

BECOME A SUCCESSFUL PLUNGER!



You've registered for our 10th Annual Doggie Paddle Plunge! Great! Here are our tips to make the most of your experience:

1. Wait, you haven't registered? Don't worry — it's easy, just click [here](#) to get started! Plunging is even more of an adventure when you're part of a pack. Recruit friends, family and co-workers to join you and collaborate on your fundraising goals. Want to make a difference but don't want to Plunge? Register as a Virtual Plunger, fundraise, and catch the action on Facebook Live from the comfort of your home.
2. Take advantage of your free 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 blow it out of the water! 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.
3. Start networking! Reach out to friends and family to inform them that you're planning to brave the icy Atlantic Ocean and ask them to support your efforts. Better yet, ask them to join you and form a team! You're not afraid of jumping into frigid waters, so don't be afraid to think of outside-of-the-box ways to motivate people to donate. Remember, fundraise like animals' lives are depending on you... because they are! The more you raise, the more you're rewarded (see the incentive prizes below).
4. Now it's time for the hard part! Pick out a hilarious costume or sport a bathing suit and meet us at Great Island Common in New Castle on Saturday, March 7. Join us for breakfast and warm drinks, and then at noon, we Plunge. You and other amazingly brave and generous animal-lovers will race into the icy waters to cap off a fun two months of saving lives.
5. Bring people to cheer you on at the event and tell them to be your personal paparazzi! You're going to want to share this photo opp with all your friends and family and encourage others to join you next year. Don't forget to tag us @nhspca #DoggiePaddlePlunge so we can see!

FUNDRAISING LOOKS REALLY GOOD ON YOU!

The more money you raise, the more you provide for homeless animals and the more you're rewarded!

Raise **\$150** to earn a heather long sleeve shirt!



Raise **\$500** to earn a heather long sleeve shirt and a polyfleece vest!



Claim your FREE engraved frame!

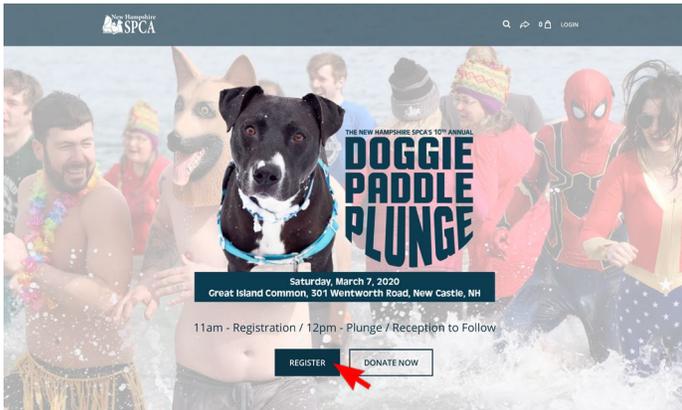
Turn in a company's matching gift form at registration, you will earn this additional prize!

FUNDRAISING TIP: Think of funny costume ideas for you and your teammates to wear at the Plunge. Ask your peers to vote on their favorite by donating to whoever's costume they like best!

GET THE MOST OUT OF YOUR FUNDRAISING PAGE



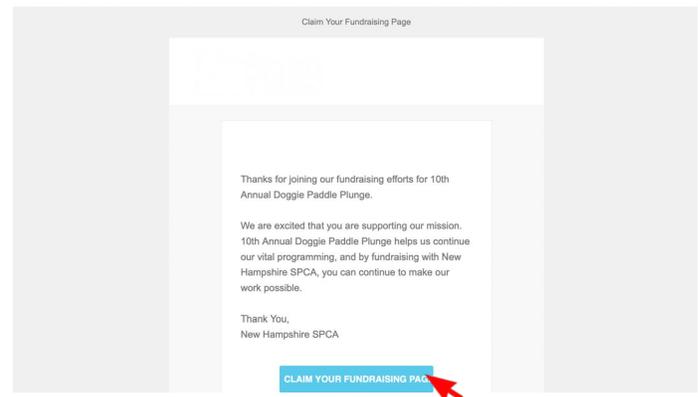
GETTING STARTED...



1. Click “Register” on the Doggie Paddle Plunge 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”.

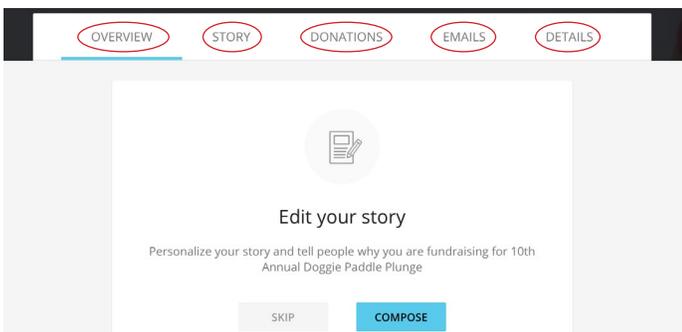
6. You will be directed to your email where you will find a link to your personal fundraising page. The subject line will be “Claim Your Fundraising Page.” Click the button to customize certain features, such as your fundraising goal, personal story and photos. If you don’t see an email in your inbox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

Subject: 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/L_Save_Lives

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.

FUNDRAISING TIP: 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.

IT'S TIME TO GET SOCIAL!



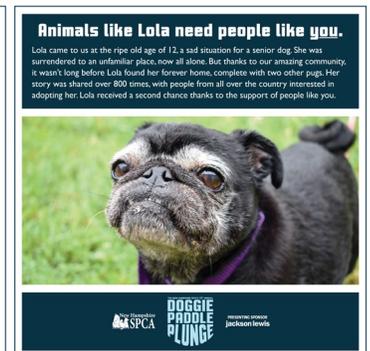
Tell your family, friends, neighbors, coworkers and anyone else in your network that you're prepared to freeze your tail off for the animals. Did you know 15-18% of donations for the average peer-to-peer fundraiser are made simply by sharing on Facebook? Spread your enthusiasm for the #DoggiePaddlePlunge 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  will help pay to administer essential vaccinations for a stray dog or cat	\$50  will help pay to transport an animal from an overcrowded shelter	\$75  can provide spay/neuter services to a family who couldn't otherwise afford it	\$100  can provide behavioral training to help an animal find a home more quickly	\$250  can help pay to provide lifesaving surgery to an animal in need	\$500  can help provide rescue teams with the resources they need to save lives
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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!

 <p>I'M GOING TO TAKE THE PLUNGE FOR HOMELESS ANIMALS. <i>Will you join me?</i> DOGGIE PADDLE PLUNGE SATURDAY, MARCH 7 11:00 A.M. - 2:00 P.M. GREAT ISLAND COMMON NEW CASTLE, NH</p>	 <p>Animals like Caesar need people like you. Caesar was brought to us as a stray, and we don't know much about his earlier life. He was all alone and eager for love and affection. During his initial medical exams, we discovered that Caesar tested positive for Feline Immunodeficiency Virus (FIV), which can cause a weakened immune system and be transferred to other cats via bite wound. Cats with FIV typically take longer to find homes, but within ten short days, Caesar was adopted and ready for his new life as spoiled housecat. Thanks to the support of people like you, we were able to give Caesar the loving care deserves. DOGGIE PADDLE PLUNGE THE NEW HAMPSHIRE SPCA</p>	 <p>BRAVE THE COLD TO HELP ANIMALS LIKE ME FIND A WARM, LOVING FAMILY. <i>Take the Plunge!</i> DOGGIE PADDLE PLUNGE SATURDAY, MARCH 7 11:00 A.M. - 2:00 P.M. GREAT ISLAND COMMON NEW CASTLE, NH</p>	 <p>Animals like Lola need people like you. Lola came to us at the ripe old age of 12, a sad situation for a senior dog. She was surrendered to an unfamiliar place, now all alone. But thanks to our amazing community, it wasn't long before Lola found her forever home, complete with two other pups. Her story was shared over 800 times, with people from all over the country interested in adopting her. Lola received a second chance thanks to the support of people like you. DOGGIE PADDLE PLUNGE THE NEW HAMPSHIRE SPCA</p>
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Want to give a little more context? Check out our example posts and feel free to use what works best:

Help me help homeless animals. I'll be diving into the icy Atlantic Ocean at the @nhspca #DoggiePaddlePlunge. Your donation is lifesaving for my furry friends. <insert fundraising link>.

I'm taking the Plunge for the @nhspca! Help homeless animals have a warm bed and loving care this winter and donate to my fundraising page. #DoggiePaddlePlunge. <insert fundraising link>.

Support me as I freeze my tail off at the @nhspca #DoggiePaddlePlunge. Your donation will help the homeless animals that come to the shelter for a warm bed and loving care. <insert fundraising link>.

I'll be freezing my tail off for the animals at the @nhspca #DoggiePaddlePlunge. Support me and my furry friends and donate <insert fundraising link>.

FUNDRAISING TIP: Engage your coworkers and classmates! Use a work or school event as an opportunity to collect donations.

THE NEW HAMPSHIRE SPCA'S 10TH ANNUAL
**DOGGIE
PADDLE
PLUNGE**

Dear Friends and Family,

Imagine the only family you've ever known leaves you behind. Or that you've never known what a loving home feels like. That is the devastating reality of the thousands of animals that turn to the New Hampshire SPCA each year. This year, I am pledging to help those animals in need by plunging into the frigid Atlantic as part of the **10th Annual Doggie Paddle Plunge** on Saturday, March 7.

In order to make this exciting endeavor a success, I need **your** help!

You may think this endeavor is a bit on the crazy side, but the impact it has on the homeless animals in our community is tremendous. The funds raised from this event are critical in continuing the life-saving work of the New Hampshire SPCA. It's because of compassionate animal lovers like yourself that we're able to care for, feed, house and save more than 2,000 animals each year. The chill of the icy water will be temporary, but the impact we can make together will last forever.

I have set my fundraising goal at \$_____. Will you help me reach it? If you'd like to join me in making a difference, please send me a check payable to the New Hampshire SPCA with "Doggie Paddle Plunge" and my name in the memo line. If you'd prefer to give online, please contribute to my personal fundraising page! Know that giving online is fast, easy and secure. Visit my personal page at https://give.classy.org/_____.

Your support of not only my page, but this event, is crucial. Through out-of-state transports, local rescues and more, the New Hampshire SPCA works tirelessly to find safe, loving homes for every animal that comes through their doors. It's not just the dogs that are impacted by the Doggie Paddle Plunge, but the horses, goats, cats, guinea pigs, birds — animals of all sizes — that benefit from your consideration.

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

Sincerely,

THE NEW HAMPSHIRE SPCA'S 10TH ANNUAL

DOGGIE PADDLE PLUNGE

SATURDAY, MARCH 7

GREAT ISLAND COMMON, NEW CASTLE, NH

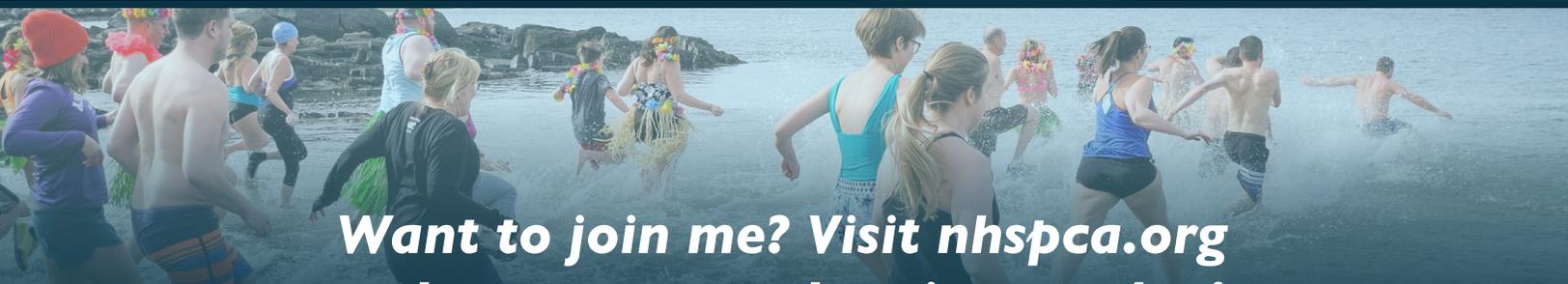
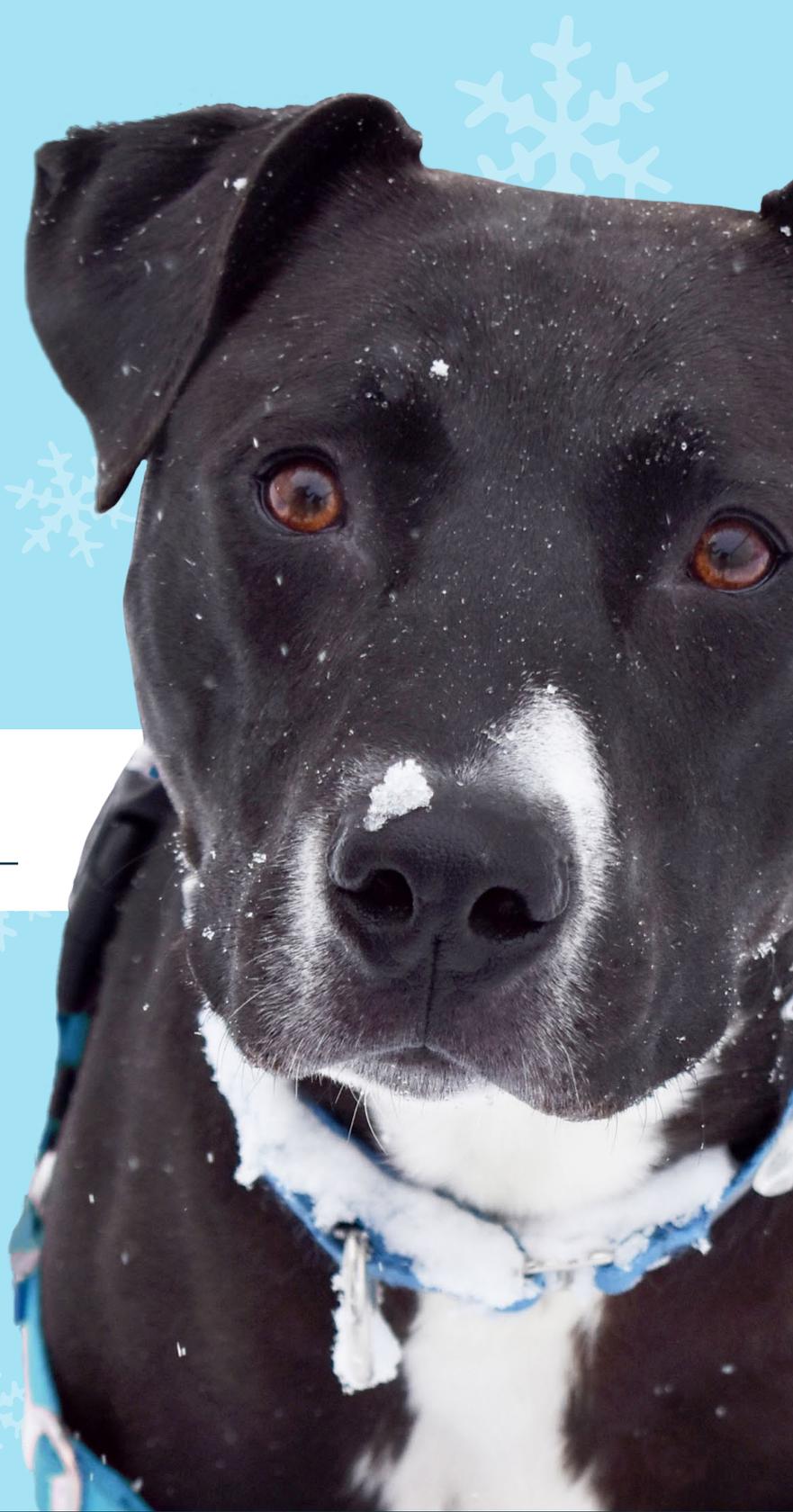
(Courageous Plunger's Name)

is going to Plunge into the frigid Atlantic Ocean because they care about **homeless animals**.

Do you want to help?

Please see me to make a donation that will directly benefit animals waiting for a second chance at the New Hampshire SPCA!

Thank you for your support!



Want to join me? Visit nhspca.org to learn more and register today!



PRESENTING SPONSOR
jackson|lewis



REGISTRATION

Don't want to register online? No problem! Fill out this form, sign the waiver, and bring them with you to the event. Registration forms and waivers will also be available during check-in on March 7.

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

Address: _____

Phone Number: _____ Email: _____

Emergency Contact Name: _____ Emergency Contact Phone Number: _____

Participant Type (please check one): Adult: \$40.00 Youth (under 16): \$25.00 Virtual: \$15.00

How would you like to pay? Cash enclosed Check enclosed (payable to NHSPCA) MC VISA AMEX DISCOVER

Credit Card Number: _____ Security Code: _____ Exp. Date: _____

Signature: _____

WAIVER OF LIABILITY

(ALL participants are required to sign this Waiver of Liability. It must be signed by the individual, or a parent or guardian, if a minor.)

I hereby agree to abide by the rules and regulations governing this event and understand that there are risks associated with participation in this event as well as traveling to and from the site. In consideration of my participation as evidenced by my signature below, I hereby for myself, my heirs and administrators assume any and all risks which might be associated with this event and waive and release any and all rights and claims for damages which I may have against the New Hampshire SPCA, the Town of New Castle, event sponsors, workers and any other connected with organizing the NHSPCA Doggie Paddle Plunge, their representatives, successors and assignors for any and all injuries or loss of personal property by theft or otherwise damages or any kind whatsoever suffered by me as a result of taking part in this event and any other related activities. In further consideration of participating in New Hampshire SPCA Doggie Paddle Plunge, I represent that I understand the nature of the plunge and that I will be exposed to cold weather and water and that I and or my minor child am in good health, qualified and in proper physical condition to participate in such activity. I assume all responsibility and waive, release, indemnify and hold harmless New Hampshire SPCA, the Town of New Castle, event sponsors, workers and any other connected with organizing from any illness, medical condition or injury that may occur. I agree and represent that if I and/or my minor child believe any event conditions are unsafe, I and/or my minor child will immediately discontinue participation in the event.

I further grant full permission for the event organizers to record any or all of my participation in the event for photos, motion pictures, TV recordings, videotapes and other media and to use them in any manner for publicity, promotions, advertising or commercial purposes without notification or reimbursement of any kind.

Signature of Participant: _____ Date: _____ Age (if under 18): _____
(For Minors, Signature of Parent or Guardian)

DOGGIE PADDLE PLUNGE PLEDGE FORM



Please submit completed form with collected donations upon check in on Saturday, March 7, 2020.

Name: _____ Phone (day): _____ (evening): _____

Email Address: _____

(Please Print Clearly, Thank You!)

Supporter Name	Email Address	Address/City/State/Zip	Total Pledge	Payment Enclosed	Paid Online
Example: Franchesca Frost	frosty@hotmail.com	100 Icicle Avenue, Stratham, NH 03885	\$125.00	√	√
1					
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For NHSPCA use only:	Received by:	Total:	Donation total	\$	
			I cannot participate, but please accept my contribution of	\$	
			Grand total	\$	