

BARK IN THE PARK



PACK LEADER GUIDE



Raise Money + Save Lives

Sign up online at barkintheparkvero.org



**A BENEFIT FOR THE HUMANE SOCIETY
OF VERO BEACH & INDIAN RIVER COUNTY**

Quick start

Bark in the Park participants can raise funds online and use the power of the internet to collect donations and recruit team “pack” members. It’s easy and fast.

Follow the steps below to get started today.

- **Sign Up:** Visit www.barkintheparkvero.org. Click on “Register” “Start a pack” of your own or “Join a pack” or you can also “Join as an individual”.
- **Set Up:** Setting up your personal page why you are participating in the Bark in the Park. Upload a photo of you, your team or your dog. Change the look and text on the page as often as you like and have fun trying different combinations.
- **Send:** Now you’re ready to send out e-mails to your family and friends inviting them to get involved in the Bark in the Park. Ask them to join your pack or start one of their own. If they can’t join, ask them to “Make a Donation.”

Once you register, please record the following:

Personal page URL: _____

Team page URL: _____

Username: _____

Password: _____



Welcome!

The Bark in the Park Dog Walk and Fun Fest will be here before you know it! We are planning a fun-filled family day that will not only be a unique experience for Indian River County animal lovers but also a successful fundraiser for the Humane Society of Vero Beach and Indian River County.

Bark in the Park is a big opportunity to impact the lives of thousands of pets that offer their unconditional love and devotion asking nothing in return. That is why your participation is so important to us. You are the key to the success of the Bark in the Park, and to everything the Humane Society hopes to accomplish. We thank you for your commitment!



Who are you walking for?

The reasons that bring people together to participate in Bark in the Park are different from team to team. You may have recently adopted an animal or honoring one that you have lost. But everyone shares the same goal —preventing homeless pets in our community and saving the many animals that need our help. Make sure to **dedicate your personal or team fundraising efforts toward your pet.** Walk and raise funds in their honor. Putting a face with the cause helps donors realize the impact of the Humane Society.



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Pack leader plan

Thank you for serving as a Bark in the Park pack leader! You have an opportunity to reach out to friends, family members and co-workers, telling your pet's story and asking them to join your pack and raise money for the Humane Society. This guide will help you plan a successful Bark in the Park campaign, and includes tools and resources that can help you and your pack members stay organized and motivated to help more animals find homes.

Start a pack

- Register your pack at barkintheparkvero.org
- Set a meaningful goal but aim high. For returning packs, raise your goal for fundraising and get your pack members to beat your previous best.
- Customize your pack page so it's ready for people to sign up.

Recruit pack members

- Ask in person or email potential pack members and ask to join your pack.
- Think of all your family, friends and co-workers as potential candidates.
- The most successful packs have 10 or more pack members.

Motivate pack members

- Help pack members register online and join the pack at barkintheparkvero.org
- Send updates to keep everyone engaged and informed.
- Create a pack T-shirt for the Bark in the Park event.
- Motivate pack members to come up with creative fundraisers.
- Don't forget to thank all pack members for a job well done!

Start Fundraising

There are three (3) ways in which you can raise money to reach your fundraising goal:

1. **Online Fundraising**
2. **Team Fundraising**
3. **Individual Fundraising**

To be the most effective in reaching your goal, you should try to use all three of these methods. Remember to start as early as you can! It's always best to spread your fundraising activities out over a period of time. Developing a fundraising plan that includes events throughout the year is a great way to keep the excitement of the Bark in the Park going and raise a tremendous amount of money along the way!

What are you waiting for? Get started today!
Register your pack at barkintheparkvero.org.

Fundraising Ideas & Tips

Online fundraising

Online Fundraising is just what it sounds like – the ability to raise event funds online through the Bark in the Park Web site by social media or email.

- **Bark in the Park online tools**
Login to your account at barkintheparkvero.org and use the online tools to send emails, follow-up messages, thank-yous and keep track of your donations in real time.
- **Social media**
Reach out to your Facebook friends, Google+ circles and LinkedIn connections for support and for help spreading the word.

Team fundraising

Team fundraising through your work, school, or other organization can be fun, rewarding and give you an opportunity to raise more money for the Humane Society.

- **Bake sale:** Hold a bake sale at work with breakfast items and during lunch with yummy sweets!
- **Fundraising lunch:** Have all your best cooks make a potluck lunch and invite everyone to purchase lunch and a drink with all the proceeds benefiting your team.
- **Garage sale:** Have a garage sale in your company parking lot and have all your friends, co-workers, and team members bring items from their homes to sell.
- **Fundraising parties:** Schedule a fundraising party to benefit the Humane Society. You can have it at your home, office or partner with a local restaurant or bar to sponsor the event by donating food or the space. Tell people that their admission ticket is a check made out to the Humane Society.

Individual Fundraising

Try to do as much of your fundraising online as possible – participants can raise three times as much money fundraising online! In addition to fundraising online, try these ideas to boost your bucks and make an even bigger impact in the lives of animals!

- **How to easily raise \$300 (or more):**
\$50– ask two family members for \$25.
\$25– ask a local business for a donation of \$25.
\$50– ask five people you know from a local school or sports team for \$10
\$200– ask five co-workers to sponsor you for \$20 each and ask your boss for \$100.
\$325!

Individual Reward Levels

Build your Bark in the Park wardrobe through fundraising! As a registered participant, once you reach these fundraising milestones you will qualify for each of the below items based on your fundraising level attained. People who want a t-shirt must sign up as an Individual or participate in a Pack.

\$25	Bark in the Park T-shirt
\$50 - \$249	Pet Bandana, Pet Leash & Doggie Bag This year's doggie bag will be stuffed with goodies!
\$250 - \$499	Bark in the Park Hat Keep the sun out of your eyes and show your Bark in the Park spirit.
\$500+	Bark in the Park Long Sleeve Shirt A limited edition long sleeve will keep your warm and cozy.
Special Award	Top Fundraising Individual (Plaque)

Pack Reward Levels

Teams that raise \$1,000+	Get your pack name on next year's Bark in the Park T-Shirt
Special Award	Top Fundraising Pack (Traveling Trophy) Largest Pack (Plaque)

FAQ

What is online fundraising?

Online fundraising is also easy and fun. In just minutes, you can set up your own page, in which you can change and update text and add photos. In no time at all, you can upload your personal address books and send out an e-mail solicitation to everyone you know. In addition, thank you e-mails can be used as receipts for tax purposes and are sent to your donors automatically. Raising funds just became fun!

Why are sending emails so important?

E-mail is a proven method of raising funds and recruiting teammates online. You will want everyone you know to be aware of your participation in the Bark in the Park. By sending out a mass e-mail through the online fundraising tool, you can communicate to many people at one time. Start by sending an e-mail announcing your participation in Bark in the Park and asking others to join your team or donate to your campaign. Later on, send a reminder e-mail letting friends and family know that you still need their help or send an update e-mail letting everyone know how your fundraising is going.

Do I have to type in all of my e-mail contacts?

No. You can upload your personal address book from Gmail or Yahoo. The import wizard will guide you through the process. You can also use your own Outlook account to send emails but be sure to include your "Personal Page URL."

Will donors receive an automated thank you letter?

Yes, everyone who donates online will receive a thank you letter. You should also send them a personal e-mail thanking them for helping you get one step closer to your goal!

How do cash and checks show up on my Web page?

You can record offline donations by logging in to your dashboard, there you will find a link for entering an offline donation. You can enter your offline donation information there to keep track of your overall fundraising. You will want to mail or drop off any cash or checks at the local Humane Society office on a regular basis.

How do I use social networking to help raise more money?

The Humane Society provides you with a Facebook fundraising tool that can be found on your online fundraising dashboard "promote with email" when you register. Simply follow the instructions to connect your Facebook community with your Bark in the Park efforts.

For additional information regarding fundraising, please contact your Event Chair, Team Captain or staff partner.



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*Bark In The Park is a project of the Humane Society's
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The Yuppie Puppies is a group of Indian River County professionals who care about animal welfare and want to promote and support the mission of the Humane Society of Vero Beach & Indian River County.