go toward:



\$25

helps pay for vaccinations for a stray cat or dog



\$50

helps to transport an animal from an overcrowded shelter



\$75

provides low-cost spay/neuter services to a family in need



\$100

provides training to help an animal find a home more quickly



\$250

helps provide lifesaving surgery to an animal in need

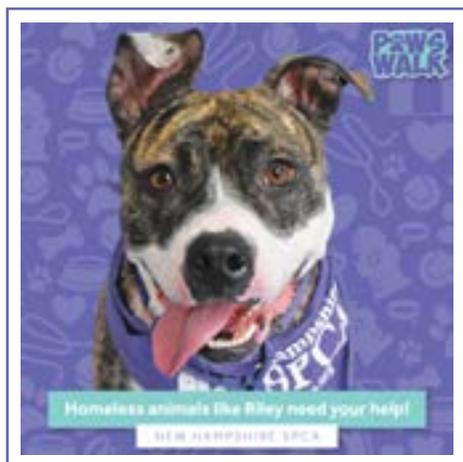


\$500

helps provide rescue teams with essential resources

POSTING ON SOCIAL MEDIA HAS NEVER BEEN EASIER!

To browse our selection of pre-made social graphics (a few are featured below), click [here](#). Use these graphics to capture the attention of your friends, and pair them with the link to your personal fundraising page!



Want to give a little more context? Check out our sample posts and feel free to use what works best:

#PawsWalk is back in person! Help me achieve my donation goal of <insert goal here> 100% of donations help the @NHSPCA take care of homeless animals. <insert donation link>

Help make a difference for animals in need. Donate to my @NHSPCA #PawsWalk page to make sure an animal finds the loving home they deserve! <insert donation link>

Help me celebrate the 30th anniversary of #PawsWalk. Donate using my fundraising link to help the @NHSPCA find forever homes for all the homeless animals! <insert donation link>

The @NHSPCA has been helping animals for 150 years! Together, we can ensure animals will be taken care of for another 150. Donate to my #PawsWalk page! <insert donation link>

FUNDRAISING MADE EASY!



YOU'VE GOT MAIL!

What better way to share your Paws Walk story than with the click of a button? Email is a quick and easy way to reach your friends and family all over the world and ask them to pledge to your cause. Craft a personal email or copy and paste the sample email below:

New Message

Recipients

Subject Help me help homeless animals!

Dear friends and family,

It can be easy to get lost in the hundreds of scary statistics and overwhelming news reports being thrown at us each day, but throughout it all, we can't forget the ones that need us most, the animals who are voiceless in a time of crisis.

This year, I am pledging to help animals in-need at the New Hampshire SPCA by fundraising for Paws Walk on Sunday, June 5.

In order to reach my goal of \$_____, I need your help! Please consider donating to my personal fundraising page *insert fundraising link*

The money raised from this event is critical in continuing the life-saving work of the NHSPCA. It's because of compassionate animal lovers like you that they're able to provide vital care and a second chance to so many homeless and neglected animals each year. Here's a look at where your donation goes:

- \$25 - Helps pay for vaccinations for a stray cat or dog
- \$50 - Helps pay to transport an animal from an overcrowded shelter
- \$75 - Provides low-cost spay/neuter services to a family who couldn't otherwise afford it
- \$100 - Provides behavioral training for an animal to help them find a home more quickly
- \$250 - Helps provide lifesaving surgery to an animal in need
- \$500 - Help provide rescue teams with the resources they need to save lives

Thank you in advance for any assistance — financial or by spreading the word — that you can lend to my fundraising adventure.

Sans Serif • [Rich Text Editor Icons]

Send [Attachment Icons]

6 STEPS TO \$500!

Get creative while networking with your friends and family!

Set your goal with homeless animals in mind!

Show your dedication and make the first donation of \$25

Ask 5 of your closest relatives to donate \$50 each

Host a BBQ and ask 5 guests to donate \$20 in lieu of bringing a dish

Sell delicious homemade treats at work for \$5 each

Make milestone challenges to share on social media!

GET THE MOST OUT OF YOUR FUNDRAISING PAGE!



GETTING STARTED...



1. Click "Register" on the Paws Walk Classy page.
2. Choose whether to register as an individual, creating a team or joining an existing team.
3. Select the type and number of registrations you'd like to pay for.
4. Fill out the information page.
5. Finalize your order by clicking "Purchase".

6. You will be directed to your email where you will find a link to your personal fundraising page. The subject line will be "Claim Your Fundraising Page." Click the button to customize certain features, such as your fundraising goal, personal story and photos. If you don't see an email in your inbox within minutes, check your junk folder.

Spread the word:

Share your Paws Walk story and fundraising page through email and social media. Don't forget to tag us @nhspca #PawsWalk.

Cash or check donations are welcome too! You can mail them to the New Hampshire SPCA, P.O. Box 196, Stratham, NH 03885. **Make sure you put all offline donations in an envelope with YOUR NAME and PAWS WALK written on it.**

If you have any questions or need assistance fundraising, please don't hesitate to contact Julie Halama, Special Events and Sponsorship Manager, at jhalama@nhspca.org or at 603-773-5735.

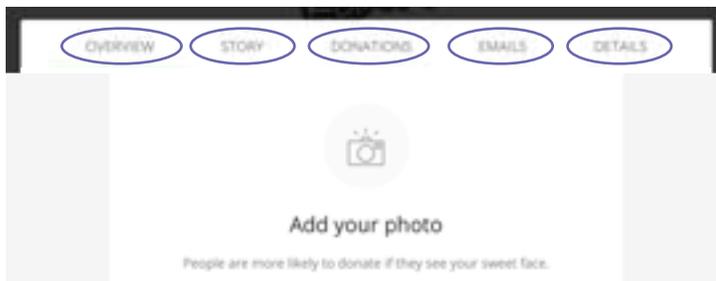
On behalf of the animals, thank you!

New Hampshire SPCA

CLAIM YOUR FUNDRAISING
PAGE

7. Claim your account by creating a password that will be linked to the email address you provided.

MAKE IT YOUR OWN...



1. You will be prompted to click through the Overview, which features the parts of your page that can be customized. Add a personal touch to your page to maximize donations!
2. Click the "STORY" tab to personalize the text that appears on your fundraising page. This is where you can write about your connection to the cause and entice people to support you.

3. View sample emails to send out to your friends, family, co-workers, etc., under the "EMAIL" tab. Certainly don't be afraid to make it unique!
4. Click the "DETAILS" tab to update your photo, fundraising goal, and your vanity URL. Changing your URL is incredibly helpful because it gives you a shorter link to send to your family and friends. Once you type in your unique URL, copy the light grey link that appears next to "Set your vanity URL" to share.

Set your vanity URL <https://give.classy.org/ExampleShortURL>

Start typing

5. To get back to this screen at any time, return to your personal fundraising page and locate the "MANAGE" button that appears in the top right corner of your screen.

Does your employer have a matching gift policy? This is a simple way to double your gift. Some companies match overall employee fundraising, while others match only employee donations, so be sure to check! Encourage your donors to do the same.

PAWS WALK DONATION FORM

Please mail completed form with cash / check donations to New Hampshire SPCA, ATTN: PAWS WALK, P.O. Box 196, Stratham, NH 03885. Email Julie Halama at jhalama@nhspca.org to have these donations added to your fundraising page.

Walker's Name: _____ Preferred phone: _____

Team Name (if applicable): _____ Captain's Name: _____

Email: _____ City: _____ State: _____ Zip: _____

(Please print clearly. Thank you!)

Donor Name	Address/City/State/Zip	Total Pledge	Paid	Matching Gift Form Enclosed
Example: Ima Dog Lover	100 Doghouse Drive, Stratham, NH 03885	\$125	✓	✓
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11.				
12.				
13.				
14.				
15.				

For NHSPCA use only:	Received by:	Total:	Donation total	\$
			I cannot participate, but please accept my contribution of	\$
			Grand total	\$