



PACK-ET 2008

Saturday, March 1, 2008
Esplanade Park, Fort Lauderdale

Website: www.walk4theanimals.com

Email: info@walk4theanimals.com

Myspace: www.myspace.com/walkfortheanimals

Questions? 954-266-6817



Are you ready for another “bark”tacular event?

With your help and the help of your fellow pack members, this year’s “Walk for the Animals” is sure to be the most successful Walk ever! The following information will list important dates, procedures, and include forms that you will need as a Pack Leader. We will also include some FUNdraising ideas to help in your efforts.

IMPORTANT DATES & TIMES!

Pack Leader Training

(at the shelter: 2070 Griffin Road, Fort Lauderdale)

*All Pack Leaders are welcome to attend a training class. Please note that these classes are **not required** and are only offered as an additional tool to help with your pack’s fundraising.*

Thursday	September 13, 2007	6:00 p.m. - 7:00 p.m.
Wednesday	October 10, 2007	6:00 p.m. - 7:00 p.m.
Thursday	November 8, 2007	10:00 a.m. – 11:00 a.m.
Wednesday	November 14, 2007	6:00 p.m. - 7:00 p.m.
Monday	December 3, 2007	6:00 p.m. - 7:00 p.m.
Saturday	December 15, 2007	12:00 p.m. - 1:00 p.m.
Saturday	January 12, 2008	12:00 p.m. - 1:00 p.m.
Wednesday	January 16, 2008	6:00 p.m. - 7:00 p.m.
Tuesday	January 29, 2008	6:00 p.m. - 7:00 p.m.

Please contact us if you are interested in attending but require a different date/time.

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Please RSVP 1 day in advance (954) 266-6817
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Pack Pre-Registration Dates

(at the shelter)

At Pack Pre-registration, the Pack Leader **must** turn in all Pack members’ forms and monies collected to date. Pack Members must collect a minimum of **\$150** each to receive his or her Walk t-shirt and dog bandana. The Pack as a whole must have a minimum of **\$1,500** in order to register and receive pack benefits.

Sunday, February 17, 2008 (10:00 a.m. – 5:30 p.m.)

Monday, February 18, 2008 (9:00 a.m. – 6:30 p.m.)

Tuesday, February 19, 2008 (9:00 a.m. – 6:30 p.m.)

Pack Goodie Pick-Up

(at the shelter)

The Pack Leader will receive all the pack t-shirts*, bandanas*, pack sign(s), and goodie coupons that have been earned by the pack members.

Please note that no money will be collected on these days.

If additional money has been collected after pack pre-registration, the Pack Leader may turn that money in on Walk day at Pack registration.

*For eligible pack members

Wednesday, February 27, 2008 (9:00 a.m. – 6:30 p.m.)

Thursday, February 28, 2008 (9:00 a.m. – 6:30 p.m.)

Why form a Pack?

You'll have fun together and will receive:

- Walk T-shirts*
- Pack Photo taken at the Walk
- Personalized sign(s) to carry with your Pack name or logo
- All Pack members will be entered into a special raffle
- Special Walk for the Animals Pack Gift

*For eligible pack members

Who can be a Pack member?

friends . . . neighbors . . . co-workers . . . family members . . . classmates . . . club members . . . girls' night group Girl Scout troop. . . Boy Scout troop . . . 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 \$1, \$10 or \$100 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 the animals, the Shelter and its programs AND donations are TAX DEDUCTIBLE.

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

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

- 🐾 Find loving new homes for more than 9,500 homeless animals this year
- 🐾 Spay and neuter all animals adopted from the shelter, so that we can fight the pet overpopulation problem
- 🐾 Educate over 250,000 children and adults this year about kindness and respect toward all animals
- 🐾 Work with and educate the Boys and Girls Clubs and Girl Scouts of Broward County
- 🐾 Address problems of animal cruelty and neglect in our community
- 🐾 Send teams of volunteers and their Pet Therapy animals to bring a smile to people in nursing homes, hospitals, and other care facilities
- 🐾 . . . and so much more!

The Humane Society of Broward County is a 501(c)(3) non-profit organization, supported entirely by donations and fund raising events. We receive no funds from national humane groups or from the government.

Be a Pack Leader!

As a Pack Leader, you'll need to:

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*
- Attend a Pack Leader training**
- Register your Pack on-line using our EASY & FREE internet fundraising tool – visit www.firstgiving.com/walk4theanimals
- 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
- Sign up for a Pack Photo time at Pre-registration
- Pick up Pack goodies at the Shelter and distribute to your members on one of the Pack Goodie Pick-up Days – (February 27 or 28)
- DON'T FORGET to inform your Pack members where and when to meet at the Walk

* Contact 954-266-6817 to confirm that your chosen Pack name is available.

** Trainings are NOT required and are available as an additional tool.

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

Pack Pre-Registration

You'll need to:

- Make sure you have collected a minimum of \$1,500 to qualify as a Pack
- Collect members' signed registration forms, dollars and matching gift forms (if applicable)
- Record all individual funds from on-line donations
- Go to the shelter on one of the **MANDATORY** Pack Pre-registration dates:

Sunday, February 17

10:00 am – 5:30 pm

Monday, February 18

9:00 am – 6:30 pm

Tuesday, February 19

9:00 am – 6:30 pm

Day of Walk

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

Frequently asked questions

Q: Why does each member have to collect at least \$150?

A: Since a Pack is made up of individual walkers, each walker must collect \$150 to be eligible to receive their t-shirt and bandana.

Q: What if my pack doesn't reach \$1,500? Can we still be a pack?

A: In order to qualify as an official "Pack" and receive the Pack perks (pack photo, special pack gift, personalized pack sign and chance to win raffle prizes), leaders must submit at LEAST \$1,500 at Pack Pre-registration. If this criterion is not met, you are not an official "pack"; however, you may still participate as a team and walk together.

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

A:

- 🐾 Pack Leader trainings will be offered at the Shelter on September 13, October 10, November 8, November 14, December 3, December 15, January 12, January 16, & January 29.
- 🐾 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.
- 🐾 A newsletter (PackStreet Journal) will be mailed to all Pack leaders monthly, beginning in September. The newsletter will note any important dates, information and also list some FUNdraising tips.
- 🐾 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/walk4theanimals

Q: Why does the Pack have to Pre-register?

A: Pack Leaders need time to pick up their pack members' goodies as well as distribute them. Also, since the Pack gets their logo or name on their Pack sign, we need time to have them printed.

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

A: Since you will be picking up your Pack members' t-shirts, pack sign(s) and coupons on one of the Pack Goodie Pick-Up days 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. If you cannot distribute the goodies before the Walk, you can always hand the items out at the event.

*For eligible pack members raising at least \$150 each

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 into the Pack Registration area at the Walk. If members collect enough money or receive more on-line donations to reach the next goodie level, the Leader will need to exchange the original goodie coupon (if applicable) for the next level coupon. *(Note – all coupons can be redeemed at the Goodie Tent on Walk day)*

Q: I don't have a dog. Can I bring my cat?

A: It's a rare cat that enjoys spending the morning outdoors in a carrier, surrounded by excited dogs! Leave your kitty at home and borrow a dog from a friend, or walk without one. It leaves your hands free to pet everyone else's pooch!

Pack Leader Tip – Encourage all pack members to create their own web page & to send it 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-registration:

- Attend Pack Leader Training (*optional*)
- Collect all pack members registration forms and money to date
- Be sure your Pack collected at least \$1,500
- Check that each Pack member:
 - filled out the form completely with name, address, number
 - signed the waiver
 - attached matching gift form(s), if applicable
(**matching gift form(s) must accompany registration form in order to receive credit**)
 - collected at least \$150 in donations (includes on-line donations) to be entitled to a Walk t-shirt
 - listed his or her t-shirt size, if eligible
- 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-registration
(**logos must be camera-ready or emailed to sstout@hsbroward.com (must reference pack name in email); Packs without logos will have their pack name printed in text**)
- Choose your mandatory Pack Pre-registration date:

Sunday, February 17, 2008	10:00 a.m. – 5:30 p.m.
Monday, February 18, 2008	9:00 a.m. – 6:30 p.m.
Tuesday, February 19, 2008	9:00 a.m. – 6:30 p.m.
- Choose your Pack Photo time (photo slots every 5 minutes):

Between 8:00 a.m. and 9:55 a.m.
Between 10:35 a.m. and 11:00 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.

