



Welcome to the TEAM PAWS Chicago Family!

Congratulations on taking the first step to helping save the lives of homeless pets and creating No Kill communities—starting with Chicago. We are so excited to have you on board and are here to support you throughout your journey.

One of the most important aspects of preparing for an athletic event is having a training plan in place and executing it. The same goes for fundraising. The most successful fundraisers have a plan in place and execute it. This fundraising packet is designed to help you do that. It's a step by step guide where you can record your goals and plans, while providing tips and guidance.

Inside you'll find the following:

- How to set benchmarks and goals
- How donations make an impact – supporters want to know how their donations will be used and this is great information to share
- Fundraising Ideas and Resources
- How to create a fundraising plan

Follow the prompts in this packet and feel free to adjust as you need it! You may find yourself revising this plan several times depending on how your fundraising is going and that's OK!

If you have additional questions, or if there is something not included in this packet, please feel free to reach out to us at teampaws@pawschicago.org We're here to help you along the way!

Carrie & Steve
TEAM PAWS Chicago

STEP ONE: SETTING YOUR FUNDRAISING GOAL

By joining TEAM PAWS Chicago, you have already committed to a minimum fundraising goal (e.g. \$650 for Rock 'N' Roll or \$3,000 for TCS NYC Marathon). But you may want to reach higher in order to help more homeless pets or you may aim for our coveted red "9 Lives Singlet", which those who fundraise over \$3,000. You can visit our website [HERE](#) to see how donations make an impact and use one of these numbers in setting your goal. You can also click [HERE](#) to see our incredible work in 2017!

When setting your goal, think about WHY you joined. Maybe you're honoring a beloved rescue or running your first marathon for your 40th birthday. Be sure to SHARE this story with others!

WHY I JOINED TEAM PAWS CHICAGO:

Next, think of a goal that is MEANINGFUL and ATTAINABLE. Perhaps you want to raise \$1,500 so that you can help provide 100 microchips or raise \$100 for each year of your cat's upcoming 8th birthday (\$800). Even if you are only aiming to reach the minimum fundraising requirement, break down what that helps provide as the motivation for your goal. And be sure to SHARE this story with others!

MY FUNDRAISING GOAL IS: _____

I SET THIS GOAL BECAUSE:

STEP TWO: BENCHMARKING

Now that you have your goal set, you are ready to set your benchmarks. Right now, your fundraising minimum may look overwhelming. As you start your fundraising efforts, you may also find yourself asking "How do I know if I'm on track or not"? Benchmarking helps keep your fundraising on track while also allowing you to celebrate milestones. Here's how to create your benchmarking plan:

1. Count how many months/weeks you have between now and your fundraising deadline
2. Divide that time into quarters and put in the chart below
3. Divide your fundraising goal into quarters and put in the chart below
4. On the final line, keep track of progress

Sample: Goal is to raise \$1,000 by September 14 for someone who registered in March 14 (6 months/24 weeks of fundraising)

Dates	Q1 May 2	Q2 June 20	Q3 August 1	Q4 Sep 14
% Goal	25%	50%	75%	100%
\$ Goal	\$250	\$500	\$750	\$1000
Where I finished	\$275	\$623	\$883	\$1029

Your turn! Enter in your goals below

Dates	Q1	Q2	Q3	Q4
% Goal	25%	50%	75%	100%
\$ Goal				
Where I finished				

Important Tips:

1. CELEBRATE when you reach your milestones! Let your supporters know you're on track towards reaching your goal and think of the animals you have helped so far!
2. DON'T be discouraged if you fall short in a quarter! This doesn't mean you won't reach your final fundraising goal, it just shows that you may need to revise your fundraising plan.
3. Remember you always have your TEAM PAWS Chicago staff, Shepherds, and our Facebook group as resources!

STEP THREE: CREATING YOUR FUNDRAISING PLAN

Just as you have a training plan for your race, a fundraising plan ensures you have a successful finish! Before creating the fundraising plan, first review all of the resources available to you:

Fundraising ribbons & mile "sponsorships" – One great way to recognize donors is to "sell" fundraising ribbons and mile sponsorships. For example, if your goal is \$1,000 for a full marathon (26.2 miles), that's \$38 a mile and \$12 for the .2 – 27 friends, family or coworkers can get you to your goal! On each fundraising ribbon (available by emailing teampaws@pawschicago.org) write the name of the donor (or their pet's name), mile they are sponsoring, and pin to the back of your singlet for race day! You can make your own sponsor sign too if you wish.

PAWS Fundraising Card – These cards show how a little goes a long way! On this TEAM PAWS Chicago fundraising card (located on the Fundraising tab of the event website) each square is worth \$1 to \$5 dollars. Ask someone to pick a square, donate that amount and cross their name off. When the card is full, you'll have raised \$100!

PAWS Paw Cards – Ask a local restaurant or other business to "sell" these cards for \$1 (located on the fundraising tab of the event website). Donors put their name on them and they are posted on a wall display. Or ask your boss if you can do this at work as it's a great way to recognize donors.

Dine and Donate Nights – Don't be shy to ask your favorite bar or restaurant to hold a PAWS Chicago fundraiser where a portion of proceeds are donated, or \$1 from a special dessert or drink. TEAM PAWS Chicago staff can work with you and the restaurant to get all of the logistics squared away (most will ask for a letter and/or W2/Tax ID Letter).

100 Fundraising Ideas – Please review our 100 Fundraising Ideas for creative and new ways to raise funds that go beyond asking your family and friends. From car washes to garage sales, there are a lot of great ideas!

How to raise \$100 in 10 Days – This is a great plan to follow to raise funds (also on the Fundraising page of the event website). The nice thing about this plan is that you can repeat it as many times as you need.

Corporate Matches – MANY companies offer corporate matches but employees often are unaware. Reach out to your HR Department to see if your company offers one and if so, their process. Be sure to also ask if your company offers donations for volunteer hours. PAWS Chicago has many opportunities to fulfill volunteer hours!

Below is a sample fundraising plan for a goal of \$1,000 using the same benchmark plan example above:

Q1: Raise \$250 by May 2

Fundraiser:	\$ Goal:	\$ Raised:
<i>Self-donate portion of tax refund, April 15</i>	\$100	\$100
<i>Apply for corporate match end of April</i>	\$100	\$100
<i>Bring in donuts and bagels at work day of all staff meeting on April 23 for \$5 donation</i>	\$50	\$75
QUARTER TOTAL	\$250	\$275

Q2: Raise \$500 by June 20

Fundraiser:	\$ Goal:	\$ Raised:
<i>Raise \$100 in 10 Days week of May 7</i>	\$100	\$134
<i>Garage sale weekend of May 18-20</i>	\$150	\$214
QUARTER TOTAL	\$250	\$348

Q3: Raise \$750 by August 1

Fundraiser:	\$ Goal:	\$ Raised:
<i>Sell 13 mile sponsors for my half marathon at \$20 each Mom, Dad, Grandma, Aunt Kim, Aunt Kristin, Greg, Brooke, Brianna, Emily, Wade, Brian, Uncle Scott, Shawn</i>	\$260	\$260
QUARTER TOTAL	\$260	\$260

Q4: Raise \$1,000 by September 14

Fundraiser:	\$ Goal:	\$ Raised:
<i>Donation PAW cards at hairdresser month of August</i>	\$250	\$146
QUARTER TOTAL:	\$250	\$146
MAIN TOTAL:	\$1,050	\$1,029

Your turn!

MY 2018 TEAM PAWS CHICAGO FUNDRAISING PLAN

Q1:

Fundraiser:	\$ Goal:	\$ Raised:
QUARTER 1 TOTAL		

Q2:

Fundraiser:	\$ Goal:	\$ Raised:
QUARTER 2 TOTAL		

Q3:

Fundraiser:	\$ Goal:	\$ Raised:
QUARTER 3 TOTAL		

Q4:

Fundraiser:	\$ Goal:	\$ Raised:
QUARTER 4 TOTAL		