



Tips to Inspire Your Pack

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.

Here are some tips putting your Pack together and raising money:

1. The more the merrier! There is no limit to a Pack size and there WILL be a prize for the largest Pack. Regardless of the size of your Pack, your minimum is the same, \$1000. When it comes to Packs, size matters!
2. Get the word out! Use your email contacts, fellow club members, bowling teammates, bridge partners, or colleagues to build your Pack. Don't be shy, but remember, in order to win the prize for the largest Pack your members have to show up on January 19th and walk.
3. Ask your employer to match any funds your Pack raises... hey, you never know.
4. After you have registered your Pack, make sure you and all your Packmates send your URL to EVERYONE you can. That means all of your email contacts, Facebook friends, LinkedIn colleagues, Twitter followers...EVERYONE and ask them to support your Pack with a pledge. It will take an average of five contacts to generate one pledge. Don't worry if your list overlaps with your Packmates. When they see how many people are involved they might join your Pack in addition to making a pledge. There will also be a prize for the Pack that raises the most money.
5. Stay in touch with your Packmates via email to keep them informed of new members, new money raised, etc. This is also a great motivator for the less than enthusiastic. Challenge Bill and Susan to raise as much money as Frank and Jennifer. Getting called out can be a wonderful motivator!

Get started now! The longer you wait the harder it will be to raise the cash you need to get you Pack Perks, besides; all the good names might get taken!