



## *Vets In Action Program*

### **WHAT IS THE APS WALK FOR THE ANIMALS?**

The *Walk for the Animals* is one of the largest fundraising events sponsored by the Animal Protection Society (APS) of Durham. Last year the event was attended by more than 500 walkers, canine companions and supporters, and raised more than \$80,000 to support APS!

The *2017 Walk for the Animals* will take place May 20<sup>th</sup> at Duke University. It promises to once again be one of the premier fundraising events in the Triangle. Through the Walk, we hope to raise more than \$100,000 to help provide a safe, clean shelter for our animals, and the medical care needed to ultimately provide them with a new, loving home.

### **WHAT IS THE VETS IN ACTION PROGRAM?**

The *Vets in Action (VIA)* program is a vital part of the Walk for the Animals. Through *VIA*, we are able to reach out to a broad network of animal lovers in the Triangle. Last year, Vets in Action raised more than \$10,000 to help support our animal welfare efforts in Durham.

In return, *VIA* received publicity about their involvement in the Walk, and had an opportunity to interact with clients during a fun and worthwhile fundraising event. The winning team also received a trophy!



*Colony Park Animal Hospital, 2016 Vets In Action Top Fundraising Team*



## HOW DOES THE VETS IN ACTION PROGRAM WORK?

Sponsor the Walk at \$275, and actively promote the Walk to your clients:

- Register as VIA Sponsor by completing the registration form and payment online or sending via email or mail to APS
- Actively promote the Walk to your clients
  - Display Walk posters in a prominent area in your waiting room
  - Have staff members wear “Ask Me About the Walk” buttons
  - Hand out Walk brochures or postcards to your clients
  - Promote Walk participation on social media
- Ask clients to support the Walk with a donation
  - Donate via credit card on your Walk donation page
  - You may want to place a canister or dog treat jar on your counter for donations
- Actively recruit Walk teams
  - Invite staff, clients, friends, family and neighbors to be a part of your team. Our goal is to have at least 10 team members from each *Vets In Action* partner
- Team members raise dollars directly on their walk page through everydayhero

## WHY BE A VIA SPONSOR?

- “We care for our clients and their pets every day, but we feel it is just as meaningful to help care for the animals in need in our community. The Walk for the Animals is an excellent opportunity to support the APS of Durham and their mission, and we are honored to do our part to help APS achieve their goal of building lifelong bonds between people and animals and providing care for animals in need.” Alison Klaitman, DVM, Colony Park Animal Hospital
- “As a small local hospital, we are committed to our community and when given the opportunity to support a great local organization who shares our commitment in helping dogs and cats in need, we jump at the chance.” – Rachael, Meadowmont Animal Hospital
- “We love being a part of the community and supporting a great cause. It’s super important and an honorable task to support our local shelter.” – Melissa, North Paw Animal Hospital



### **VETS IN ACTION BENEFITS:**

- A 10x10 vendor space at Walk, table and 2 chairs (if needed)
- Company recognition in brochures, posters, website, social media and day-of materials
- 10 Walk registrations
- 10 \$5 off Walk registration coupons
- Listing on Walk t-shirts
- Visible association with a leading animal welfare organization in the Triangle

### **HOW DO I SIGN UP?**

Please complete your VIA sponsorship form online at <http://www.apsofdurham.org/2017-walk-animals/> or fill out attached VIA sponsorship form and mail or email it in. If you have any questions, please contact Shelley Smith, Events and Communications Manager, at [events@apsofdurham.org](mailto:events@apsofdurham.org), or, at 919-560-0640 x235.

Please join APS of Durham in sponsoring the *2017 Walk for the Animals!* It's a great opportunity to promote your practice to your clients and potential clients while helping animals in need.

**Thank you for your interest, and we hope you will take a Walk with APS!**