



Mission: Mutt-i-grees®

Saving pets, changing lives



Mission Mutt-i-grees Toolkit





Now that you've signed up to be a Mission Mutt-i-grees Leader, it's time to put the FUN in fundraising and start planning.

It's no surprise that your event will be a big deal, so here's your opportunity to engage supporters by harnessing the dogged determination of your students!

Get creative by hosting an event that works for your community. Regardless of the type of festivity you plan, you can rest easy that you're helping make a difference in the lives of homeless dogs and cats.

Remember to host your event(s) any time between March 1 and May 1, 2018. Report back to us by June 1, 2018 and you'll be entered into a random drawing to receive a special gift!

The enclosed items are designed to help your paws-itive fundraising efforts and raising awareness for Mutt-i-grees in your community.

We're thrilled to have you participate in Mission Mutt-i-grees and look forward to hearing about your fur-raising results!



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A Step-by-Step Guide to Planning Your Mission Mutt-i-grees Events

Step 1: Secure sponsors

Securing sponsors for your activities increases your chance of success by offering promotion on all event advertising in return for financial support. Before your activity takes place, you will have secured start-up funds pre-event. Your sponsor will also want to promote the event to demonstrate commitment to social responsibility, and enhance their public image. Approach your local car dealer, grocery store, clothing boutique, or medical facility.

Step 2: Plan an activity (see sample fundraisers section for suggestions)

From March-May, Mission Mutt-i-grees activities will take place in communities throughout the country. Many schools participate in collaboration with Tour for Life, North Shore Animal League's national adoption initiative. To see if your school is near a Tour for Life stop, please visit <http://www.animal-league.org/events-news/events/tours-events/tour-for-life>.

If your school is not near a TFL stop, you can still participate! The key is to engage students in the planning, the event(s), and the recap. What are the goals? What was learned in the process? What would they do differently next time? The planning and reflection is what makes this an experiential service learning opportunity.

Step 3: Get your community involved

With your participation in Mission Mutt-i-grees, students will learn to effectively market a cause. They'll engage advertisers, public relations, and sponsors to engage their community. Students can work together to design and create posters, postcards, and flyers to promote your events. Puppy and kitten messaging is always effective!

Need help getting started? Email info@muttigrees.org to get all the answers that you need.



Pre-Planning

- Make sure to pick a date and location that's easy for people to get to.
- Check local event calendars to make sure your event doesn't conflict with any major local events.
- Make sure there is plenty of parking near your event location so guests can make it there easily.
- Once you've set the date and location, spread the word! Make sure you let people know the event date right away so they can mark it on their calendars.
- Share the event on social media - use your personal page, encourage your students and their parents to spread the word, and if your school has a page, see if they will help as well.
- Have your students hand out or send postcards to friends and family to get them to support.
- Your Toolkit comes complete with a banner and flyers. Place these at your school or throughout the community to help spread the word.

The Event Day

- Make sure you have plenty of snacks and beverages for your guests.
- Looking for fun and easy decor? Streamers and balloons a budget friendly way to create a party atmosphere. Colored table cloths are an easy way to bring a room to life.
- Find a prominent location for your event banner so guests know where to go.
- Don't forget about the music! An upbeat playlist will keep the energy high and really set the mood for your fun day.
- Bring your camera! Don't forget to snap tons of photos during the party that you can share with guests after the party or print out and send as a thank you.

After the Event

- It's always great to send thank you cards to major sponsors letting them know how you did. This can be a classroom activity or something you do on your own. Donors always appreciate hearing how they helped and are more likely to come back next year.
- Tell us how it went! Make sure to email us at info@muttigrees.org. We love getting photos from events so send them our way!

Notes



No one likes to sit up and beg for donations, but consider these tail-wagging ideas to get more dollars for the collars!

Embark Where You Park

- Bones and Scones: bring in a breakfast/lunch/snack spread that encourages donations via a "Reward" jar.
- Hold a "Best in Show" pet contest with entry fees benefitting Mutt-i-greens.
- Got treats? Buy in bulk and offer to teachers and parents for contributions.
- Unleash a request for doggone support in your school newsletter.
- Organize a Bake Sale complete with homemade dog biscuits.

Fun At Your School:

- Organize a party, chili cook-offs, and bake sales to benefit the cause.
- Arrange a Field Day or Game Tournament with an entry fee for competing teams.
- Host a "Bark After Dark" Pet Fashion Show
- Place a request for support in your neighborhood and/or community newsletter.

Friends and Family: Spread The Word To Your Herd!

- Brand's Best Friends: customize email signatures with your "brand" event and include links to your event's participant page.
- Pup with People! Post frequently about your event, your efforts and progress in all social media and encourage followers to stay connected and join your event!
- Fetch friends and followers to "Share" and "Like" your Mutt-i-greens event on their social media pages
- Party with a purpose when hosting events, encourage guests to donate in lieu of gifts.
- Host game and movie nights and suggest a donation to participate.
- Ask pet-loving friends to unleash efforts for your event.

Nose Around Town:

- Vet Your Vet! Get local veterinarians to help spread the word at their offices with flyers and posters.
- Downward Dog It! Yogis love dogs and giving back, so engage local yoga studios to support your efforts through sponsorship and promotion.

A Few Stray Thoughts To Chew On:

- Just ask! Talk to everyone, make calls and send emails – you never know who might throw you a bone-us!
- Do the math, dawg! Hound 10 people for \$10 and you've just raised \$100!
- Don't forget, you get to decide how you spend each dollar you raise! Your classroom can come up with a plan before the event, setting a fundraising goal to hit to make it happen to encourage participation.

Need help bringing your ideas to life? Contact us at info@muttigreens.org

