



# DONUTS and DOGS

## 5K Fun Run



# Fundraising Guide

We are proud to announce APL's First Annual Donuts and Dogs 5K Fun Run! This guide will help you with your fundraising efforts for this event. Through your efforts you will be able to help sick and injured stray animals in the Springfield and Sangamon County area to receive care and treatment and to help place those animals in forever homes. Every moment counts when it comes to caring for our canine and feline friends, so let's get started and put the fun into fundraising!

### How to successfully raise funds:

#### Set up your personal fundraising page

Go to <https://www.crowdrise.com/APL-5K> and register to start your page either as a racer or as a cat napper. You can join a team, create your own team, or raise funds as an individual! Each individual goal is set at a fundraising goal of \$100. Your \$25 registration fee is counted towards your \$100 goal. You can include a picture, something about your own animals, or just a cute story to help attract attention!

#### Send Emails or Text

Let your friends, family, coworkers, mentors and

others know what you are doing! Invite them to donate, join your team, or start their own fundraiser! Remind them that all the money you raise goes to help the animals! Text them the link to your individual or team page, or you can send a personal email!

#### Share on Social Media

Share your progress and goals on Facebook or Twitter to help you raise funds. It is an easy way to highlight APL's mission and share your efforts with your network of friends and family!

*Thank you for being such a big part of this event! You're a life-saver!*

Watch our website at [www.apl-shelter.org](http://www.apl-shelter.org) for more information and updates!

## Fundraising Levels and Prizes

The more money you raise as an individual or as a team, the more fun prizes you can win! All money raised will go to benefit the dogs and cats in APL's care.

### Individual Prize Levels

**\$25** – Registration – Donuts & Dogs 5K Fun Run Special Event T-shirt available the day of the race.

**\$100** – All of the above, plus a Purina drawstring bag and APL water bottle.

**\$500** – All of the above, plus a collapsible cooler.

**\$750** – All of the above, plus naming rights to a dog or cat.

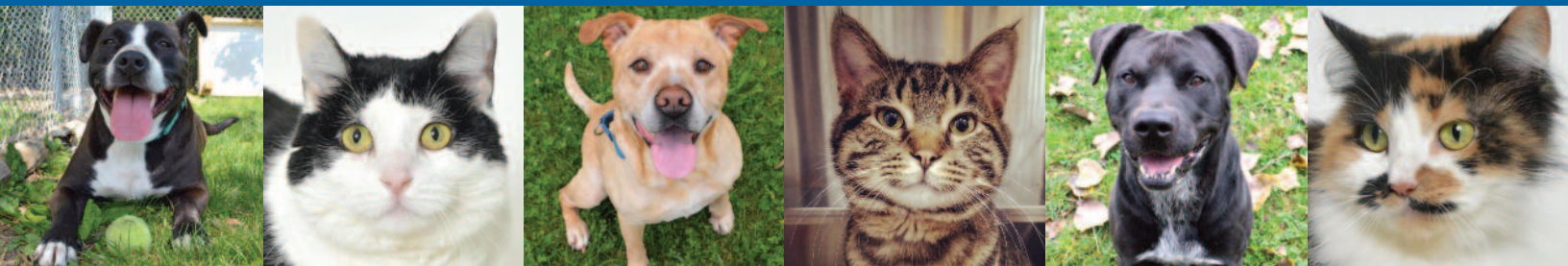
**\$1,000** – All of the above, plus a puppy or kitten party at a location of your choice!

### Team Prize Levels

**\$1,000** – A puppy or kitten party at a location of your choice!

**\$2,500** – All of the above, plus a special pizza party for your team. We will bring the pizza, you select the location!

**\$5,000** – All of the above, plus your team will receive special recognition in our next newsletter and at the race awards ceremony, and a custom trophy will be presented to your team.



## How your donation makes a difference

- \$20 Provides a microchip for an animal or offsets the cost for monthly preventative care
- \$50 Funds medial treatment and spay/neuter for a barn cat saved from euthanasia at an area animal control facility
- \$100 Subsidizes the cost of a spay or neuter surgery and vaccines for the beloved pet whose owner can't afford our reduced rates.
- \$250 Funds dental work on dogs and cats needing extensive treatment that we cannot offer in our shelter.
- \$500 Helps with necessary medical treatments for puppies with parvovirus or kittens with panleukopenia. Both are life threatening without the proper care.
- \$1000 Helps to pay for life-saving treatments of a heartworm-positive animal.
- \$2500 Provides much needed medical care and special surgeries for animals who have been injured and need amputations, eye removals, or other life saving care.
- \$5000 Pays for specialized surgeries and diagnostic tests for ailments such as advanced heart murmurs, luxating patellas, eyelid agenesis, etc.

## Fundraising Tips, Ideas, and Tools

**Your Mission** – Remember what you are raising money for. Fundraising is much easier when you are passionate about the cause.

**Use Social Media and Ask For Help!** – Social media is a great resource. Networking and spreading the word is the key to helping you meet your goal. Ask people to share your fundraiser on Facebook or spread the word by mouth.

**Reach Out To Your Employer** – Don't be afraid to ask your employer. Many companies offer corporate matches that employees may not be aware of. Companies often look for ways to give back to their community and are interested in places that are meaningful to their employees.

**Start Early and Ask Often** – The more time you give people to donate, the more likely they are to donate. Asking often also ensures that people remember to donate when they can.

**Set A Goal** – Your individual goal was automatically set at \$100 when you joined. While we don't require a minimum fundraising amount, imagine if all attendees raised \$100 each! Imagine how many cats and dogs could be saved! It has been proven that by setting a goal for yourself it will encourage and inspire you to beat it!

**Be The First To Donate** – Show others that you are dedicated to the cause.

**Make It Personal** – Remind people why you are participating with Animal Protective League and what it means to you. Maybe you are honoring a beloved rescue animal of your own, or maybe you want to raise awareness of homeless animals in general!

**Utilize Matches** – Check with your employer to see if they offer employee matches to donations. Offer to match up to a certain amount yourself to show donors your appreciation and dedication.

**Thank You!** – Don't forget to thank your donors.



### Raise \$1,000 in a week

DAY 1 – Donate \$50 to your own campaign. **Running Total = \$50**

DAY 2 – Tell 5 close friends that you just donated \$50 and ask them to match it. **Running total = \$300**

DAY 3 – Ask 5 family friends for \$30 each. **Running total = \$450**

DAY 4 – Hit up 5 co-workers for \$30 each. **Running total = \$600**

DAY 5 – Ask both sets of neighbors for \$25 each. **Running total = \$650**

DAY 6 – Ask your boss for \$100. **Running total = \$750**

DAY 7 – Ask 5 of your favorite mentors for \$50 each. Think of past teachers, coaches, or community figures.

**Final Total = \$1000**

***Didn't quite hit your \$1,000 goal? You are doing great! Think of 3 people who promised to donate and follow up with them.***



# Donuts and Dogs 5K Fun Run Q & A

## Fundraising Questions

### Can I invite team members to my personal fundraiser?

Yes! You can invite people to donate or join your team by sharing your personal CrowdRise fundraiser link, where people can either click *Donate Now*, or click *Join the Team* to set up their own fundraiser. You will qualify for both personal and team prizes!

### Can I still raise money & earn prizes even if I can't attend the Donuts & Dogs 5K Fun Run or don't want to race?

Of course! You can register as an official Cat Napper and create your own fundraiser as an individual or create your own Cat Napper team! You can be a life-saver for animals! You will be eligible for the prize tiers and prizes will be available for pick up at the shelter the following week if you're not attending.

### What do I do with donations I receive after the Donuts & Dogs 5K Fun Run?

We will keep the fundraising website open through Sept 14<sup>th</sup>. After that you are welcome to mail or drop off any donations to our office, but they will not be counted towards the fundraising goal or for prizes.

### Will donors get a tax receipt for their donations?

Yes, as long as donors include their full name and mailing address with their donation. A thank you letter will serve as a donation receipt.

## Team Questions:

### Can I purchase prize items if I do not want to fundraise?

Limited merchandise will be available for sale on the day of the race.

### How many team members can I have?

Your team can have as many members as you like.

### What is the deadline to register?

You can register the day of the race. However to be guaranteed a race t-shirt you must sign up by Aug. 30<sup>th</sup>. If you register after that day you will still get a shirt, it just may not be available the day of the race.

### Do team members also qualify for individual prizes as well as team prizes?

Yes! If you are a member of a team, you are eligible for the individual prize tiers. Team prize levels are determined by the total amount raised by all participating team members and will be rewarded to a registered team.

## Race Day Questions:

### What time does check-in start?

Check in starts at 9 am. Vendors also will be set up and ready to go. Race begins at 10 am.

### Where do we check-in on the day of the event?

The main event will start at the Hope Institute Pavilion at Southwind Park. Everyone will check in as an individual – even if you are part of a fundraising team.

### Are pets allowed at the Donuts & Dogs 5K Fun Run?

Dogs must be on a non-retractable leash, well behaved, fully vaccinated, have proof of a current rabies vaccine and okay with crowds. You are responsible for cleaning up after your dog. Dogs must be older than 4 months of age. For their safety, no cats are allowed.

### Where do I park for the event?

Parking is available in the lot adjacent to the pavilion and by Erin's Pavillion.

### What happens if it rains?

We will walk in the rain but likely reschedule if there is severe weather.

### Are food and beverages available at the event?

We will have donuts provided by Krispy Kreme, dog treats, and water available for free.

### What else should I bring to the event?

Please bring extra money (cash or card) for vendor and merchandise purchases. Also bring extra water and weather-appropriate clothing.

**If you have additional questions please email [events@apl-shelter.org](mailto:events@apl-shelter.org).**