

# Woofstock

## Fundraising Tool Kit

**Congratulations!** You've taken the first step: registering for Rescue Village's Woofstock on **Sunday, September 15, 2019!** Now what? Inside this tool kit, you'll find helpful tips and tricks to fundraise for the homeless animals of Rescue Village.



**Remember, Rescue Village receives no government funding.** We rely entirely on the generosity of our community and compassionate people like you to provide lifesaving care for more than 2,000 homeless animals every year.

### Have questions?

Contact Jamie, our Special Events Coordinator, at 440-338-4819 x50 or [events@rescuevillage.org](mailto:events@rescuevillage.org).

## RECRUIT YOUR TEAM

**There's strength in numbers.** We want Woofstock to be a team fundraising event this year. Building a Woofstock team is a great way to come together with family, friends, or co-workers to support Rescue Village. And you can celebrate all that you've accomplished together at the biggest dog festival in Northeast Ohio on September 15, 2019. What could be better?

### Here are some tips for building your Woofstock team:

1. It seems simple, but the best way to recruit people to join your team is to **ask them!**
2. Think your **co-workers** would like to participate?
  - Put up a team flier in your break room
  - Include your team info in an upcoming newsletter
  - Ask your HR director if it can be included in your wellness initiatives or if there can be internal fundraising incentives for individuals who participate.
3. Even **if someone can't come to Woofstock** on Sunday, September 15, they can still register as a fundraiser and raise funds for the animals and for your team! They'll also still qualify for fundraising prizes.

Once registered, Woofstock team captains can **log into our fundraising platform** to:

- 1 **Customize the team page.** Just like your personal Woofstock fundraising page, you can post a picture or your company's logo and tell everyone why your team is supporting the animals at Rescue Village.
- 2 **Set a team fundraising goal** and encourage your teammates to collect donations. Have an incentive for your team if they reach their goal!
- 3 **Share your team page** with the world and collect donations! Any off line donations (cash / check) collected can also be added to your team's page on the back end.

# MATCHING GIFT PROGRAMS

**Does your company offer matching gifts? If you're not sure, ask!** Just like if you sent in a \$25 check to Rescue Village, donations made to Rescue Village for Woofstock are tax-deductible and go right back to supporting the animals. Many generous employers in the Northeast Ohio area encourage charitable contributions by matching your gift dollar for dollar. It's one of the easiest ways to double your impact. **PLUS, employer matching gifts count toward fundraising prizes!**

# EARN A VISIT TO YOUR WORKPLACE

## Want the Woofstock team to visit your company?

If your employer is sponsoring Woofstock, paying for employees' registration fees, or hosting a company-wide Woofstock fundraiser, invite Rescue Village to make a visit to your company lobby (or other high foot-traffic areas) to talk to animal lovers about Woofstock and Rescue Village. Let us know if we can bring a shelter animal or RV ambassador with us!

Contact [events@rescuevillage.org](mailto:events@rescuevillage.org) for more information.

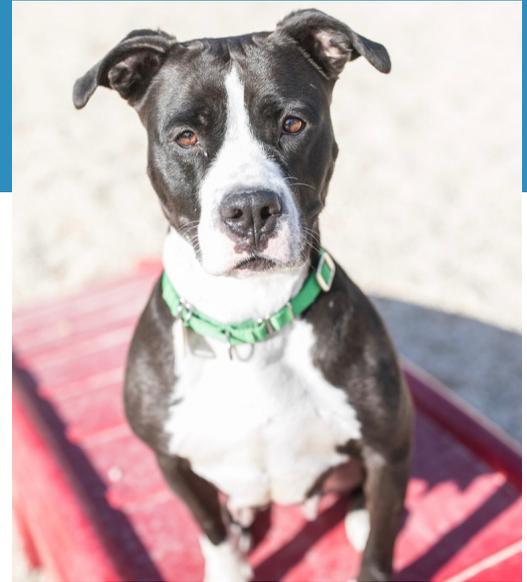
# OTHER FUNDRAISING TIPS

*What's the secret all top fundraisers know? They ask A LOT of people for donations and they ask each person more than once.*

1. **Use social media!** Promote your team / personal page on Facebook, Twitter, Instagram, or other social media to reach possible team members or donors to your page!
  - Post **regular updates** about your fundraising progress and Woofstock.
  - Always **thank your donors** publicly on social media and remind everyone how much you have left to hit your goal! It's a great way to show appreciation and could inspire others to give too!
2. When your web page is ready, **share it!** Copy and paste the link to your page in emails and social media and send it out to all of your contacts.
3. Remember, you're not asking for anything for yourself! You're asking someone to **make a donation to improve the lives of animals** in our community.
4. The same tools for recruiting team members at work also apply to fundraising!
  - Put up a team flier in the break room
  - Include your team info in an upcoming newsletter asking for donations
  - Ask your HR director if it can be included in your wellness initiatives or if there can be special internal incentives for fundraisers.
5. Is your workplace team all ready to go? **Start a little friendly competition** and make it fun!
  - Pick a nearby business, another department at your company or another club and set your team's goal up against theirs! You can compete against the other team to raise the most money or recruit the most members!
6. Don't forget to use the **power and talents of your entire team** to collect donations! Get creative with how you fundraise. Hold penny wars, dress down days, or bake sales. The sky is the limit!

# RAISE \$500 IN 10 STEPS!

\$500 donated to Rescue Village can provide life saving Heartworm treatment for dogs like Queenie, pictured here. It might sound like a lot of money, but YOU can raise \$500 easily by following these 10 simple steps!



**\$10**

1. Make a personal gift of \$10 to start your page off!

**\$30**

2. Ask your parents to donate \$20 to your page.

**\$50**

3. Ask one of your siblings to donate \$20 to your page.

**\$150**

4. Ask five other family members (cousins, grandparents, aunts / uncles) to each donate \$20.

**\$200**

5. Ask your boss for a donation of \$50.

**\$250**

6. Ask your spouse or significant other for \$50.

**\$275**

7. Ask your best friend for \$25.

**\$325**

8. Ask ten friends to each donate \$5 in replace of getting coffee one day that week.

**\$375**

9. Ask five co-workers to each donate \$10 instead of going out to lunch that week.

**\$500**

10. Ask five vendors or clients that you work with (or businesses you support) for \$25 each.

## OTHER IDEAS FOR COLLECTING DONATIONS

### Sell for good!

Hold a bake sale, book sale, or rummage sale and donate the proceeds to Rescue Village!

### Hungry?

Chili cook offs, taco bars, and salad bars are all great ways to raise money! Charge a \$5 "cover" for lunch!

### Dress Down!

Set up a "jeans day" on Fridays for employees. Charge \$5 to wear jeans.

### This or That?

Set up "this or that" jars so people can put money into the jar they like better. Change the categories frequently.

### Team T-shirts

Create your own team t-shirt to sell! You'll promote your participation and raise money for your team!

## PRIZES & INCENTIVES

We know you give because you love animals, but sometimes, it's nice to have some incentives too right? Raise funds for Woofstock 2019 and you'll get some really great thank you gifts!

### TOP FUNDRAISING TEAM:

The team that raises the most funds in 2019 will receive a **puppy party** from Rescue Village! We will schedule a day to come out to a location of your choice with puppies to play with.

### TOP INDIVIDUAL FUNDRAISER:

The individual that raises the most funds will receive **\$500 in PetPeople gift cards!**

**Premium items** for individual fundraisers will be announced soon!  
We will be basing these fun prizes on the following fundraising levels:

**LEVEL 1:**  
**\$100–\$249**

**LEVEL 2:**  
**\$250–\$499**

**LEVEL 3:**  
**\$500–\$999**

**LEVEL 4:**  
**\$1,000+**



***Plus – NEW AT WOOFSTOCK THIS YEAR:***

### VERY IMPORTANT POOCH (V.I.P.) AREA!

We're excited to announce our first ever Very Important Pooch (V.I.P.) area at Woofstock 2019! This area will be exclusively for our most important people and pups who have shown their dedication for the homeless animals of Rescue Village.

#### **The V.I.P. area at Woofstock is for:**

Team Captains  
Individuals who raise \$1,000 or more  
Teams who raise \$5,000 or more

#### ***This new area at Woofstock will include:***

special refreshments, an exclusive raffle for V.I.P.'s only, prizes for V.I.P.'s, a special t-shirt for V.I.P.'s and so much more!

GET YOUR TEAM TOGETHER AND START FUNDRAISING: [www.rescuevillage.org/woofstock](http://www.rescuevillage.org/woofstock) | **rescuevillage**