

Rescue Village's WOOFSTOCK Ramble MEDIA KIT



who we are

Rescue Village takes in and adopts over 2,000 animals each year, providing a safe haven to homeless, abused and neglected animals where they receive expert veterinary care and daily enrichment. Rescue Village also provides humane law enforcement in Geauga County and a variety of helpful services for people with animals in need. To raise awareness and support, Rescue Village hosts several popular fundraising events each year.

our mission

To act on behalf of animals and inspire people to build a more humane community.

- **To shelter** and find homes for sick, injured, abused, and abandoned domestic animals that have no other options.
- **To foster** compassion for all living things through education.
- **To reduce** pet overpopulation through spay-neuter programs.
- **To prevent** cruelty by advocating and enforcing animal protection laws.

\$17,682

RAISED AT THE 2023
WOOFSTOCK RAMBLE

100+

PARTICIPANTS IN
2023

\$2,178

RIASED BY 2023
TOP FUNDRAISER

ramble history

2023 marked the 30-year anniversary of the Ramble Parade!

The parade takes place at 11 am during the Woofstock Dog Festival and Funraiser this year on September 8, 2024.

Woofstock, originally known as “The Ramble,” was created to raise funds to increase RV’s shelter programming that provides temporary housing, food, veterinary care, and treatments for sick, injured, abused, and neglected or homeless animals in need.

Through grassroots efforts, dedicated staff, and volunteers, Woofstock has grown into the family-friendly dog festival and fundraiser you know and love today, welcoming over 8,000 participants in 2023!

Last year over 100 Ramblers participated in fundraising efforts raising nearly 80,000 for the Ramble. Give back through fundraising today!

2023 top fundraisers



In 2023 Jeff Wilson was the top Rambler raising \$2,178!

Jeff is a longtime supporter of Rescue Village and has been supporting and attending Woofstock for years. He is also a dedicated Woofstock and dog walking volunteer to Rescue Village.

Jeff made 2023 count, shooting for the stars and raising \$2,178 for the Rescue Village animals and lifesaving mission.

Thank you, Jeff for all you do!
Who will complete for top dog in 2024?

ramble for the animals

Rescue Village appreciates your hard work in helping the animals!
Join Rescue Village in saying thank you with a Ramble Party following the 11 am parade.

Ramblers will receive a special **goodie bag**, have their **picture taken with their pup (or favorite human!)** by a **professional photographer**, and receive **prizes for top fundraisers**, including invites to exclusive donor events!

how to fundraise \$1,000 in a week!

Option 1

Donate to yourself. It all begins with you!	\$50
Ask 4 family members to donate \$50/each	\$200
Ask 14 friends/family to donate \$25/each	\$350
Ask 10 co-workers to donate \$25/each	\$250
Ask 6 neighbors to donate \$15/each	\$60
Ask 1 local business for a contribution of \$60	\$90

Option 2

Ask 5 local businesses to donate \$50 each	\$250
Ask 5 members of an organization you belong to for \$10 each	\$50
Host a community fundraising event! Sell goods or services and put the proceeds towards an RV donation	\$200
Share your link on FB, Instagram, or Twitter and send it to 25 friends asking for \$20 each	\$500

For Every \$5,000 Raised

Provide **8,333 LBS**
of dog food to feed
57 DOGS
for a year

Cover **33 ANIMALS**
ready for
ADOPTION

Cover **FEED COST**
for barn animals for
A YEAR

For Every \$2,500 Raised

Provide **A YEAR**
OF PRESCRIPTION FOOD
for dogs and cats on special
diet

Supports **2 ANIMALS**
through the community
guardian program for
50 DAYS

COVERS FUEL COST
for **7 MONTHS**
of humane investigations
in Geauga County

For Every \$1,000 Raised

Will cover **FULL YEAR'S**
COST
of farrier services for hooved
BARN ANIMALS

Will cover cost of
SPAY & NEUTER
surgeries for
10 DOGS

Supports
SPECIALTY VETERINARY
CARE
for complicated medical cases

For Every \$500 Raised

Will cover
HEARTWORM
TREATMENT COST
for a positive dog

PROVIDES 10 DOGS
with
INTAKE VACCINES
and other preventatives

Support a month of
SPECIAL MEDICAL
TESTING
for shelter animals

For Every \$250 Raised

Covers entire cost of
680 LBS
of cat litter for a
month

Provides
40 DOGS
with Martingale
COLLARS

Provides small animals
with
FRESH VEGETABLES
for a year

For Every \$100 Raised

Provides shelter animals
TREATS
for
TWO WEEKS

Covers cost of
MICROCHIPS
for
18 ANIMALS

Covers cost of
31 CAT CASTLES
for
ENRICHMENT & TRANSPORT

get excited about fundraising

set your fundraising goal

Each participant in the Rescue Village Slumber Party is asked to fundraise a minimum of \$100 for the animals at Rescue Village to participate in the Ramble Parade.

Are you interested in a more challenging goal? Participants can always choose a higher goal. Remember, the **top fundraisers last year raised 3,250 for Rescue Village shelter animals!**

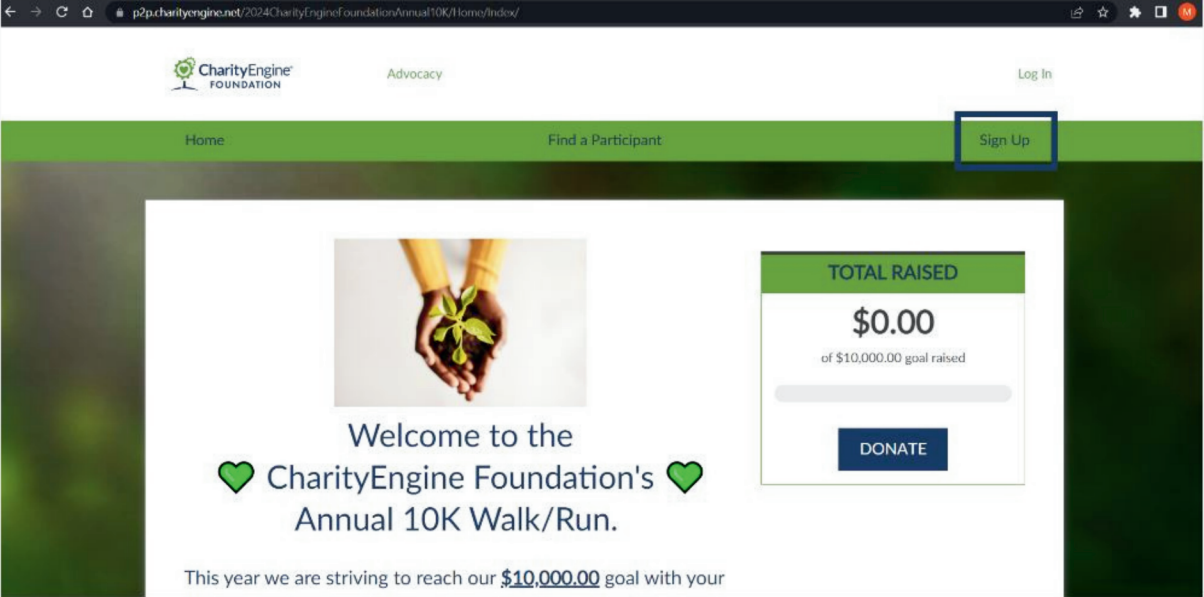
Through utilizing your media kit, downloadable resources, and the peer-to-peer fundraising site, Rescue Village is here to help provide you with resources needed to boost participation.

create your Rescue Village fundraising page

Once your goal is set, start creating your page to track your goal, invite friends and family to donate, and share on social media.

Walk through signing up:

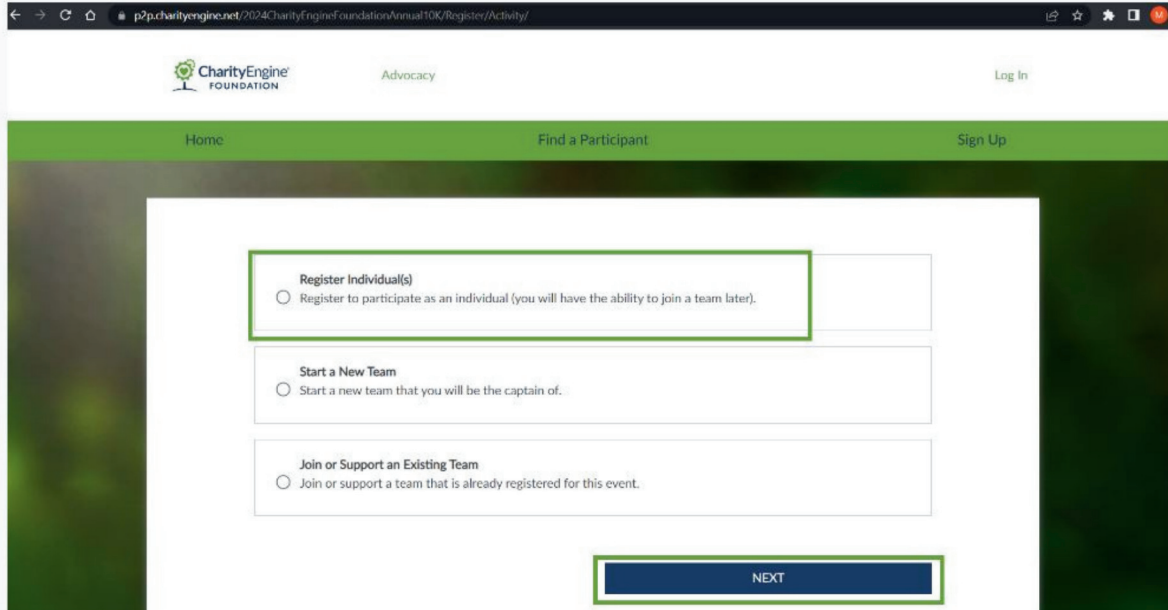
Step 1: From the home page, click **Sign Up**



The screenshot shows a web browser window with the URL `p2p.charityengine.net/2024/CharityEngineFoundation/Annual10K/1/home/index/`. The page header includes the CharityEngine Foundation logo, 'Advocacy', and 'Log In'. A green navigation bar contains 'Home', 'Find a Participant', and 'Sign Up' (highlighted with a blue box). The main content area features a central image of hands holding a plant, with the text: 'Welcome to the CharityEngine Foundation's Annual 10K Walk/Run.' To the right, a 'TOTAL RAISED' box shows '\$0.00 of \$10,000.00 goal raised' and a 'DONATE' button. At the bottom, it says 'This year we are striving to reach our \$10,000.00 goal with your'.

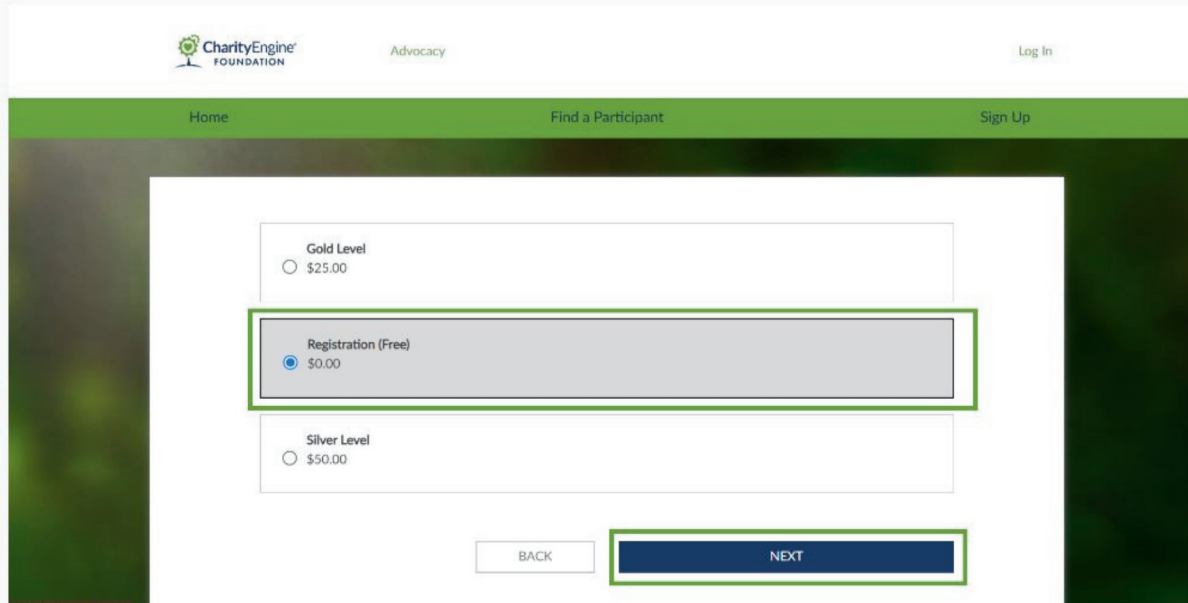
Step 2: The donor will select **Register Individual(s)** then click **NEXT**

Note: An individual can later join a team if needed



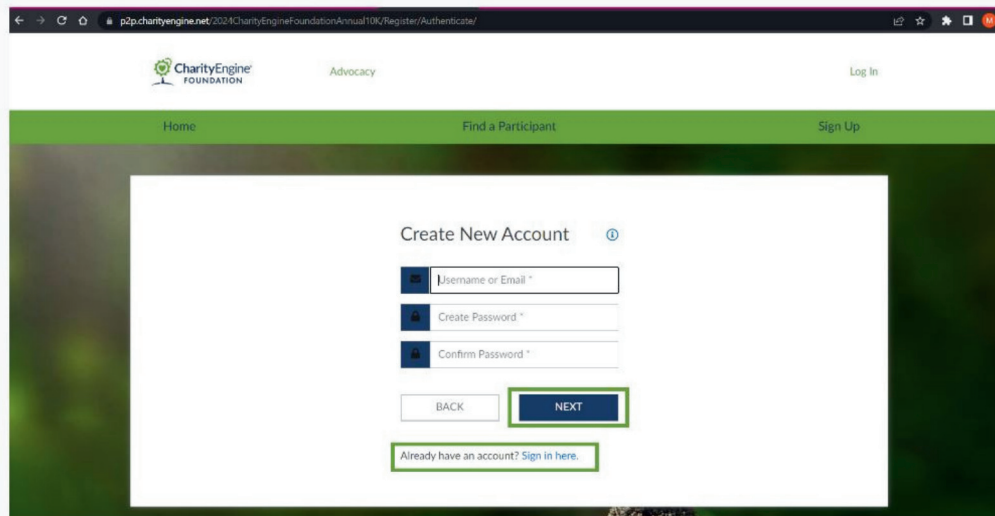
The screenshot shows a web browser window with the URL `p2p.charityengine.net/2024CharityEngineFoundationAnnual10K/Register/Activity/`. The page header includes the CharityEngine Foundation logo, the word "Advocacy", and a "Log In" link. A green navigation bar contains "Home", "Find a Participant", and "Sign Up". The main content area features three radio button options: "Register Individual(s)" (selected), "Start a New Team", and "Join or Support an Existing Team". A blue "NEXT" button is located at the bottom right of the options.

Step 3: Because this example is a Type: Event Hosted, the user will then select the ticket and select **NEXT**



The screenshot shows the same web browser window. The registration options are now: "Gold Level \$25.00", "Registration (Free) \$0.00" (selected), and "Silver Level \$50.00". A blue "NEXT" button and a white "BACK" button are visible at the bottom.

Step 4: The donor will now create a user profile.



The screenshot shows the "Create New Account" form. It includes three input fields: "Username or Email *", "Create Password *", and "Confirm Password *". Below the fields are "BACK" and "NEXT" buttons. A link "Already have an account? Sign in here." is located at the bottom.

Note: If an existing account is located when creating a new profile, the user will be routed to the password reset using a One Time Code and either sent via their mobile number or email address (based upon the donor's preference setting)

Sign in with One Time Code

We just sent a code to *****

BACK

SIGN IN

Step 5: The donor will be asked to add or update their contact information and email communication preferences. The user will click **NEXT** to advance.

The screenshot shows a web browser window with the URL `p2p.charityengine.net/2024CharityEngineFoundationAnnual10K/Register/Contact/`. The page header includes the CharityEngine logo and navigation links for Home, Find a Participant, and My Dashboard. The main content area is titled "Confirm Your Contact Information" and includes a link: "Hmmm, I changed my mind about who I want to register as. Show me the options again." Below this are form fields for Name, Email (pre-filled with @charityengine.net), Address (pre-filled with 8200 GREENSBORO DR MCLEAN Virginia 22102-3892 United States), and Phone Number. There is also a link "Enter Unit Number or Other Details" and radio buttons for communication preferences: "Yes, I would like to receive communications" (selected) and "I do not want to receive any communications". At the bottom are "BACK" and "NEXT" buttons, with the "NEXT" button highlighted by a green box.

Step 6: Next the donor will be asked any questions as defined within the configuration & set-up. If no questions were presented, this will not be a step for your donor.

Note: Questions are not required and a user may elect to not respond

Step 7: The donor will receive a confirmation page. From here, the donor may register another individual. Or they can select **DONE - MOVE TO NEXT STEP**

The screenshot shows a web browser window with the URL `p2p.charityengine.net/2024CharityEngineFoundationAnnual10K/Register/Confirm/`. The page header is identical to the previous screenshot. The main content area is titled "Confirm Registration Information" and displays a list of registration items: "1. [redacted] (primary)", "Ticket: Registration (Free)", and "Price: \$0.00", with an "Edit" link. Below the list is a button "Register Another Individual" highlighted by a green box. At the bottom are "BACK" and "DONE - MOVE TO NEXT STEP" buttons, with the "DONE - MOVE TO NEXT STEP" button highlighted by a green box.

Step 8: The donor will then receive a review page. If you have added any legal requirements, the donor will be required to click **I accept all terms & conditions** in order to advance. The donor will then click **REGISTER** to advance.

Review your registration

Name: [REDACTED]
Ticket: Registration (Free)
Price: \$0.00
Email Address: [REDACTED]@charityengine.net
[See More](#) ▼

Terms & Conditions*

I attest that I have read the rules of the race and agree to abide by them. I assume all risks associated with running in this event, including but no limited to: falls, physical contact with other participants, volunteers, race personnel, contract service providers, employees, and spectators. I assume all risks including: the effects of the weather: high heat and/or humidity; freezing cold temperatures; traffic and the conditions of the road including surrounding terrain.

I accept all terms and conditions.

[BACK](#) [REGISTER](#)

Note: The donor can then navigate to their dashboard, customize their fundraising story, or begin to share their fundraising through social media channels.
Note: At this step, the donor will also receive the "Registration" Email

← → ↻ 🏠 📄 p2p.charityengine.net/2024CharityEngineFoundationAnnual10K/Register/Success/

CharityEngine FOUNDATION Advocacy

Home Find a Participant My Dashboard

Congratulations!
Your fundraising page has successfully been set up

Kickstart your fundraising with a donation \$ 25.00

[DONATE TO YOUR PAGE](#)

[GO TO YOUR FUNDRAISING DASHBOARD](#) [CUSTOMIZE YOUR FUNDRAISING STORY](#)

Invite your friends to register

[Twitter](#) [Facebook](#)

share your page link with friends & family

Want to get a jump on fundraising? Donate to your page and encourage others to do the same!

Use the steps and pages below to craft your asks to friends, family, and local businesses.

1. Start by choosing a fact.
2. Then choose an action phrase.
3. Last copy and paste your fundraising page link.

Use this process to send asks via social media, email, or text.

additional resources

[2023 Woofstock Wrap-up Video](#)

[2023 Woofstock Cleveland Magazine Best of the East Winner](#)

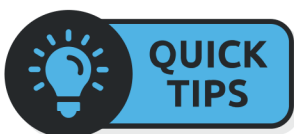
[2024 Woofstock Cleveland Magazine Best of the East Finalist](#)

[RV Video Gallery](#)

[RV information sheet](#)

collect offline donations in person

[Ramble Brochure](#) (when printing flip on short edge)



For those seeking additional information about RV, how we receive funding, and how funds are distributed, please use the downloadable PDF's below to gain support.

boost participation with quick facts



Step 1: Choose a fact to include first

- Rescue Village is a 501(c)(3) non-profit addressing animal homelessness through humane investigations, shelter programs, spay and neuter, and community engagement initiatives.
- RV houses cats, dogs, kittens, puppies, small animals, and barn animals!
- RV averages over 1,500 intakes into the shelter a year.
- RV averages over 1,800 adoptions a year.
- RV's shelter veterinary clinic performs over 2,000 spay/neuter surgeries annually across the shelter program, low-cost spay/neuter, and trap, neuter, return programs.
- Rescue Village hosts Ohio's most prominent, public, outdoor dog festival- Woofstock. In 2023, the event welcomed 8,000+ attendees and reached 3 million through social media efforts.
- RV welcomes nearly 50 tour and service groups each year.
- RV hosts summer camp for over 120 campers each summer.
- RV Humane Officers investigate 1,000 humane calls yearly including follow-up visits.
- Rescue Village gets 60% of intake animals as owner surrenders or stray cats, transfers, and through humane law investigation.

boost participation with action phrases



Step 2: Include an action phrase after your fact

- Support Rescue Village's lifesaving work today.
- Allow RV to continue helping animals in need through donating today.
- Give back to animals receiving medical care, enrichment, and love while awaiting adoption.
- Donate to benefit the animals at Rescue Village today.
- Rescue Village is here to answer the call of abused and neglected animals in Geauga County without government funding. Support RV humane efforts today.
- Shelter animals need your love and support this winter. Consider giving to an animal in need.
- Allow RV to continue providing medical care to over 2,000 animals a year through a donation today.
- Support Rescue Village events and community efforts by donating to my fundraising team.
- Help RV continue as an unlimited stay, limited admission shelter by donating today.

September 8th at 11am

- Report to the Ramble Tent by 10:30 am to hand in your Ramble money and line up for the Ramble Parade at 11 am.
- The Top Fundraiser leads the Ramble Parade at 11 am
- To be considered a top fundraiser, funds must be counted by Saturday, September 7th at 12am.
- Coming after 11 am? Report to the Ramble Tent and receive your goodies to join in the Rambler fun!

