Tails to Trails
and the 22nd Walk for the Animals

2016 Team Packet

adopt. honor. advocate

Cocheco Valley Humane Society

Table of Contents

About Cocheco Valley Humane Society

Cocheco Valley Humane Society is a non-profit animal shelter in Dover, NH. Each year, we care for more than 1,500 stray, abandoned, and unwanted animals. Because we receive no state or federal funding, we rely on donations and fundraising events to help us continue to provide food, shelter, and medical care to the homeless animals of Strafford county and parts of Southern Maine. Beyond adoptions, we hold low-cost rabies, microchip, and spay/neuter clinics; provide humane education programs to the community; and offer a low-cost pet food pantry to help pet owners keep their pets in their homes and out of the shelter. Learn more about CVHS and all our programs by going to www.cvhsonline.org.

About Tails to Trails

Tails to Trails is more than just a walk for the animals. Featuring vendors, demonstrations, food, raffles, a fun dog show, and adoptable animals, Tails to Trails is designed to be fun for the whole family, including Fido! The walk itself kicks off at 12:30pm and follows a 1-mile loop through the woods near CVHS and along the Cocheco River. A shorter 1/2-mile loop along a paved road is also available for walkers looking for less of a challenge. Don't forget to enter your pet in our Canine Capers - we'll be holding contests for best kisser, best costume, and musical sit. Keep up-to-date with all the latest about Tails to Trails by going to www.cvhsonline.org.

How do your pledges help the animals?

The walk for the animals is a pledge walk, meaning all participants are encouraged to raise money for the animals by asking friends, family, and co-workers for pledges or even holding their own fundraisers, like a bake sale. This event is our largest fundraiser of the year and typically raises around $20,000 for the animals. **The success of this event, however, depends entirely on you!**

Every dollar you raise for the animals makes a difference. Unfortunately, the fee to adopt a shelter animal does not come close to covering the cost of caring for that animal during its stay at CVHS. Your support helps us provide food, shelter, and medical care to more than 1,500 animals each year. Thank you for making a difference in the lives of the animals!

Work together to help the animals!

RECRUIT TEAM MEMBERS

* Contact your friends, co-workers, classmates, and family members and ask them to join your walk team.

* Post a notice about your team. Use bulletin boards in cafeterias, locker rooms, break rooms, and hallways if allowed.

* Ask permission to post a sign-up sheet in your school or office.

* Hand out blank pledge sheets to others so they can decide to join your team or walk on their own.

* Make sure everyone knows when, where, and how to get to the walk. Can't make it to the walk? No problem! Donations can be sent directly to the shelter (please let us know they're for the dog walk).

TAKE THE TEAM CHALLENGE

You can help the animals while satisfying your competitive spirit. Invite a neighboring school, business, church, etc. to challenge your team to see who can collect the most pledges for the animals. All teams of two or more people are welcome.

REGISTER ONLINE AND MAKE A TEAM FUNDRAISING PAGE

Registering online is easy and takes just a few minutes. Get started by going to the Tails to Trails webpage at www.cvhsonline.org/tailstotrails.cfm and click on the "register now" button. There is no cost to register for the event! When you register online, you can create your own personalized fundraising page complete with photos and stories. Share your fundraising page via email, Twitter, and Facebook to raise even more money for the animals at CVHS!

WIN PRIZES AS A TEAM AND INDIVIDUALLY

We'll be awarding prizes to the top adult and youth (under 16 years of age) teams, but each individual pledge collector is also eligible to win prizes for their fundraising efforts. Prizes will be awarded at the following levels:

$25 - CVHS bracelet
$50 - CVHS logo drawstring bag
$100 - CVHS logo t-shirt
$250 - CVHS logo hoodie
$500 - CVHS logo fleece vest
$1,000 - CVHS logo fleece jacket

Prizes above $50 will be awarded after the walk. Walkers must register by 1pm on June 4, 2016 to qualify for top pledge collector.

Fundraising tips and ideas

We're counting on you to help make this event a success for the animals. Every dollar you raise makes a difference. Here are some tips you can use to raise even more pledges!

Make an online fundraising page
Go to www.cvhsonline.org to register for the dog walk and create your own fundraising page.

Make it personal
When you make your fundraising page, don't forget to give it a personal touch! Not only can you include photos, you can share personal stories, as well. Tell your friends and family about what your pets mean to you and why you're raising money for the shelter.

Sponsor yourself
Before asking others to make a donation, start by sponsoring yourself. Your donation will also set the bar for future donations.

Set a goal
Setting a realistic goal gives you - and your donors! - something to work towards.

Spread the word
Once you've created your online fundraising page, share it with your friends and family. Send personalized emails and post your progress on Twitter and Facebook with a link to your fundraising page. Don't forget to reach beyond your group of friends and coworkers. Ask your neighbors and local business owners to support you, as well!

One a day
Make it a goal to ask one person a day for a donation. Most people are happy to donate, they just need to be asked! No amount is too small. A $5 donation is just as appreciated as a $50 or $500 donation.

Bring it along
Have your pledge form with you everywhere you go so you are always able to ask for donations.

Pin it up
Ask for permission to post information about donating on a bulletin board at work, school, or church. Be sure to include your name and information on how to make a donation on your online fundraising page.

Make it a challenge
Challenge another team to see who can raise more money for the animals.

The day of the event

Check-in begins at 11am
All walkers need to check in at the registration tent. If you've completed the registration process online, the volunteers at check-in will have your records already. Please bring any cash or check donations with you to the event along with your pledge form.

Show your team spirit
Let everyone know you are part of a team! Consider making signs or wearing team t-shirts.

Enjoy the activities of the day
Visit the vendors (check out our website for updates on who will be attending), enjoy demonstrations, meet adoptable animals, explore the beautiful trails surrounding the shelter during the walk for the animals, and lots more!

Enter your dog in the Canine Capers
Take part in our fun dog show, the Canine Capers, by registering your dog at the event. We'll be holding competitions in three categories: best kisser, best costume, and musical sit. Enter your dog in one contest or all three! There is a small participation fee. Prizes will be awarded for first, second, and third place in all categories. Will your dog bring home the first place trophy?

**Keep up-to-date with the latest Tails to Trails news
at www.cvhsonline.org/dogwalk.cfm**

Cocheco Valley Humane Society
262 County Farm Road
Dover, NH 03820
603-749-5322
www.cvhsonline.org