32nd Annual

spca
TAMPA BAY

PET WALK

TEAM LEADER TOOLKIT

SATURDAY, APRIL 15, 2023
8:30 am - Noon
North Straub Park, St. Pete
OCC Road House & Museum, Clearwater

WELCOME

Thank you for taking the time to be a Team Leader and raise money for homeless pets with our annual Pet Walk!

LET'S GET STARTED!

01 START YOUR TEAM

- ☐ Determine location
  - — North Straub Park, St. Pete or
  - — OCC Road House & Museum, Clearwater
- ☐ Register your team at PetWalk.org
- ☐ Set a goal (team and individual)
- ☐ Personalize your page by posting a photo of you or your pet

02 RECRUIT

- ☐ Talk to friends, family, or co-workers about joining
- ☐ Post on social media to get the word out
- ☐ Walkers can be virtual, so ask friends and family near and far

03 FUNDRAISE

- ☐ Make a personal donation
- ☐ Encourage online fundraising by sending emails or starting a Facebook fundraiser
- ☐ Get creative! Do a bake sale, raffle, jeans day at work, etc.

Our Mission

Through passionate collaboration with our community, we transform the lives of animals.

TIP—
Raise $25 or more and receive a Pet Walk t-shirt!

GET YOUR COMPANY INVOLVED IN YOUR FUNDRAISING!

DO SOME RESEARCH: Look for company executives who are involved in community activities. Depending on the size of your company, the CEO or president may not be the best choice. It's best if you can schedule a meeting and invite a Pet Walk staff person and/or board member to join you. In some cases, you might want to ask your supervisor or a department head to help secure the meeting.

$25 pays for one week of high-quality, species appropriate food for ONE shelter animal!

$50 helps us respond to calls to assist sick or injured wildlife in our community.

$100 pays for ONE shelter animal to be spayed/neutered and microchipped.

$250 pays for foster care and supplies for baby kittens without mothers to care for them.

A little money from a lot of people quickly adds up.

PAYROLL STUFFERS

Insert recruitment information with paychecks and have interested parties contact you to register.

INCLUDE PET WALK IN THE COMPANY NEWSLETTER

Ask your company to include information about Pet Walk in its newsletter. This is an excellent way to reach all of your coworkers. Ask SPCA Tampa Bay for assistance.

ANNOUNCE AT A STAFF MEETING

- ☐ Ask management to advise their employees about Pet Walk and have them contact you for information on how they can participate
- ☐ If you have an intranet calendar, be sure to advertise your involvement to recruit more walkers
- ☐ Use your Zoom, Google Meet, Microsoft Teams, or Discord channels to get people excited and answer any questions

INVOLVE YOUR HUMAN RESOURCES AND/OR EMPLOYEE ACTIVITIES DEPARTMENT

Provide them with information on the event and ask them to get the word out via alternative forms of communications to employees (Pet Walk posters and sample letter included in the packet.) Identify yourself as a source for team and Pet Walk information, fundraising packets, etc.

COMPANY INVOLVEMENT

Ask management to get involved by:

- ☐ Allowing a jeans day
- ☐ Bring your pet to work day
- ☐ Provide matching funds
- ☐ Add a link to your fundraising page or your email signature
- ☐ Set up a recruitment table in the lunch break room

CHALLENGES CAN REALLY BRING OUT THE FUNDRAISER IN YOU

Generate a little competition — Be creative!

- ☐ Department versus department challenge
- ☐ Management versus staff
- ☐ Company versus company - call your counterpart at a competing company and "challenge" them

SPCA Tampa Bay is a FOR-ALL SHELTER

6 WEEKS OUT

- ☐ Send out team updates and give shout-outs to walkers who are raising money or recruiting team members.
- ☐ Follow up with people who said they were interested in giving but haven't yet done so. Many people forget to make donations the first time you contact them, so don't be afraid to reach out again.
- ☐ Brainstorm with team members to determine any types of events or fundraising tactics you'd like to utilize as a group.
- ☐ Schedule check-in meetings with your Pet Walk staff and other Team Captains to make sure you're on track.
- ☐ Confirm start location with all team members.

2 WEEKS OUT

- ☐ Confirm all your team members are registered either online at PetWalk.org or through the paper registration form.
- ☐ Collect any cash and/or checks from your members to turn in at your designated team check-in date.
- ☐ Remind team members to make their final push for donations. And remember, most individuals wait to donate until the last minute.
- ☐ Visit SPCA Tampa Bay (or the designated drop off spot) during early registration days to drop off cash and checks collected by your team and pick up your Team's goodie bags and shirts.

WALK DAY – Saturday, April 15, 2023

- ☐ Meet up with team members at a predetermined location at either North Straub Park or OCC Road House.
- ☐ Gather everyone and head over to the Team Photo area.
- ☐ Collect any other cash and check donations and turn them in at the Walker Check-In tent.
- ☐ JOIN OTHER PARTICIPANTS AND ENJOY THE WALK!

For more Pet Walk resources and fundraising ideas, visit PETWALK.ORG

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PET WALK

SPCA Tampa Bay staff is available to help you with a kick-off event at your workplace!

For any other questions regarding TEAMS, please contact us:

727-324-4999
petwalk@spcatampabay.org
petwalk.org

@SPCATampaBay

ARE THERE PERKS FOR FORMING A TEAM?

ABSOLUTELY! Pet Walk team members will enjoy these exclusive perks by being part of a team:

- ☐ Express check-in at the event
- ☐ Complimentary TEAM PHOTO taken at the event
- ☐ Recognition for your hard work. All teams are eligible for these awards:
  - TOP DOGS
    team that raises the most money
  - LARGEST CANINE CREW
    team with the most registered team members!

TIP—
People who raise money online raise 3x more than those who only collect cash or checks.

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