



A pledge-driven dog walk and community-wide animal celebration

# Team Instructions

So you've decided to start a Dog Pack in support of the homeless pets at the Dearborn Animal Shelter.

Follow these suggested steps to get started.

- 1 Identify your team captain:** The Team Captain is the leader of your team. This person will set-up the team online fundraising page through the Mutt Strut website, recruit team members, organize and rally the fundraising efforts of the team, and monitor the progress of the team towards the team goal.
  - 2 Identify your team members:** Gather up those email addresses. Consider having a **team kick-off meeting** to introduce potential team members to the event and collect commitments and emails. You can also review the "Menu of Fundraising Ideas" and the "Letter Writing Campaign & Tips" available on the Mutt Strut Fundraising Tips page at this time to get your team fired up about fundraising.
  - 3 Identify your team goal:** Make it a stretch goal.
  - 4 Create your team fundraising page:** Go to the Mutt Strut website ([www.dearbornmuttstrut.com](http://www.dearbornmuttstrut.com)) and select the "I want to Participate" button. Select the "Start a Dog Pack" button and follow the instructions. Once you have created your team fundraising page, email the provided link to invite your team members to create a personal fundraising page linked to the team fundraising page.
  - 5 Start Fundraising and have fun:** With your team come up with some fun team fundraising ideas, check out our "Menu of Fundraising Ideas" on the Mutt Strut Fundraising Tips page for some help. Monitor your progress.
- Your team will have the opportunity to receive a **special prize** based on the amount of money raised. Information is available on the Mutt Strut website.
- 6 Handing in offline donations:** If you receive checks or cash from donors, you can turn money in periodically to the Dearborn Animal Shelter before the event, hand in money at the Registration on event day, or send money to the shelter after the event. Just make sure to always include either a Pledge Collection Form or a note specifying which team/team member/individual the money should be credited towards.
  - 7 Create team spirit:** Design a team button or hat and promote a playful competitive spirit by rewarding the highest contributing team member. Come to the event as a team to promote that team spirit throughout the day.
  - 8 Help along the Way:** You will be receiving emails from volunteers on our Mutt Strut Committee. They will offer advice along the way, give a status of the event, and make any announcements/updates. Feel free to respond directly or email questions to: [friends-mutt-strut@dearborn-animals.com](mailto:friends-mutt-strut@dearborn-animals.com).

## Key Tips to Help with Success:

- Start early!
- Utilize the Mutt Strut resources along the way. Staff and volunteers are here to help you along the way to ensure your success. This is a fun event and we want to make sure you are having fun!
- Visit your team fundraising page frequently to see who has signed up on your team and/or made a donation.