



# PACK PREP

## *Paws on Parade*

Broadway Plaza, Walnut Creek

Sunday, May 2, 2010

Website: [www.arf.net](http://www.arf.net)

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Phone: (925) 296-3156

Dear Pack Leader:

Thank you for taking a “leadership” role in ARF’s Paws on Parade event. With your help and the help of your fellow Pack members, this year’s “Paws on Parade” fundraising walk is sure to be a success!

The following information will list important dates, procedures, and include forms that you will need as a Pack Leader. We will also provide you with FUNdraising ideas to help in your efforts.

Thanks again for your help!

Tony La Russa’s Animal Rescue Foundation (ARF)

### **Important Pack Pre-Event Check In Dates (at the shelter)**

At Pack Pre-Event Check In, the Pack Leader **must** turn in all Pack members’ forms and monies collected to date and confirm Firstgiving totals for online donations. In order for Pack Members to receive his or her t-shirt and dog bandana, they must collect a minimum of **\$100** each. The Pack as a whole must have a minimum of **\$1,000** in order to register and receive Pack benefits.

The Pack Leader will receive all the Pack t-shirts, bandanas, Pack sign, and goodies that have been earned by the Pack members. If additional money has been collected after Pack Pre-Event Check In, the Pack Leader may turn that money in the day of the event at Pack Check In.

Preregistration is available:

**7:00 am to 7:00 pm on Thursday, April 22, 2010**

**7:00 am to 7:00 pm on Friday, April 23, 2010**

**Or by appointment during business hours from 9:00 am to 5:00 pm April 19-21, 2010**

## ***WHY FORM A PACK?***

**You'll have fun together and will receive:**

- 🐾 *Paws on Parade* T-shirts
- 🐾 Pack Photo taken at the Walk
- 🐾 Personalized sign to carry with your Pack name or logo

## ***WHO CAN BE A PACK MEMBER?***

friends . . . neighbors . . . co-workers . . . family members . . . classmates . . . club members . . . girls' night groups . . . . . Girl Scout troops . . Boy Scout troops . . . church members . . . just about anyone who is an animal lover!

## ***WHO CAN BE A PACK MEMBER'S SPONSOR?***

Anyone who is willing to support a Pack member by donating any dollar amount to help the animals: hair dressers . . . employers . . . co-workers . . . veterinarians . . . family members . . . friends . . . neighbors . . . groomers . . . business associates . . . you name it!

**All the money collected goes directly to ARF and its programs.  
All donations are TAX DEDUCTIBLE.**

**Tell your Pack Members to let their sponsors know that their donation helps us to:**

- Provide the rescue, adoption and population control services necessary to ensure all companion animals in Contra Costa County a stable and loving home in which to complete a natural lifespan.
- Improve the quality of relationships between people and pets, with emphasis on populations like abused children, the elderly and others who gain comfort from the "healing connection" with companion animals.
- Support and lead other animal protection and human service organizations, locally and across the country, with solid program models that help save animals and bring the healing touch of animals to local communities.
- Create educational programs utilizing innovative methods to introduce the higher ideals of compassion toward animals and people, define responsible pet guardianship and make the case for the need to control companion animal overpopulation.

***Tony La Russa's Animal Rescue Foundation (ARF) is a 501 (c) (3) non-profit organization, supported entirely by donations and fund raising events. We do not receive government funds.***

*Pack Member tip: Be sure your first donation listed is a large one; others may follow the example!*

## ***BE A PACK LEADER! Pack Leader duties:***

### **PRE-WALK**

- 🐾 Review the enclosed Questions & Answers (the answers to your questions may be listed)
- 🐾 Organize a group of individuals into a Pack
- 🐾 Give your Pack a name. Contact (925)296-3156 to confirm that your chosen Pack name is available.
- 🐾 Register your Pack on-line using our EASY & FREE internet fundraising tool – visit [www.firstgiving.com/tlraf](http://www.firstgiving.com/tlraf)
- 🐾 Encourage your Pack Members to create their own fundraising web page in order to email that page to their friends & family to solicit their support
- 🐾 Motivate your Pack Members to collect donations from sponsors
- 🐾 Keep in touch with your Pack Members to see how they're doing.
- 🐾 Have your Pack Members ask their sponsors if their company offers a matching gift program (matching gift funds count towards the Pack and walker's total)
- 🐾 Complete the enclosed Pack Registration Form
- 🐾 Attend Pre-Event Check In to sign up for a Pack Photo time and pick up Pack goodies at ARF to distribute to your members
- 🐾 DON'T FORGET to inform your Pack members where and when to meet at the Walk

### **PACK PRE-PRE EVENT CHECK IN**

- 🐾 Make sure you have collected a minimum of \$1,000 to qualify as a Pack
- 🐾 Collect members' signed registration forms, dollars and matching gift forms (if applicable)
- 🐾 Record all individual funds from online donations
- 🐾 Go to ARF on one of the **mandatory** Pack Pre-Event Check In dates:  
**Thursday, April 22, 2010 between 7:00 am and 7:00 pm**  
**Friday, April 23, 2010 between 7:00 am and 7:00 pm**  
**Or by appointment during business hours April 19-21**

### **DAY OF WALK**

- 🐾 Have your Pack Photo taken
- 🐾 Gather any additional monies collected between Pack Pre-Event Check In and Walk day
- 🐾 Turn additional money and registration forms in at Pack Check In
- 🐾 Collect additional goodie coupons and distribute to your members
- 🐾 Have a great time at the Walk!

*Pack Leader tip: You may want to designate a co-leader to help with the logistics and share the fun!*

## ***FREQUENTLY ASKED QUESTIONS:***

### **Q: Why does each member have to collect at least \$100?**

A: Since a Pack is made up of individual walkers, each walker must collect \$100 to be eligible to receive his or her t-shirt and bandana.

### **Q: What if my Pack doesn't reach \$1,000? Can we still be a Pack?**

A: In order to qualify as a Pack and receive the Pack perks (your Pack name on t-shirts, Pack photo, Pack signs, chance to win special prizes) leaders must submit at LEAST \$1,000 at Pack Pre-Event Check In. If this criterion is not met, you are not an official "Pack", but can still participate as individuals.

### **Q: Do you offer any kind of training or provide any tips on how to be a successful Pack leader?**

A:

- Pack Leader training assistance will be offered as needed at ARF –
- We would be more than happy to hold a Pack presentation at your place of employment to help in your recruiting efforts and to build excitement among your fellow co-workers.
- Pack Leaders, Pack Members and all other walkers are encouraged to use the internet to collect pledges. All walkers may create a personal fundraising web page that may be emailed to anyone you have an email address for. This will help reach far-distant relatives, friends, co-workers, and anyone else you can reach via email. It is an easy tool to add to your fundraising methods, as well as an easy and secure way for your donors to contribute to your efforts. Visit: [www.firstgiving.com/tlraf](http://www.firstgiving.com/tlraf) to set up your own page and begin.

### **Q: Why does the Pack have to attend Pre-Event Check In?**

A: Pre-Event Check In saves the Pack valuable FUN TIME the day of the event and allows Pack Leaders to pick up their Pack Members' goodies as well as distribute them prior to walk day. We strongly encourage all participants to proudly wear their t-shirt at the walk!

### **Q: How do I distribute all the Pack goodies to my members?**

A: Since you will be picking up your t-shirts, sign(s) and goodies at Pre-Event Check In before the walk, you will have time to deliver them to your Members. If you work with your Pack Members, you can bring the items into work, or perhaps you can throw a Pre-Walk party the night before the event and hand out their goodies then.

### **Q: I want my Pack Members to keep collecting money after registration so that they can qualify for more goodies. How will they get the additional goodies they've earned?**

A: Pack Members should use a separate Registration form to collect more money and give their money and form to the Pack Leader the day of the Walk. The Pack Leader, in turn, takes all of the additional money and registration forms received by Pack Members and hands them in to the Pack Check In area at the Walk. If members collect enough money or receive more online donations to reach the next goodie level after the Pre-Event Check In, Pack Leaders can pick up additional goodie items on the day of the walk.

*Pack Leader Tip – Encourage all Pack Members to create their own web page to send out to everyone in their email address book – it's free, easy & only takes a few minutes!*

## ***PACK LEADER CHECKLIST***

### ***Things to make sure you've taken care of before Pack Pre-Event Check In***

- Collect all Pack Members registration forms and money to date
- Be sure your Pack collected at least \$1,000
- Check that each Pack Member:
  - filled out the form completely with name, address, number
  - signed the waiver
  - attached matching gift forms, if applicable  
**(matching gift form must accompany registration form in order to receive credit)**
  - collected at least \$100 in donations (includes on-line donations) to be entitled to a t-shirt
  - listed his or her t-shirt size
- Have Pack Registration Form completely filled out
- Fill out the Pack Tracking Form for your own reference later
- Have a Pack logo or name ready and bring it with you to Pre-Event Check In **(Logos must be black/white and camera-ready; Packs without logos will have their Pack name printed in text)**
- Choose your Pack Pre-Event Check In date:
  - Thursday, April 22, 2010                      7 p.m. – 7 p.m.**
  - Friday, April 23, 2010                      7 p.m. – 7 p.m.**
  - Or by appointment during business hours April 19-21**
- Choose your Pack Photo time:
  - (photo slots every 5 minutes)
  - Between 8:00 a.m. and 9:55 a.m.
  - Between 11:00 a.m. and 11:30 a.m.

*Pack Member tip: Coordinate a small fundraiser (bake sale, garage sale, etc...) with your Pack Members to raise extra funds for your Pack.*



