



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 Web site, 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 e-mail addresses. Consider having a **team kick-off meeting** to introduce potential team members to the event and collect commitments and contact information. You can also review the "Menu of Fundraising Ideas" and the "Letter-Writing Campaign & Tips" available on the Mutt Strut Fundraising Tips page to get your team fired up about fundraising.
- 3 Identify your team goal:** Regardless of the size of your team, make your fundraising goal a stretch! Success comes in numbers.
- 4 Create your team fundraising page:** Go to the Mutt Strut Web site (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's fundraising page, e-mail the provided link to invite your team members so they can create a personal fundraising page for your team.
- 5 Start fundraising and have fun:** Come up with some fun team fundraising ideas by checking out our "Menu of Fundraising Ideas" on the Mutt Strut Fundraising Tips page.

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 Web site.

- 6 Handing in offline donations:** If you receive cash or checks from donors, you can turn money in periodically to the Dearborn Animal Shelter before the event, hand in money at 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. Promote that team spirit throughout the day.

Your team will have the opportunity to receive a **special prize** based on your team's spirit. Information is available on the Mutt Strut Web site.

- 8 Help along the way:** You will be receiving regular e-mails 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 e-mail questions to: 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 ensure your success as a team. 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.