

NORTH SHORE ANIMAL LEAGUE AMERICA

north shore
animal league
america

walk & wag

SEPTEMBER 19 - OCTOBER 19, 2024

FUNDRAISING GUIDE





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Thank you for participating in our 8th annual Walk and Wag 30-day fundraising challenge — from September 19 - October 19, 2024. Animal Lovers across the nation can Walk anytime, anywhere – with or without a furry friend -- and participate in fun contests and activities along the way.

Animal League America's Walk & Wag brings communities together nationally in support of our no-kill mission, and this year we will also be celebrating eight decades of our lifesaving work!

If you're in the NYC tri-state area, **join us for the in-person Walk Finale at Pier 84 Hudson River Park, NYC on Saturday, October 19.** Bring your family, friends and of course your PAW-some pup to this dog-friendly event and picturesque 3-mile route! Families and friends of all ages and abilities are welcome!



**Save lives one
step at a time!**



HUDSON RIVER PK

Hudson River Park Pier 84
555 12th Ave.
New York, NY 10036



Driving in?

Pier 84 at Hudson River Park is a 15-minute car ride from Penn Station or a 30-minute walk.

Nearby parking garages include:

- | | |
|------------------------------------|------------------------------------|
| Quick Park:
641 W 41st St. | Icon Parking:
721-735 10th Ave. |
| Icon Parking:
520 West 51st St. | Apex Parking:
440 W 57th St. |



A C E

There is also an A, C, and E subway station directly across the street from Pier 84.



Walk & Wag is an outdoor rain or shine event. If there is inclement weather, please dress appropriately. If the Walk must be canceled, we will notify all participants via email by 7am the morning of the event.

WALK & WAG FINALE

Saturday, October 19, 2024

Registration at 9am

Opening ceremony 10am

Walk begins at 10:15am

THE WALK FINALE



- Starting from Pier 84, walkers can take in breathtaking views of New York City as they stroll along Hudson River Park. At Pier 64, walkers proceed down the pier and walk back up continuing to Pier 62, where they loop around and head back to Pier 84.
- The total walk is 3 miles long, and there will be signage and volunteers along the way to keep everyone on track.

BRINGING YOUR DOG



- Well-behaved, social dogs are welcome.
- Please remember that **DOGS MUST BE LEASHED** at all times, you must clean up after him/her, provide water, and do not bring pet toys.
- Your dog is your responsibility and not the responsibility of North Shore Animal League America's staff or volunteers.

ADDITIONAL WALK DAY ATTRACTIONS



- North Shore Animal League America's Mobile Unit with adoptable animals
- Unique vendors geared to dog lovers
- Yummy snacks and beverages
- A great day outside with friends, family, coworkers and your furry companion



FUNDRAISING PRIZE LEVELS

We will reward you for hitting your fundraising milestones. Individual participants who meet fundraising thresholds receive prizes. Prizes for each level are below; all prizes are cumulative.



Meow-Tastic Mover \$100 Raised

Walk & Wag Commemorative
80 Year Anniversary
Walk & Wag T-Shirt



Pawsome Fundraiser \$250 Raised

Walk & Wag Bandana, North Shore
Animal League America Zip Storage
Bag & Bag Clip



Fur-ocious Fundraiser \$500 Raised

North Shore Animal League America
Webcam Cover, Card Holder,
Backpack, & Luggage Tag



Wonderful Wagger \$1000 Raised

2 Home Chef Gift Cards, North
Shore Animal League America
Shopper and Insulated Tumbler



Rescue Warrior \$1500 Raised

Personalized Celebration Tile
displayed in North Shore Animal
League America Shelter



Walking Hero \$2000 Raised

Personalized Celebration Brick
on North Shore Animal League
America Campus

All fundraising for contests and prizes must be completed by October 19, 2024.



BOOST FUNDRAISING FOR YOUR WALK

Want to increase your donations? See below for some helpful fundraising suggestions.

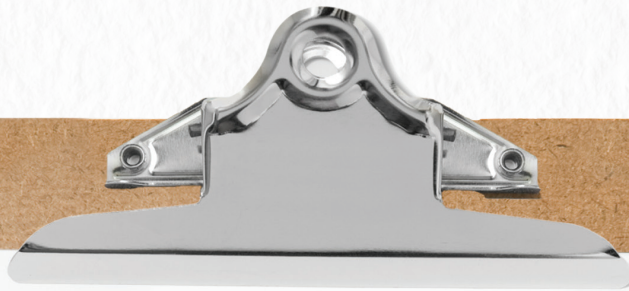


TIPS FOR SUCCESSFUL ONLINE FUNDRAISING

- Make it your own! Personalize your Walk & Wag page with photos of your pets and share stories explaining why you are participating, and the important role animals play in your life. Be sure to encourage your team members to do the same.
- Use social media to expand your engagement. Share stories about the special animals in your life and why raising funds for North Shore Animal League America's no-kill mission is so important to you.
- Update your Walk & Wag page as you make progress — make sure to post on it after your walk and thank your generous donors for their support.
- Use photos for online fundraising tools — images are a great way to attract interest.

EFFECTIVE FUNDRAISING IDEAS

- Ask for donations in person — people are much more likely to give if you ask them face-to-face, rather than via email or letter.
- Ask your company to set up a “lunch and learn” to recruit employees for the Walk.
- Ask your friends to contribute to your fundraising page in lieu of gifts for a special occasion.
- Ask your local restaurants or frequently visited stores if they will donate a percentage of the day's earnings to your goal.
- Hold a pet party — invite your friends to bring their dogs over for a fun day filled with games for your pups. Makes a great time to ask for donations!
- See if your company has a matching gift program. Many companies will match a gift when an employee makes a donation. Matching gifts can double or triple the impact in fundraising totals!
- Print out a copy of the “Why I Walk & Wag” sign and proudly display it in your front window or on your door. You can also take a photo with it and post it on social media using the hashtag [#walkandwag2024](#) and tag [@animalleague](#)



I'M A TEAM CAPTAIN ... NOW WHAT?

You've started your own Walk & Wag Team; that's great! As Team Captain, your role is to form your team, make fundraising goals, motivate your team to reach your goals, and of course, to have fun.

STEP 1: RECRUIT YOUR TEAM MEMBERS



- Teams should consist of four or more members.
- Ask potential team members to register by emailing them the link to register as soon as you have created your team page.
- Ask family and friends who share a love for saving homeless animals!
- Involve your company and employer. Ask your co-workers to join your team and invite your boss to engage your company.

STEP 2: TIPS FOR TEAM CAPTAINS

- Set a team goal of at least \$500 and help individual team members set goals.
- Be sure to ask your team members about their workplace matching gift programs.
- Make sure all of your team members are aware of the fundraising prize levels to help keep them motivated.
- Inspire and encourage your walkers from the day they sign up until your Walk.
- Share your passion for rescuing animals, your love for pets, and your enthusiasm to raise funds for an important cause.
- Highlight your team's progress through email alerts, community or company newsletters, your Facebook group, or memos to employees and managers.
- Make it a challenge to see who can raise the most by your Walk date — everyone loves a little friendly competition.

STEP 3: AFTER YOUR WALK IS OVER

- Congratulate your team for fundraising and taking part in Walk & Wag.
- Thank all of your team members and donors for their support and dedication to saving lives.
- Celebrate your team's accomplishments — you can acknowledge your top fundraiser, the team member with the most festive attire, etc.





2019 Virtual
Corporate Team,
Direct Mail Processors,
Maryland

CORPORATE SPONSORSHIP

Companies nationwide understand the power of philanthropy. By becoming a sponsor of Walk & Wag, organizations can reach target audiences through our vast marketing efforts, and showcase their commitment to saving the lives of homeless dogs, cats, puppies, and kittens.

Marketing Reach:

➤ Social Media:

f 2,600,000

@ 164,000

X 66,900

➤ Email Reach: **1,900,000**

➤ Website Hits: **252,000** monthly visits to Animal League America's homepage

➤ Paw Prints Quarterly Newsletter: Distribution of **180,000** households per issue

➤ Geo-targeted national print and radio outreach throughout the United States




































➤ Relationships with national affiliates across the country and a regular presence on major networks and news coverage on local, regional, and national levels.

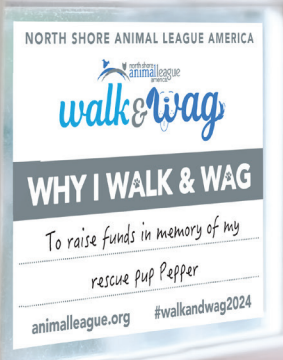
These include:

- BuzzFeed
- Good Day New York
- Good Morning America
- PIX11 News Morning Show
- The Rachael Ray Show
- The Today Show
- Today with Hoda & Jenna
- and many more!

For information about National and Local Sponsorship Opportunities, please contact Charlotte Dellacroce at 516.373.3402 or charlotted@animalleague.org

2024 WALK & WAG SPONSORSHIP OPPORTUNITIES

 SPONSORSHIP LEVELS	\$25,000 ADOPT SPONSOR	\$15,000 NURTURE SPONSOR	\$10,000 RESCUE SPONSOR	\$5,000 HERO SPONSOR	\$2,500 HAPPY TAILS SPONSOR	\$1,000 FRIENDS SPONSOR
Number of Team Walkers	25	15	10	8	4	2
Promotional Materials						
Event Signage						
Table, tent and two chairs (Based on availability)						
Press Release Inclusion						
Branded Swag Option						
Acknowledgment from Walk Ambassador						
Logo on Step & Repeat						



WHY I WALK

“Walk & Wag means being able to help the animals we all love so much. It inspires others to create a wave of change and adopt a dog or cat, who so badly deserves a loving home. Walk & Wag fosters a feeling of unity that we are all in this together to reinforce a brighter future for all our rescue pets.”
- Jenna

“ We wanted you to know our inspiration to fundraise for Walk & Wag is because we want to help save all the rescue animals to give them a fighting chance to enjoy their lives like I do. It is important that we help save God’s little animals who cannot protect themselves.
- Gail & Snow Angel

“ Our family has been attached to NSALA since 2002 when we got our first puppy Madison. We walk to support the great work they do. We also walk to honor our good friend Cory Kramer, who truly loved animals and everything about NSALA.
- Joseph & Lila



The MAX Challenge of Glen Cove out for their walk



Beautiful Lilly with her mom walking for her rescued sister and cousins



Production Solutions formed their team, Captain Cory's Crusaders, in memory of their co-worker and friend, Cory Kramer. She loved her dog, London, and three cats Thorin, Gambit and Teddie. She also loved North Shore Animal League America, so they joined together to walk in her honor and for homeless animals everywhere.



Katie O'Neill is a former contest winner and one of our highest overall individual fundraisers!



Direct Mail Processors team

#walkandwag2024

PET FIRST AID ESSENTIALS



Most people have first aid kits in their home, office, and cars for themselves and their family members, but not every pet owner has an essential first aid kit for their pets. We'd like to help you assemble your own pet first aid kit so that you can be ready if an emergency occurs.

KEEP AN EMERGENCY PET SUPPLY AND FIRST AID KIT ON HAND AT ALL TIMES

- A basic pet first aid book
- Waterproof carrying case for paperwork and supplies
- A sturdy carrier large enough for your pet to stand and turnaround
You want to transport your pet safely and securely
- A supply of your pet's current prescriptions such as heartworm and flea/tick medication packed in waterproof containers clearly labeled with pet's name
- Prescription medications with dosing
- Photocopies of your pet's paperwork: Important medical records, vaccinations, microchip number, etc.
- Copies of current veterinary history including medical conditions and vaccination information
- Emergency contact numbers for alternative caretakers should you become incapacitated or unable to care
- Current photographs of all pets and microchip or license numbers for identification of your pet
- Phone numbers and addresses of your veterinarian, emergency animal hospital, a local animal shelter/humane society, or boarding kennels and pet-friendly motels/hotels, poison control center
- At least one week's supply of food and water, including bowls and a manual can opener
- Bags to pick up after your dog; cat litter and disposable litter box for your cat
- Cleaning supplies: Paper towels, newspapers, disinfectant
- A mild antibacterial soap: To clean skin and wounds
- Alcohol prep pads: To sterilize equipment — DO NOT use on wounds
- Cotton swabs
- Self-adhesive bandages: Flexible bandages used to wrap and stabilize injuries (do not wrap too tightly)
- Gauze pads and rolls: For wounds
- Eyewash: Contact lens solution or water in a squeeze bottle to gently but thoroughly flush out wounds and eyes for your pet
- Triple antibiotic ointment: For cuts and abrasions (never for eyes)
- Hydrogen peroxide: For cleaning minor cuts and abrasions
- Medical gloves: To protect hands and prevent contamination
- Scissors: To cut gauze or the animal's hair if necessary
- Tweezers: For the removal of foreign objects from skin and paws
- Adjustable muzzle:
 - In case your pet is injured or frightened and needs to be handled by rescue workers or a veterinarian and frequency
 - To safely attend to wounds without the risk of being bitten

