

PAWS[®] CHICAGO 5K FUNDRAISING GUIDE



WELCOME TO PAWS CHICAGO 5K!

Saving homeless pets is a team effort. And we're so glad to have you on our team.

The PAWS 5K is Chicago's largest dog-friendly charity event, and we rely on it to raise funds that help us rescue thousands of sick, injured, stray, and abandoned animals all year long.

The more you raise, the more we can save. Simply follow this guide to make your efforts as impactful as possible.

DON'T BE INTIMIDATED. YOU GOT THIS!

STEP 1: PERSONALIZE YOUR FUNDRAISING PAGE

Log into your fundraising page at teampaws.org/PAWS5K2022 and add some personal flair. Your friends, family and co-workers care about what you care about. Showing your passion can make a huge impact.

THE “DASHBOARD” TAB

Update your URL: Under “For an Effective Campaign You Should,” click “Create Custom URL.” Using your name is usually the easiest way for people to find you.

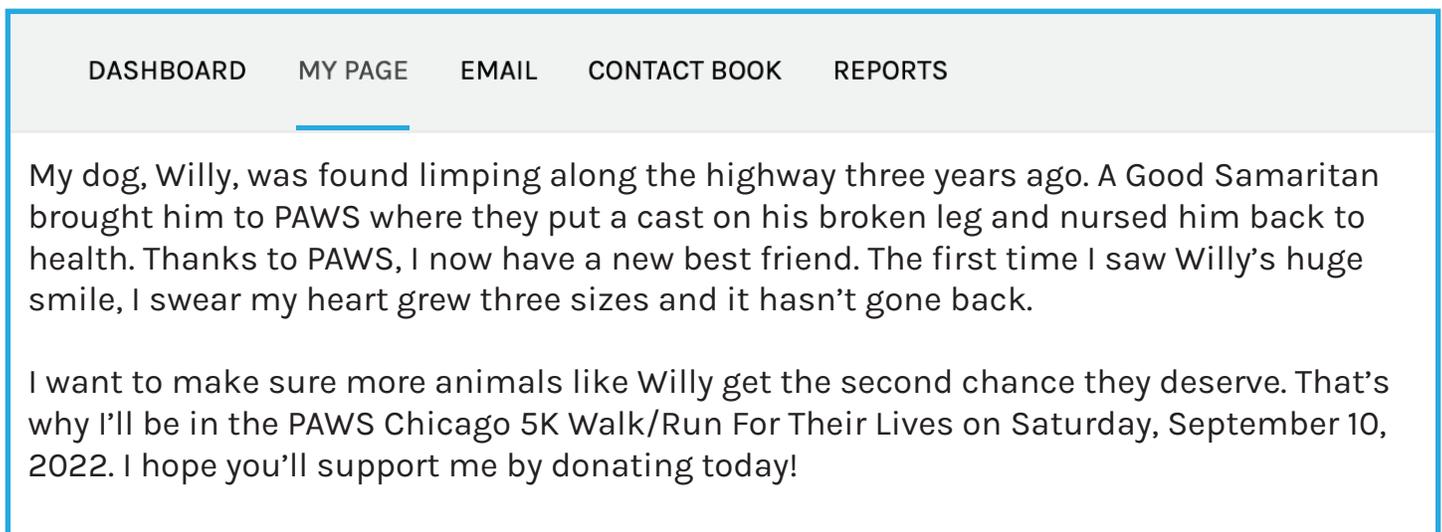
Update your profile picture: Under “For an Effective Campaign You Should,” click “Upload Photo.” Consider a photo of yourself, your dog or cat, or your whole pack!

THE “MY PAGE” TAB

Update your cover photo: Hover over the existing photo and select one of our campaign images or upload your own. (**Tip:** If your photo is getting cut off, hover over it and use the hand tool to drag and reposition. Or try a photo with a more horizontal orientation—keep in mind, all photos will auto-enlarge to fit the width of the frame.)

Update your welcome message: Under “Edit My,” click “Welcome Message.” Think about why this cause is special to you and share it with the world. Even just adding a few sentences before the pre-populated copy goes a long way.

EX:



The screenshot shows a navigation menu with five items: DASHBOARD, MY PAGE (which is highlighted with a blue underline), EMAIL, CONTACT BOOK, and REPORTS. Below the menu is a sample welcome message:

My dog, Willy, was found limping along the highway three years ago. A Good Samaritan brought him to PAWS where they put a cast on his broken leg and nursed him back to health. Thanks to PAWS, I now have a new best friend. The first time I saw Willy’s huge smile, I swear my heart grew three sizes and it hasn’t gone back.

I want to make sure more animals like Willy get the second chance they deserve. That’s why I’ll be in the PAWS Chicago 5K Walk/Run For Their Lives on Saturday, September 10, 2022. I hope you’ll support me by donating today!

CREATE A MEDIA GALLERY

To add a gallery of additional photos or videos, click the “+” sign under your welcome message.

STEP 2: START FUNDRAISING

Successful fundraising is all about sharing. A “SHARE” button is always visible at the top of your fundraising page. Simply click this button to get the word out on social media or via email directly from your page.

You might feel a little hesitant asking for donations at first, but when it’s for an amazing cause like PAWS, you’d be surprised how happy people are to hear your story and lend a helping paw.

ASK VIA SOCIAL MEDIA

- Share on Facebook, Twitter, and LinkedIn. A pre-populated message is included but adding a personal note can be a game-changer.
- Ramp up your sharing as the event day nears—consider writing a few different messages about why you’re fundraising and your progress to keep people interested and engaged. **Tip:** Post on Fridays when it’s payday!

EX:

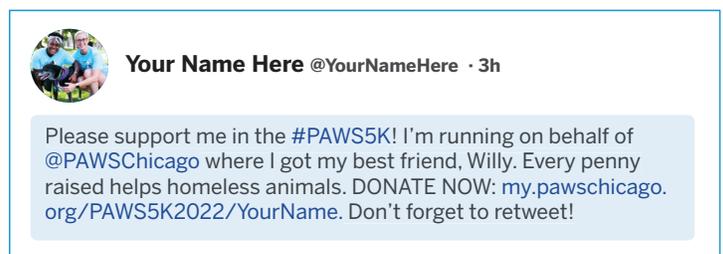


A screenshot of a Facebook post. At the top left is a circular profile picture of two women and a dog. To its right is the name "Your Name Here". Below the profile picture is the text: "I'm walking the PAWS 5K on behalf of homeless pets, and I need your support! My dog, Willy, was found limping along the highway three years ago. Thankfully, PAWS put a cast on his broken leg and nursed him back to health. The first time I saw Willy's huge smile, I swear my heart grew three sizes. I want more animals to get a second chance like he did. That's why I'll be in the PAWS Chicago 5K Walk/Run For Their Lives on Saturday, September 10, 2022. Please help by making a donation today. Every penny counts. Thank you! DONATE NOW: my.pawschicago.org/PAWS5K2022/YourName Like what you see? Go the extra mile and share this post." Below the text is a photograph of two women in light blue t-shirts kneeling on a grassy area with a black dog. At the bottom of the post, there are icons for likes, comments, and shares, with the text "541", "26 Comments", and "87 Shares".

WHAT MAKES A GOOD SOCIAL POST?

- Clear call to action
- Make it personal/give a reason
- Convey urgency
- Invite sharing
- Mix up the images

EX:



A screenshot of a Twitter post. At the top left is a circular profile picture of two women and a dog. To its right is the name "Your Name Here" followed by "@YourNameHere" and "· 3h". Below the profile picture is the text: "Please support me in the #PAWS5K! I'm running on behalf of @PAWSChicago where I got my best friend, Willy. Every penny raised helps homeless animals. DONATE NOW: my.pawschicago.org/PAWS5K2022/YourName. Don't forget to retweet!"

ASK VIA EMAIL

Reaching out to people you know directly is a great way to show your commitment and connect with individuals who aren't active on social media. (**Tip:** Make sure to import your contacts in the "CONTACT BOOK" tab.)

EX: **Subject:** Will you support me in the PAWS 5K?

Dear Name,

I'm walking the PAWS 5K in support of homeless pets and I need your support!

My dog, Willy, was found limping along the highway three years ago. A Good Samaritan brought him to PAWS where they put a cast on his broken leg and nursed him back to health.

Thanks to PAWS, I now have a new best friend. The first time I saw Willy's huge smile, I swear my heart grew three sizes and it hasn't gone back. I want more animals to get a second chance like he did.

That's why I'll be in the PAWS Chicago 5K Walk/Run For Their Lives on Saturday, September 10, 2022. Please help me change the lives of thousands of homeless pets just like Willy changed my life.

DONATE NOW my.pawschicago.org/PAWS5K2022/JulieName

Since its founding in 1997, PAWS has assisted in over 70,000 adoptions and helped reduce euthanasia in Chicago by 91 percent. Today, PAWS offers free or low cost spay/neuter surgeries and vaccinations in underserved communities. Plus, its state-of-the-art Medical Center means PAWS can save sick and injured animals no one else can or will.

This cause is very near and dear to my heart. I hope you'll join me.

Thanks for your support,
Julie (and Willy)

WHAT MAKES A GOOD EMAIL?

- Eye-catching subject line
- Clear call to action
- Make it personal/give a reason
- Convey urgency
- Include impact highlights

DOWNLOADABLE RESOURCES

2021 HIGHLIGHTS

See what PAWS Chicago has accomplished in the past year. This one-pager is perfect for attaching to emails or printing out and sharing with people in person.

HOW YOUR DONATION HELPS

This printable handout features animal success stories as well as a summary of how different donation levels help the homeless animals at PAWS. It's also great for attaching to emails.

OFFLINE DONATION FORM

Print this form if you'd like to collect donations from people offline (i.e. personal checks/cash).

PAWS CHICAGO 5K WEBSITE GUIDE

Download a detailed description of how to navigate your fundraising page.