



MAY 29, 2021

WALK FOR THE ANIMALS

Registration and Fundraising Guide

Head to apsofdurham.org/walker-fundraising-resources/
for more guidance!

Register now at <https://secure.qgiv.com/event/wfta21/>!

Pages 1-10: How to set up your fundraiser online

Pages 11 - 16: Social Media toolkit

Page 17: logos for your use

Thank you for signing up for the virtual 2021 Walk for the Animals!

We can't wait to have you join us in solidarity on

Saturday, May 29th, from 10 a.m. – 1 p.m.

for our collective online celebration to help the homeless and neglected animals of Durham County. Our goal is to raise \$74,000 – and with your fundraising efforts, we will!

#WalkWithMe2021

We know that in these uncertain and difficult times, making donations can feel difficult enough, let alone asking for donations from others. That can make fundraising on behalf of organizations we are passionate about particularly challenging. However, the important work at APS continues, even in times of crisis. Your support in raising funds for the care of the animals is needed now more than ever. With this in mind, this year we recommend a little extra dose of sensitivity in your fundraising efforts. Think about your audience (your friends, family, followers), what challenges they might currently be facing, and how your messaging might make them feel. If you are struggling to come up with the right words or

images to use in your fundraising efforts, please look to APS communications for help. You are more than welcome to share any and all Walk related graphics, social media posts, email copy, or website copy. In addition, in this guide you will find a new, sensitive example email from a fundraiser this year.

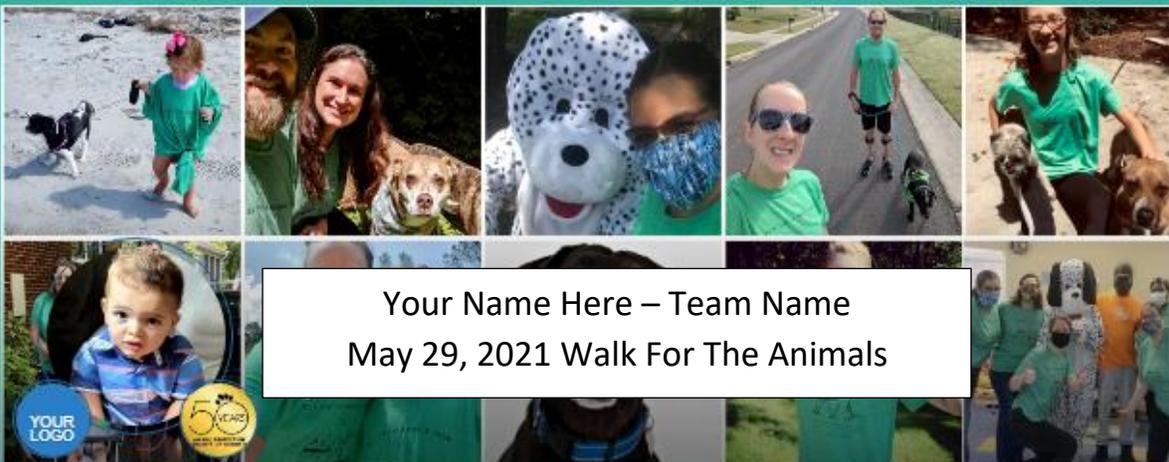
This year, fundraising efforts are moving online, making it is easy and safe for you to still raise much needed contributions for the Durham animals in need. This guide will help you navigate your online fundraising profile, and offer online fundraising tips and ideas, too. The social media portion of this guideline begins on page 11 – please check it out for important information on how to fundraise through social media!

In addition to online fundraising, we also have a **text to give** options this year! Please promote this option with your teams and when you post or email about the fundraiser. Participants and donors can make a donation by texting keyword “Walk2021” plus the amount they’d like to donate to 50155!

Now that you have registered as an individual or member of a team, what’s next?
Here’s how to use all the fundraising tools in your online portal.

Search This Event     My Fundraising Tools ▼ Dawn Drake

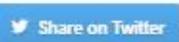
Event Home Donate Register Sponsors



Your Name Here – Team Name
May 29, 2021 Walk For The Animals

YOUR LOGO 

My Personal Fundraising Page 

 Share on Facebook  Share on Twitter

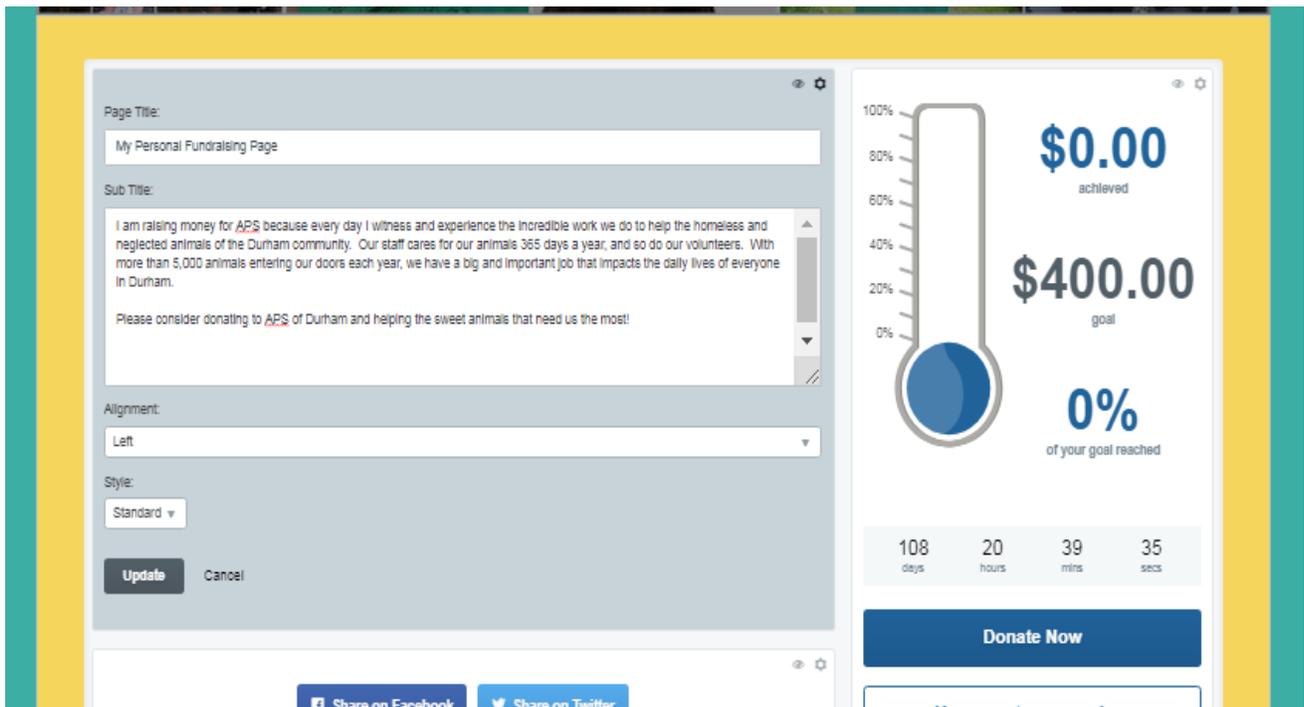
100%
80%
60%
40%
20%
0%

\$0.00
achieved

\$400.00
goal

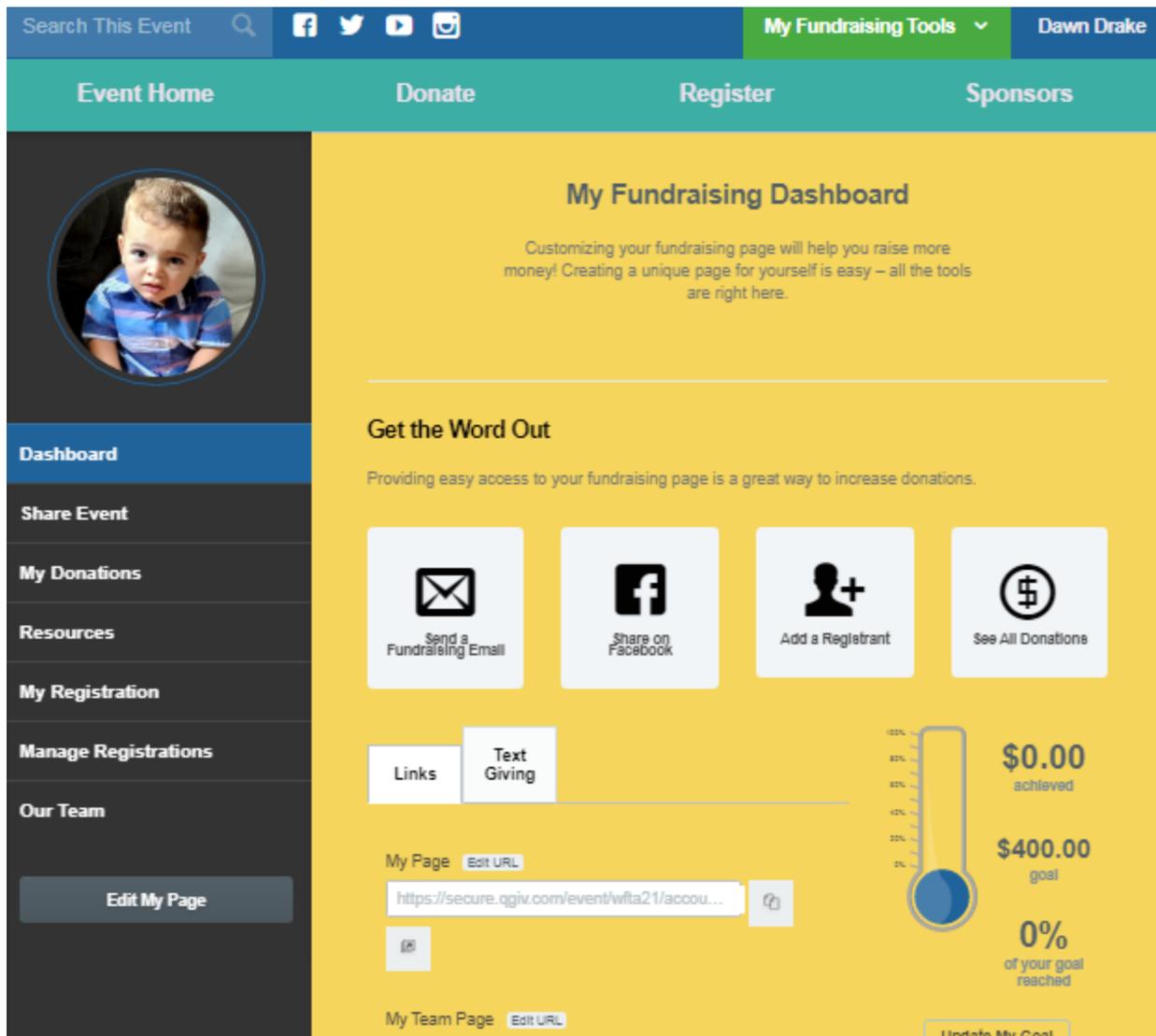
00%

You can upload a photo to be used for your individual account. Just hover your mouse over the large circle and upload your favorite.



Personalize your fundraising page. Tell everyone why you are walking for APS. Share a story of how you got involved with APS. Or share photos of your own pet. Click on the settings button beside “My fundraising page” to customize your message.

You can customize your fundraising goal (thermometer on right), and anything else on your page, by clicking on the settings button.



Click on “My Fundraising Tools” in green at the top right of your screen. You will be directed to your fundraising dashboard, and will find more resources and ways to share your fundraising page with friends.

You can also customize your fundraising page URL from this main page.

Teams: click on “Our Team” at the bottom of your left-hand menu to manage your team and view team members.

The screenshot shows a fundraising event dashboard. At the top, there is a search bar labeled "Search This Event" and a navigation bar with "My Fundraising Tools" and the user name "Dawn Drake". Below the navigation bar, there is a circular profile picture of a child and a text prompt: "Share your event by email, Facebook, or Twitter. People can't donate to you if they don't know how - start getting the word out!".

There are three buttons for sharing: "Share Using Email", "Share On Facebook", and "Share On Twitter". Below these is a "Send an Email" section with an "Email Management" button. A numbered list indicates the steps: 1. "Send a Custom Fundraising Email" and 2. "Email Information".

The "Email Information" section includes a "Email Title" field (marked as required), a "Start with an existing template?" section with a "Choose Template" dropdown, a "Subject" field (marked as required), and a "Your Message" field (marked as required) with a rich text editor toolbar. The toolbar includes options for Source, Bold (B), Italic (I), Underline (U), Strikethrough (ABC), Text Color (x), Background Color (x²), Link (I_x), Bulleted List, Numbered List, Indent, Outdent, and Font Color/Background Color.

Share the event! This function is very important now that fundraising efforts are all online. You can send emails directly from your Walk profile, and also share on Facebook and Twitter. Just click on the appropriate tabs and share away!

Search This Event     My Fundraising Tools ▼ Dawn Drake

Event Home Donate Register Sponsors



Dashboard

Share Event

My Donations

Resources

My Registration

Manage Registrations

Our Team

Edit My Page

Downloadable Resources

Download resources provided by your organization.

Start Typing to Search Resources... 🔍

File Name	Type ▾	🔍 Preview File	📄 Download File
APS Animal Banner	Image	🔍 Preview File	📄 Download File
Dog Jumping	Image	🔍 Preview File	📄 Download File
Small Dog with APS Bandana	Image	🔍 Preview File	📄 Download File
Dog Kleese	Image	🔍 Preview File	📄 Download File
Dog In Walk T-shirt	Image	🔍 Preview File	📄 Download File
Smiling Little Dog	Image	🔍 Preview File	📄 Download File
Adoptable Dog	Image	🔍 Preview File	📄 Download File
Dog doing Agility	Image	🔍 Preview File	📄 Download File
Smiling Dog In Bandanna	Image	🔍 Preview File	📄 Download File
Bunny	Image	🔍 Preview File	📄 Download File

Click on “Resources” to find downloadable Walk logos, graphics and photos to include in your emails. You can download them directly from the website and save them to use in social media posts, as well.

The screenshot displays a fundraising dashboard for a user named Dawn Drake. The top navigation bar includes a search function, social media icons, and a 'My Fundraising Tools' dropdown menu. The main content area is divided into three tabs: 'Registration Info', 'Permissions', and 'Badges'. The 'Badges' tab is active, showing five earned badges: 'Fundraising Achieved', 'Top Fundraiser', 'Profile Completed', and two others with flag icons. Below the badges, a 'Complete Your Profile' section shows a list of tasks with their completion status. A 'Next Step' banner encourages the user to 'Raise Your First Online Donation'.

Task	Status
Upload Your Avatar	complete
Update Your Personal Page	complete
Send a Fundraising Email	complete
Raise Your First Online Donation	incomplete
Share on Facebook / Twitter	complete

Next Step: Raise Your First Online Donation

Get Rewarded!
Completing your profile can lead to more donations. Plus, we'll give you a badge.

At the bottom of the screen, you will see “Complete Your Profile.” The website tracks your profile progress. Once you have completed your profile you will be awarded a badge. There are badges you can earn once you reach certain fundraising milestones. You can share your badges on social media, too, to brag to your friends and family when you meet certain goals.

The screenshot shows a fundraising dashboard for a user named Dawn Drake. The top navigation bar includes a search function, social media icons, and a 'My Fundraising Tools' dropdown. The main navigation tabs are 'Event Home', 'Donate', 'Register', and 'Sponsors'. On the left, a sidebar menu lists options like 'Dashboard', 'Share Event', 'My Donations' (which is selected), 'Resources', 'My Registration', 'Manage Registrations', and 'Our Team'. The main content area is titled 'My Donations' and features a large green '\$0.00 TOTAL RAISED' display. Below this, four smaller boxes show: '\$0.00 TOTAL ONLINE', '\$0.00 REGISTRATION(S) TOTAL', '\$0.00 OFFLINE VERIFIED', and '\$0.00 OFFLINE UNVERIFIED'. To the right, a thermometer-style progress indicator shows '\$0.00 achieved' out of a '\$400.00 goal', resulting in '0% of your goal reached'. A button labeled 'Update My Goal' is positioned below the thermometer. At the bottom of the dashboard, there is a 'Donations Received' section with a '+ Add Cash or Check' button and a message stating 'No donations received. Add a donation'.

If you receive any cash or check donations and want to add them to your fundraising total, click on “My Donations” and enter them online. They will be considered “Offline Unverified” until APS receives the cash or check donation, but will still be added to your fundraising thermometer.

are right here.

Dashboard

Share Event

My Donations

Resources

My Registration

Manage Registrations

Our Team

Edit My Page

Get the Word Out

Providing easy access to your fundraising page is a great way to increase donations.

Send a Fundraising Email

Share on Facebook

Add a Registrant

See All Donations

Links

Text Giving

Text giving has been enabled for this event. Create a text code to help donors find your page fast.

Get Started with Text Giving

100%
80%
60%
40%
20%
0%

\$0.00
achieved

\$400.00
goal

0%
of your goal reached

Update My Goal

You can create a personalized text code for your team or your fundraising page. Click “Text Giving” under “Get the Word Out” on your dashboard.

How Text Giving Works

- 1 Send a Text**
A donor sends a text message to **50155** with the text code for your event plus the code for you or your team with a space between each code.
- 2 Include the Donation Amount**
The donor will be prompted to indicate how much they'd like to donate. A donation amount can be included as part of the initial message.
- 3 Complete the Donation!**
Depending on the text code that was used, they are provided a link to the donation form for your team or personal fundraising page.

To take advantage of this method, all you have to do is create a text code to get started.

[Create Text Codes](#) [Maybe Later](#)

The screenshot shows a mobile text message interface. At the top, the number 50155 is displayed. A green bubble contains the text 'walk2021 participant 50'. Below it, a grey bubble contains a URL: 'https://secure.ogiv.com/event/wfa21/account/1081449'. At the bottom, there is a text input field containing 'walk2021 participant 50' and a green 'Send' button.

Click “Create Text Codes” and enter your personal text code (i.e. your name or your team’s name). Donors can now send a text message to 50155 with the event text code (Walk2020) plus your team or personal text code with a space between each code.

Create Text Code

Create a short text code to use.

My Text Code [Save Text Code](#)

50155 walk2021 DawnDrake

[I'm Finished](#)

The screenshot shows a form titled 'Create Text Code'. Below the title is the instruction 'Create a short text code to use.' There is a label 'My Text Code' followed by a 'Save Text Code' link. A text input field contains the text '50155 walk2021 DawnDrake'. Below the input field is a blue button labeled 'I'm Finished'.

SOCIAL MEDIA TOOLKIT

Since fundraising efforts are moving online this year, social media is going to play a huge part in your fundraising success. First and foremost, we recommend posting on social media about the Walk **1x per day**, always using **#WalkWithMe2021**, making all of your **posts public** (so that others can share them), and always **tagging APS of Durham** in your posts. Feel free to share anything posted by APS. Again, we understand that fundraising can feel particularly difficult this year, and recommend you use your best judgement in how often you post and what you are sharing with your audience based on their sensitivities.

Read on for tips, tricks, blurbs, and pictures that will help you with your posts!

THE BASICS:

- Personalize your post – Even though we've provided the graphics and suggested text, feel free to tell YOUR story. Your friends and family want to know why this makes a difference to YOU.
- Have you participated in Walk For The Animals in the past? Posting a picture or video of you going for a walk, with or without your pet, in your Walk t-shirt is a simple way to get people excited about sharing our walks online on May 29th!
- Always use #WalkWithMe2021 when posting on social media about the walk.
- Make sure to tag APS in all your Walk posts and we will share them on our social media as a post or a story.

FACEBOOK PHOTO FRAME :

We strongly encourage using the Walk For The Animals Facebook photo frame for your profile picture throughout your fundraising!

Here's how to apply it to your profile picture:

Just go to your profile picture

Click "update"

Click "Add frame"

Search for APS Walk 2021

Select the frame!



SHORT AND SWEET POST EXAMPLES:

Include statements so that the person you ask for a donation will learn about the difference they will make in an animal's life. Empower them with that information so they will be more interested in donating. Donors want to know that their contribution is going to a good cause.

Example:

WE can make a difference. YOUR contribution will make a difference.

Below are some examples of what various donation amounts mean for the shelter and animals. **This has proven to be extremely effective in inspiring folks to get involved and may increase what people are willing to give.** Feel free to copy and paste!

If you donate \$525, YOU will cover the cost of heartworm testing for 30 dogs!

OR

Together, if we raise \$525, WE will cover the cost of heartworm testing for 30 dogs!

If you donate \$278, YOU will cover the average cost of care and feeding for one animal's length of stay!

OR

Together, if we raise \$278, WE will cover the average cost of care and feeding for one animal's length of stay!

If you donate \$200, YOU will provide tick and flea prevention for 20 dogs for one month!

OR

Together, if we raise \$200, WE will provide tick and flea prevention for 20 dogs for one month!

If you donate \$150, YOU will cover the average cost of medical care for one animal.

OR

Together, if we raise \$15, WE will cover the average cost of medical care for one animal.

If you donate \$100, YOU will cover the cost of feeding 250 animals for one day!

OR

Together, if we raise \$100, WE will cover the cost of feeding 250 animals for one day!

If you donate \$55, YOU will cover the cost of spaying/neutering one animal!

OR

Together, if we raise \$55, WE will cover the cost of spaying/neutering one animal!

If you donate \$25, YOU will cover the cost of microchipping one animal!

OR

Together, if we raise \$25, WE will cover the cost of microchipping one animal!

RIGHT IN THE MIDDLE POST EXAMPLES:

APS works hard to benefit the Durham community. Sharing some examples of where we go above and beyond will encourage and inspire people to donate. We've included a few real examples from fundraisers this year that are sensitive to the current crisis. Copy and paste to use some of the examples below or share your own story.

Did you know that APS of Durham has set up a pet food pantry for residents of Durham who need help right now to keep their pets at home? Animal welfare and human welfare are intertwined. Please use this link to donate: (link to your fundraising page).

It's a sensitive time and many are struggling. If you happen to be amongst those in a position to give, please support Animal Protection Society of Durham. Our Walk for the Animals is continuing, albeit online and from a social distance.

Did you know that APS has a community spay/neuter program?

APS ensures that every animal they adopt out of the shelter receives a health and behavior assessment, vaccinations, a microchip, and is spayed or neutered before going to their new home. Their full-time veterinary staff perform more than 1,600 surgeries per year, helping reduce the number of unwanted or abandoned animals in the community. They also contract with local veterinary partners to provide a low or no cost option for community members to have their animals spayed or neutered.

Have you heard about APS's microchipping program?

Durham County Animal Services deputies use microchip scanners to identify lost animals and reunite them directly with their owners. That's why APS has instituted a program to microchip all dogs and cats who are redeemed by their owners from our shelter. Additionally, they've donated microchips to owned animals in the community, ensuring fewer stray animals experience stressful separations from their families.

Did you know APS is there to help, even after you adopt?

Their on-site behavior manager works closely with our adoptable animals to prepare them for adoption and fostering, from socialization to car rides to learning manners around people and other animals. And their work with animal behavior doesn't end in the shelter. Their staff provides classes and even a "hotline" for community members to call in with questions about behavior, feeding, and medical needs.

Have you heard about their stellar kitten foster program?

This program was created to provide critical 24-hour, life-saving care for nursing and orphaned kittens. They recruit and train a robust network of volunteers to care for kittens and nursing mothers in their homes. They furnish all of the supplies and medical services to nurture this fragile population. Caring staff are available around the clock to provide, support, and comfort to new and experienced foster volunteers alike.

LONG AND STRONG POST EXAMPLES

Feel free to copy and paste, and use the pictures shown here!

A sensitive email in the time of COVID-19

It is that time of year when Animal Protection Society of Durham is seeking donations for their annual Walk for the Animals fundraiser. This year it is particularly difficult to compose this email as there are many needs in our community and across the country.

During these challenging times, the APS of Durham has:

- *implemented an online signature program and conducted online adoption interviews as well as in person once we reopened

- *placed many animals in foster homes so that they can wait for adoption outside of the kennel environment and have medical treatment in a loving temporary home.

- *worked closely with a number of rescue organizations to place animals in their care.

- *set up a pet food pantry for Durham citizens who need help keeping their pets at home.

- *continued to support Durham citizens who have to surrender their pets, assuring them that we will do everything possible to find their beloved pets the right home.

The APS of Durham has taught me that animal welfare and human welfare are intertwined. Help pet owners. Help pets. This year for our major fundraiser, Walk for the Animals, we are staying home but we are still raising money for the animals. Walkers will be in their own safe corners of Durham on Saturday, May 29, between 10 am and 1 pm, united in their support of our local shelter.

Please go to <https://secure.ggiv.com/event/wfta21/> to make a donation. The Walk has always been about small donations joined together to do good. No donation is too small.

An email with some personal stories and photos about our animals:

At Animal Protection Society of Durham, they value every animal that comes through their door. Each day that they can improve an animals' chance for a healthy future is a good day. This is what makes Animal Protection Society of Durham stand out: **They go that extra mile to restore the health – both physical and emotional – of the animals that enter their program.**

Above and beyond our robust standard of care, sometimes specialized surgery is necessary – surgery that is vital for a good quality of life. **We would not be able to provide this level of care without your generous financial support.** Will you please donate today to ensure animals are able to receive the care they need, improving their chance of finding a new home?

(CONTINUED)

I would like to share a story with you, about two special animals that recently received extraordinary surgeries at APS of Durham. This shows that our value for the lives of all animals improves their chance of finding a forever home.



Bobby, a sweet, playful young cat, came to us with a degloved tail – a crushing injury that was extremely painful! He lost all the skin on his tail, leaving it susceptible to infection and unable to heal. Our only option was to amputate his tail. Bobby peacefully recovered at the shelter until he found a loving home.

Soon afterward, Sandy – an extremely sweet, active lab mix puppy, was surrendered to the shelter with medical issues. She had never been to the vet before, so all of this was completely new to her. Dr. Bishop and her team rolled up their sleeves and gently addressed Sandy’s needs. She suffered with entropion, which causes the eyelids to fold inward. The eyelashes continuously rubbed against the eyes causing constant irritation.



Luckily for Sandy, Dr. Bishop was able to perform the necessary surgery to correct her condition. Otherwise, she would have continued to experience chronic pain, and the condition could have led to ulcers, infections, and other complications. Because **APS of Durham is committed to improving the quality of life for our animals**, Sandy received life altering surgery to correct the inversion of her eyelids. After recovering, Sandy was adopted and went home with her new family.

At APS of Durham, our standard practice is to fully vaccinate every animal upon arrival at the shelter. Additionally, each animal that remains in our program receives a full medical exam, spay/neuter surgery, microchip implant, treatment, and prevention for external and internal parasites, including heartworm disease. But sometimes, more specialized **help is necessary** to ensure that the animals in our care enjoy the comfort of health as they find their new forever home. Thank you for caring about the animals. **Your financial contribution – *the gift of health* - makes a world of difference for animals just like Bobby and Sandy.**

LOGOS ON NEXT PAGE!

LOGOS for your use in posts, emails, etc.

Downloadable at apsofdurham.org/walker-fundraising-resources/

