



WALK  TO SAVE
ANIMALS

Welcome Packet



WALK SAVE ANIMALS

Get Started with Fundraising

We're so thrilled to have you and your team on board for this year's Walk to Save Animals. We can't wait to see what your team accomplishes before October 31.

Your efforts have a direct impact on the lives of vulnerable animals in our community. Here's a few things to help set you and your team up for success:

1) **Start With Your Circle**

Think about all your closest friends, family, co-workers and neighbors that you can invite to join your Walk team!

2) **Make Your Team Special**

Bring your team together by updating your personal walk pages and team page with pictures, stories, and team goals!

3) **Set Your Goal**

Don't forget to set a fundraising goal for your whole team, and then create your own individual goals to help get there.

4) **Share Your Story**

Tell your story and how you are connected to AAWL. This will help connect your supporters to AAWL and hopefully get them to support your team through a donation or by registering for the Walk!





Save lives and have fun *with your pack*

We are excited to share that we are launching a new incentive structure for fundraising! All our teams will get to compete for a chance to get VIP access at the Walk to Save Animals!

How do you become a VIP?

Two fundraising teams will receive VIP access for the day of the Walk to Save Animals.

All you have to do is be the team that either

Raises the Most Amount of Money

or

Collects the Highest Number of Donations

or

Be One of The First 15 Individuals Who Raise \$500

Please note: the cutoff for this fundraising incentive is Wednesday, October 24, however you can continue to collect donations through the the day of the Walk!

As a VIP, you will get access to



Attraction Coupons

Get Coupons to All AAWL Attractions, Including Our Popular Lure Course and Santa Photobooth



Refuel & Relax

Our VIP Lounge With Lots of Seating to Take a Break from All the Action



Yummy Breakfast

Enjoy Complimentary Breakfast and Treats With Your Team

And...

We will have fun monthly challenges leading up to October 31st to help you become a VIP!



Make a Plan *To Reach Your Goal*

Making a plan will help you reach your fundraising goal! Here are a few suggestions on how to make it happen:

Raise \$250

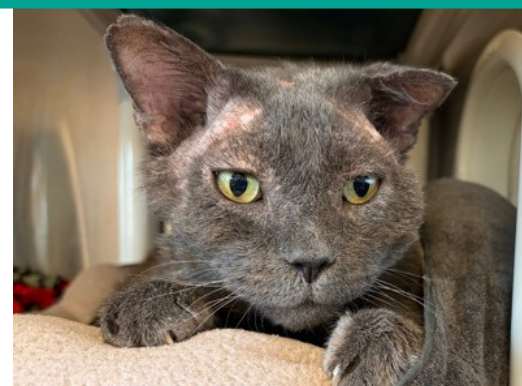
- ☐ Ask 4 relatives for \$25 each ➡ **\$100**
- ☐ Ask 5 friends for \$10 each ➡ **\$50**
- ☐ Ask 4 neighbors for \$10 each ➡ **\$40**
- ☐ Ask 4 co-workers for \$10 each ➡ **\$40**
- ☐ Sponsor Yourself! \$20 Each ➡ **\$20**

Raise \$500

Recruit 5 team members along with yourself to post about the fundraiser on their social media pages! Even just asking for \$5 donations to your page can add up quickly!

The price of just a morning coffee to...

Help Save Lives Like the Ones Below





Social Media Could Be *Your Key to Success*

Social media is one of the most powerful tools when it comes to fundraising!
Here are some sample messages you can post on your social media!

Share That You Registered for the Walk to Save Animals:

I've registered for AAWL's Walk to Save Animals on October 31! I'm walking because **(REASON FOR WALKING)** and I'm asking for your support! Here is a link to my personal fundraising page, if you would like to make a donation or join my team: **(LINK)**

Throughout Your Fundraising Campaign:

Every year, the Arizona Animal Welfare League saves the lives of 4,000 cats and dogs from across the state. I'm raising funds for AAWL that will directly support their life-saving programs. Visit my fundraising page for the Walk to Save Animals to learn more about my efforts and how you can help SAVE LIVES: **(LINK)**

I'm halfway to my fundraising goal for AAWL's Walk to Save Animals! I'm at **\$XX** and there are **xx** weeks before the event. Will you help me reach my goal? Your donation will directly support AAWL's life-saving programs which allows them to save the lives of 4,000 cats and dogs every year.

It's only **(amount of time)** before AAWL's Walk to Save Animals! I'm so proud that my participation will make a difference in the lives of vulnerable animals across our state, especially during a time when shelters across the country are struggling with capacity issues. Please support my efforts and visit my personal fundraising page here -> **(LINK)**



Remember....

- ☒ Always include a link to your personal fundraising page.
- ☒ Post frequently about your fundraising progress!
- ☒ Thank your donors and show your appreciation for them!



Mark Your Calendar For the Big Day

October 31 is when we all come together to celebrate all that your teams accomplished during your months of fundraising and of course the animals! It truly is a day dedicated to our pets. Here's all the details you need to know leading up to the big day!

Event Details:

Saturday, October 31

8am - 12pm

Tempe Beach Park

Secure Your Shirt

We have a limited supply of 1,500 t-shirts available. To ensure you get your preferred size, please pick your shirt at one of our T-shirt pick-up days that will be announced at **a later date**. Please note that while you will select a shirt size, specific sizes are not guaranteed at pick up.

Parking Details

Free parking for the event is available just south of Tempe Beach Park in the 201 S Ash Garage.

This is the **ONLY FREE** parking garage in Tempe on Walk day. Another option is to take the light rail to downtown Tempe.

The Mill Ave/Third Street exit on the Light Rail drops you off just one block South of Tempe Beach Park.



PLEASE NOTE: When parking in the garage, you will need to take a ticket, but parking is FREE. The exits will be open when it is time for you to leave the event. The tickets are being issued so they can count how many vehicles enter the garage.



Trick or Treat!

We're thrilled that our Walk falls on Halloween this year! Throughout the festival, we'll have fun trick-or-treat stations for both our human and furry participants, making it a festive day of treats, costumes, and Halloween fun for everyone! Plus, we will be handing out 500 branded trick or treat buckets!



FAQS

What is the Walk to Save Animals?

The Walk to Save Animals is celebrating its 28th year as “Arizona's best attended dog walk,” benefitting Arizona's oldest and largest no-kill animal shelter, the Arizona Animal Welfare League. This annual event is AAWL's largest annual fundraiser, bringing together a community of people and pets to help raise funds for thousands of vulnerable animals throughout Arizona.

Not only is the Walk to Save Animals AAWL's largest annual fundraiser, but it's also community-focused event that is full of family-friendly experiences and a variety of pet resources,

How are funds raised from the Walk used?

All funds raised at the Walk to Save Animals go directly to support AAWL's life-saving programs, including pet adoptions, behavior training, and low-cost vet care to our community.

What should I expect the day of the Walk?

This event is so much more than a 2k/5k walk! We have so many different activities and booths to check out for the whole family! Follow along at @aawlphx as we tease all the fun things we have planned for the big day.

What if I can't pick up my shirt on the scheduled t-shirt pick up dates?

If you registered early and want to make sure you receive your shirt but aren't available on the designated pick up dates, email walk@aawl.org. We can put a shirt aside for you at our main shelter front lobby for you to pick up during the week leading up to the Walk.

Other Facts about AAWL....

- Saves the lives of 4,000 cats and dogs every year, and events like the Walk to Save Animals helps us continue doing this life-saving work!
- Offers affordable wellness checks and vaccines to pet owners through our low-cost community vet clinic.
- Partners with smaller rural rescues and shelters across Arizona to bring animals back to our shelter in Phoenix to find their forever homes.