

# 2017 MEGA MARCH

## FUNDRAISING TOOLKIT

*Thank you for marching and helping MHS save animal lives!*

### **WE CAN'T DO THIS WITHOUT SUPPORTERS LIKE YOU.**

This toolkit is designed to provide effective, fun and simple fundraising techniques and ideas to help you meet your Mega Marching goals. From teambuilding secrets to quickly securing \$200, in the following pages our team of professional “askers” will guide your fundraising path. Along the way, you can expect emails that provide inspiration, how-to tips and support for your marching efforts until the big day. Again, your Mega Marching means so much! Thank you.



MICHIGAN  
HUMANE  
SOCIETY



*Presented by*

**SELLERS**  
REPUTATION IS EVERYTHING



# 7 STEPS TO A SUCCESSFUL MEGA MARCH

- 1. Build a Team:** Because there's strength in numbers, we encourage you to build a team. Ask friends, family, co-workers, workout buddies, even your cohorts at the dog park to join. Use your email address book, social media friends, even LinkedIn connections. You'll be surprised by who joins your team or makes a donation.
- 2. Start Early:** The sooner you start asking for donations, the more you will raise. We ask individuals to raise at least \$200, which saves the life of one MHS animal. We encourage teams to raise \$5,000 or more, which covers care for a badly injured animal requiring surgery, an extended shelter stay and fostering.
- 3. Set a Goal:** And share it! That way, you get people engaged in what you're doing and onboard with the effort. We encourage marchers to stretch for their goals, but to be realistic in attaining them.
- 4. Get Personal:** Customize your team and personal pages with photos and videos. Include a story that tells why you're raising money, why it's important to you, and where the money goes. Tug at the heartstrings of prospective donors!
- 5. Get Social:** Use status updates to share your fundraising progress. Create event pages for upcoming fundraisers, such as garage or bake sales, and always link to your MHS fundraising webpage.
- 6. Coach the Team:** Engage team members with fundraising tips, event ideas and team updates. Plan a team event to build camaraderie while raising money. (We've included team ideas in your toolkit.)
- 7. Say "Thanks!":** Your mom was right. Every professional fundraiser knows that the key to a donor's heart is two-sided: the mission and the "thank you" that follows a donation.

----- GOOD LUCK! -----

## RAISE \$200 IN 10 DAYS

<b>DAY 1</b>	<i>Donate \$20 of your own</i>	<b>DAY 6</b>	<i>Ask two relatives for \$10 each</i>
<b>DAY 2</b>	<i>Ask five friends to donate \$10 each</i>	<b>DAY 7</b>	<i>Ask a close friend for \$20</i>
<b>DAY 3</b>	<i>Ask your spouse/significant other/ roommate for \$20</i>	<b>DAY 8</b>	<i>Ask two people from your place of worship for \$10</i>
<b>DAY 4</b>	<i>Ask two co-workers for \$10 each</i>	<b>DAY 9</b>	<i>Ask a neighbor for \$10</i>
<b>DAY 5</b>	<i>Collect \$1 from 10 people</i>	<b>DAY 10</b>	<i>Ask your doctor or dentist to donate \$10</i>

# POPULAR FUNDRAISING ACTIVITIES



*Try these at home, on social media, at the office or your place of worship.*

**Cutest Pet Contest:** Participants post their pet's photo and an envelope on a corkboard. People vote for their favorites with \$1 bills. The winner has the most dollars. Proceeds go to your team's fundraising efforts.

**Pet Services:** Offer pet sitting, dog walking or yard pick-up ... for a day, or a week. Proceeds benefit your fundraising goal.

**Ask Everyone You Meet:** Carry a decorative donation envelope everywhere you go. Ask everyone you meet. Consider jumpstarting your fundraising with a self-donation. People are likely to match the donation made before theirs.

**Potlucks:** In the workplace or at home, gather a group of people and decide on a theme for a potluck, such as tacos or BBQ. Diners must donate to eat! Great team activity!

**Dine to Donate:** Coordinate with a local restaurant that will offer a percentage of a specific day's sales to your team.

**Auction:** Your workplace is a great venue to auction fun items. Talk to your boss and brainstorm items your fellow employees might want: a prime parking space, PTO, desserts, role changing, or the opportunity to sit in the corner office for a day! Great team activity!

**Publicize:** Ask about sharing your fundraising effort via the company's internal communications channel. Post a flyer in common areas, or contribute a short article to a school or church paper.

**Casual Day:** At your workplace, designate a casual-dress day in exchange for a small donation.

**Trivia Night:** Create your own questions or use a board game. Players have to donate \$1 for every question answered incorrectly. Great team activity!

**Bake Sale:** Put those baking skills to use and sell fresh, home-made pies, cookies, cupcakes or whatever baked delight you fancy. Great team activity!

**Decorated Jars:** If you work at a restaurant or have access to a cafeteria, place a pet inspired canister at each table with a label: "Help change animal lives from homeless to loved by supporting MHS!"

**Birthdays:** This one's easy: Simply ask everyone to donate to your Mega March team page instead of purchasing gifts or cards.

**Vacation Day:** Perfect for workplace teams, ask HR for extra PTO for the team member who raises the most money.

**Handyperson for a Day:** Tell neighbors you're mowing for a cause. Offer to spread mulch or rake leaves. Once fall begins, assist with cleaning out gutters or walking pets.

**Ice Cream Social:** This proven winner gets your co-workers, study group, book club or any other social group, salivating for the perfection of ice cream. Donations start at \$5.

**Head Shaving:** Set a fundraising goal and if the team reaches it, get your organization's top dog to do something silly, such as shave his or her head, wear a costume to work, get pie in the face, sing a Broadway show tune, or better yet, match the donation!

## MHS MISSION

*To improve and save lives through compassionate care, community engagement and advocacy for animals.*

# HOW YOUR DONATIONS SUPPORT THE MHS MISSION AND SAVE ANIMAL LIVES

## *In 2016*

- Placed 11,219 animals
- Responded to 7,890 rescue and cruelty calls
- Provided 61,859 vaccinations
- Served 7,368 free pet food pantry clients
- Sterilized 10,584 animals
- Served 48,433 clients at our vet clinics
- Advocated for stronger animal welfare laws

## FAQ

*Is there a minimum fundraising amount?* No, there is no minimum amount that a participant is required to raise. MHS will have special incentives to help ramp-up your fundraising efforts.

*Is there a registration fee?* The registration fee is \$25 for adults and \$15 for children 12 and under. Once you complete registration at [michiganhumane.org/megamarch](http://michiganhumane.org/megamarch), you'll be redirected to your personal fundraising page, which you can personalize and update. The best way to kick-start your efforts is by being the first to donate. All online registered participants will receive a t-shirt.

*Do I register online?* Yes. Online registration is the most efficient way to get started. You will have access to tools and resources, and get important event details, updates and information about online contests. Register offline by visiting the check-in tent on event day! Day-of registration fees will be \$35 for adults and \$25 for children twelve and under.

*Do I need to bring a pet?* Every registrant is welcome at the Mega March, with or without a pet.

*How far is the walk route?* Enjoy the beautiful Michigan fall season while marching at Mega March! Belle Isle and Kensington both offer a one and two mile route.

*How many team members should I have?* There is no requirement for the number of members on a team. We have had teams of two and teams of more than 20!

*Where do teams check in on walk day?* Team members are asked to check in individually at the official Mega March check-in tent (there will be signs) and turn in all donations at that time.

*What do I need to bring to check-in?*

Please bring:

- All cash and check donations
- Any employer matching-gift forms
- Your printed online registration form for quicker check-in

If you are unable to register prior to the event, our staff and volunteers can help you register at the event!

*What do I do with donations I receive after the walk?*

To help as many animals as possible and to possibly reach the next incentive level, be sure to mail in offline donations received after the event to the address below!

Michigan Humane Society

Attn: Mega March

30300 Telegraph Rd., Suite 220

Bingham Farms, MI 48025

*Are sponsorship opportunities available?* Yes! We have a variety of sponsorship opportunities and we are happy to customize a package to fit your unique needs.

*For more information about sponsorships, contact MHS at [megamarch@michiganhumane.org](mailto:megamarch@michiganhumane.org).*