



SEQUOIA HUMANE SOCIETY

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A NO-KILL SHELTER PROMOTING SPAY/NEUTER

Mutt Strut Team Captain Handbook

Welcome, Team Captain!

Thank you for volunteering to be a Team Captain for the Sequoia Humane Society’s annual Mutt Strut. Mutt Strut team members and their dogs proudly walk the streets of Old Town Eureka during the Sequoia Humane Society’s annual Woofstock dog festival, advocating for the humane treatment of all dogs and cats. Mutt Strut team captains help form the team, pass along support materials to their team members, and keep the team motivated. Together with your team members you can participate in a number of fun activities that help raise funds to support the services of the Sequoia Humane Society. In the few pages that follow you’ll find out how you can help the homeless dogs and cats of Humboldt County.

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How to be a Team Captain

Forming a team is more fun than asking for pledges on your own, and gives others the opportunity to get involved as well. Here’s what you can do to build a successful Mutt Strut team - it’s easier than you think!

- Learn about the local companion animal issues. We have serious problems with pet overpopulation and abuse in Humboldt County. If people see your interest, they will be interested too. For information go to www.sequoiahumane.org.
- Register your team online at www.woofstock.org/register/register.html and we’ll create a customized webpage just for your team. We’d like to put up a picture of you and/or your team on your website (and pets!) so send one in or let us know and we’ll come out and take it!
- Give a presentation to get others interested. Invite at least eight people– friends, family, coworkers – whoever you want!
- Fill out and return your team roster and registration forms.
- Submit a challenge to a co-worker, friend, or business associate to join you in the Mutt Strut. We will follow-up by sending the information along to them.

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- Get your workplace involved. Invite management to form or sponsor a team or allow employees to “dress down” for a donation to the company team.
- Ask people you know and people you don’t know. You’ll get a greater response by asking 20 people than by posting 100 flyers.
- Create a team theme. The creative possibilities are endless. You may want to include your company name, the name of a favorite pet, or just make up something silly☺
- Set goals for both individuals and your team that translate into services for pets. It’s easier to ask for help to spay/neuter, or to raise kittens, than just for cash.
 - Avg. cost of caring for an animal: \$150/mo.
 - Avg. cost of finding an adoptive home for an animal: \$150/mo.
 - Avg. cost of medical care: \$50/mo.
 - Avg. cost to spay or neuter an animal: \$70
 - Avg. cost to vaccinate an animal: \$50
 - Total avg. cost to care for an animal for one year: \$1,200
 - Avg. cost to hand raise a litter of kittens/puppies: \$100 (includes formula, etc.)

Keeping your team interested

People like to be involved in a project from start to finish. Your team will be more motivated to succeed if you keep them informed and invite them to participate in making team decisions (such as what kind of fundraisers you should do). Have everyone over and go through the lists of activities you’ll find in this booklet. Pick a few and then decide who is going to organize the event (it doesn’t always have to be the Team Captain – delegate!) You’ll want to figure out:

- How we will do it?
- Who will do it?
- Set a deadline for getting it done.

It’s that simple. To have more fun, have the meeting at a coffeehouse or other fun place to get together. Here are some hints on ways to motivate your team:

- Dedicate your team to a pet you have had in your lifetime and share stories of this pet.
- Give yourself a team name centered on yourselves, your pets, or what you’re hoping to accomplish.
- Send out emails regularly to share success stories, remind team members about meetings and events, and keep their attention.
- Remember to thank your team members for their time and willingness to help.

Fun and easy ways to raise money

The first thing you’ll want to do is register your team so we can build your webpage (Takes about 2 days). Sending emails out to family and friends (samples below) with the link to your webpage is a very easy way for people to sponsor you, whether they live near you or not. Next, make your own contribution toward your team’s goal on the website so others can see that you are donating not only your time, but also your money.

THINK BIG. Target the amount you’re requesting to your audience. If you know that Aunt Margaret has a pampered poodle she loves more than the rest of the family, and that she regularly gives to charity, you might ask her for a larger contribution than Uncle Dave, who pretty much likes his animals on a plate with ketchup.

Mutt Strut in your Neighborhood:

- Have a Garage Sale.
- Hold a car wash at your home, your church or your work.
- Have a dog wash in your neighborhood.
- Sell snacks at your local car wash.
- Ask your favorite restaurant to donate a portion of an evening's profits.
- Host a fundraising night at your local karaoke bar.
- Ask your favorite waiter, waitress or bartender to donate a day's tips.
- Ask your church if you can speak about the importance of spay and neuter.
- Offer your party planning services for a Children's Birthday Party.
- Host a Used Book Sale in your neighborhood.

Have fun with your friends:

- Host a fundraising party at your home.
- Send emails to your family and friends directing them to your Mutt Strut page on the Woofstock website.
- Host a Silent Auction with donated items.
- Host a Spaghetti Dinner to benefit the Mutt Strut.
- Host a game night of Trivial Pursuit, Scrabble, Poker, Bridge or Bingo.
- Host a theme dinner party for your friends.
- Host a wine and cheese-tasting party.
- Host a traditional High Tea.
- Host a coffee get-together at your home or at a local coffee shop.
- Have a birthday party for your pet - or a friend's pet.
- Host a movie or TV series marathon.
- Host a Kid's Game Day.
- Baby-sit, Pet Sit, or House Sit For a donation.
- Walk the dog, feed the cat, bring in the newspaper and mail, or water the garden for a donation.
- Set up a table in front of your local grocery store and ask those who enter to support you.
- Send an email to your address book with your webpage link – you'll be surprised at the results

Bring it to the Office/Raise Money on the Job:

- Double your money. Did you know that numerous companies will match the contribution you make?
- Have a bake sale at work!
- Purchase some of the office favorites in bulk and sell them from your desk for \$1 or \$2.
- Have your coworkers donate a few dollars to have you fetch their sandwiches.
- Skip buying your candy, soda or coffee for one week and donate the money to the Mutt Strut.
- Hold an Office Potluck and ask everyone to donate \$5 to the Mutt Strut.

Have You Asked ... for a sponsorship?

Who can you ask to sponsor you and your Mutt Strut team? Here are some ideas – ask your:

- Doctor
- Dentist
- chiropractor
- therapist
- yoga instructor
- personal trainer
- lawyer
- insurance agent
- auto mechanic
- veterinarian
- dry cleaner
- best lunch date
- Friends from your old job
- Friends from your present job
- Friends from school or college
- Members of your hobby group
- Members of your church or synagogue
- Friends from your old neighborhood
- landlord
- car salesperson

Fundraising Tips for Teams

When promoting your fundraising events, remind people that they are a benefit for the Sequoia Humane Society's Mutt Strut. People then know that they are helping a greater cause.

Auction (silent or live): Hold the event at your business, in your neighborhood, or at a church/synagogue. Ask for contributions of unique items such as homemade toys or art, a hand-knitted sweater, a time-share, breakfast or dinner at someone's home, or a ride on someone's sailboat. Display the items (or their descriptions) prior to the event. Hold the auction over lunch or at a convenient time.

Bake Sale: Hold a Friday bake sale at work so employees will have treats for the weekend. Ask for baked goods to be wrapped attractively so they could be given as gifts. Encourage breakfast items, such as rolls and breads, as well as sweets like cakes and cookies.

Business Challenges: Coworkers can earn money by raising a minimum goal for fun prizes:

- A member of management mows your lawn, rakes your leaves, etc.
- Free lunch with the boss
- Parking place(s)
- A day off

Car Wash: Get your team together for a local town car wash. This works great for school teams.

Bring a pet to work day: Ask your company CEO or president to let the staff bring in their pet for a day for a \$10 donation.

Matching Gifts: If your company has a matching gifts program, it is an effective way to multiply your fundraising efforts. Be sure to check with the human resources department to obtain matching gift forms.

Quilt-making: Do you have a team that makes quilts? Dedicate quilt squares in honor or in memory of people and ask for a donation. Set donation levels for different sizes: a four-inch

square for \$5, an eight-inch square for \$15, and a twelve-inch square for \$25. Display the quilt at a public location, such as the Chamber of Commerce.

Potluck Party: Have each team member invite at least 10 couples, including family, friends, and neighbors, to a potluck dinner. Have team members provide dishes for the event, and ask each couple for a donation of \$20.

Sample Communications

Upon establishing your team and registering with an email address, you will receive the following sample communications in electronic form so they can be cut and pasted easily and sent to people you know. All the messages should be personalized as much as possible. If you have a photo of your team or pets on your webpage (call us, we'll even come out and take your picture!), it will help you connect with your donors through email. **Also, it can be fun and effective to change the messages so that they are written from your pet to their pet, asking their humans to support the other animals who have yet to find their forever homes.**

Personal Voice Mail

Hi, this is (your name). I am supporting the Sequoia Humane Society this year by walking my dog in the Mutt Strut at Woofstock. I think you and (pet's name) would be a great addition to my team and it's a fun way to help out the other dogs and cats that don't have homes. We hope that you will consider walking with us or making a donation to help us reach our goal of \$300, the cost of caring for one animal until it can be adopted to a safe and loving home. Please give me a call at (your number).

Personal Email

Subject: Because I don't have thumbs

I'm having my owner type this email because I don't have any thumbs. This is Fido, and I think you know my person, John Doe. I'm walking John in the Mutt Strut at Woofstock this year so we can show our support for all the other Humboldt County dogs who aren't lucky enough to have found their forever home. John is even collecting pledges to help the Sequoia Humane Society take good care my fellow dogs until they do. Please click on the link below and use your thumbs to sponsor us in the walk and help us dogs help each other. Woof! (that's dog for thanks!)

Business Voice Mail

Hi, this (your name). I have formed a team for Sequoia Humane Society's Mutt Strut this year to show our support for the many unwanted and abused animals in Humboldt County. We're collecting pledges and other walkers to join our team and have a great day on the Eureka Waterfront. We hope that you will join us by walking or making a donation. Please give me a call at your earliest convenience (your number).

Business Email

Subject: Join us!

Hi, this (your name). For 2007, I have pledged to do what I can to prevent the unnecessary euthanasia of pets here in Humboldt County. With my team I am raising money and awareness about responsible pet ownership by walking with our dogs in the Mutt Strut at Sequoia Humane

Society's annual dog festival, Woofstock. I hope that you will join us in support by either walking or making a donation. Please click the link below to be taken to our own webpage to learn more about this great event, register to walk, or make a donation.

Kid Voice Mail (for teams with kids):

Hello, this is (your name). I am a member of team (team name) and we are walking in the 2007 Mutt Strut to help care for the many homeless dogs and cats in Humboldt County. We hope that you will consider walking with us or making a donation to help us reach our goal of \$300, the cost of caring for one animal until it can be adopted to a safe and loving home. Please give me a call at (your number).

Kid Email (for teams with kids):

Subject: We're trying to help the animals

Every year, loving adoptable animals don't ever make it to their forever homes because there are too many animals and not enough people to adopt them. I have joined a team and we are walking in the Mutt Strut to raise money for the Sequoia Humane Society (a no-kill animal shelter) this year and hope you will support us by making a donation to our team. Please click the link below to be taken to our own webpage to learn more about this great event, register to walk, or make a donation. We hope that you will consider helping us reach our goal of \$300, the cost of caring for one animal until it can be adopted to a safe and loving home.

Summary

The Mutt Strut is a fun way to enjoy a day with your dog at Woofstock and support the many services of the Sequoia Humane Society. If you have any questions or comments, please do not hesitate to contact:

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Woofstock 2007

When: September 30th, 2007

*Mutt Strut Registration starts at 10am (walk starts at 11am)

Where: Halvorsen Park, Eureka

*Please bring pledge sheets and funds to the registration booth.

The Mutt Strut will start at Halvorsen Park and travel south along 2nd street, turning right at D Street to parade along the boardwalk before looping back through Old Town Eureka.