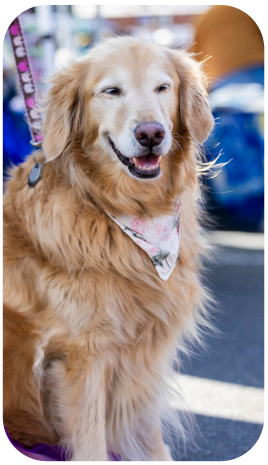
RICHMONDSPCA
Compassion Unleashed

DOG JOG, 5K AND BLOCK PARTY

FUNDRAISING & TEAM TOOLKIT

YOUR FIRST STEPS



- Enhance your team and personal web pages with photos, stories and other personal touches.
- Begin collecting contributions. **Check out our How to Raise Donations page** for ideas!

KEEP THE BALL ROLLING

- Communicate with your team on a weekly basis. Keep them updated on your progress as a team, event news, etc.
- Use your company e-mail or school newsletters to distribute information about the event beyond your team.
- Create a Facebook page to promote your team. Give status updates and share photos of everyone on the team.
- Contact businesses who may want to contribute to your team.
  - One way to reach them is by mailing, emailing, or simply stopping by to give them a templated donation request letter and form.
- Ask team members to recruit a friend to join the team.



Utilize the Sample Team Recruitment Letter/Email to get the word out!

Network. Ask friends, family, and co-workers to join you in this fun event to raise support for orphaned animals.

Ask for help. Ask your company, organization, or neighborhood association to send an email to employees/members asking them to join your team. Or, ask to include news about your team in your organization's newsletter.

Get the word out. Place flyers and registration forms in break rooms and near employee mailboxes and other gathering places.

Use social media. Place regular updates about your team's progress on your Facebook or other social networking pages. Encourage people to join your team.

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WEEK OF THE EVENT

Be sure that you have all event details and communicate those details to your team members.

Continue to collect donations and keep pushing towards your goal.

Let your team know what time and where to meet at the event.

Decide whether team members will pick up their own swag bags, bib numbers (5K participants only) and t-shirts in advance of the event, or if you will do that for the group.



DAY OF THE EVENT

Meet your team at your assigned location and time.

Turn in donations from all team members at the registration area (you may do this ahead of time as well).



The fun doesn't stop after the event!

You don't have to stop collecting donations once the event ends. Keep working towards your goal!

Congratulate and thank team members for their time, effort and dedication.

Thank those who supported your team by making a donation by sending a personalized thank you email or physical card.

Sample Dog Jog, 5K and Block Party Team Recruitment Letter/E-mail

Please feel free to customize this letter with your own thoughts and words about your participation in the event.

Dear [NAME],

I'm excited to share that I'm participating in the Richmond SPCA's 25th Annual Dog Jog, 5K and Block Party on Saturday, March 20, 2027 and would love for you to join my team!

The Richmond SPCA is a local non-profit, no-kill humane organization dedicated to providing the education and resources needed to achieve and sustain a no-kill community. Every day, its lifesaving programs and services help animals in need while strengthening the bond between people and their pets.

To join my team, please visit my personal race page at richmondspca.org/dogjog , or contact me for more information. My team name is _____ .

Thank you for considering joining my team!

Sincerely,
Your Name

Sample Dog Jog, 5K and Block Party Donation Request Letter/E-mail

Please feel free to customize this letter with your own thoughts and words about your participation in the event.

Dear [NAME],

I'm excited to share that I'm participating in the Richmond SPCA's 25th Annual Dog Jog, 5K and Block Party on Saturday, March 20, 2027, and I'm asking for your help!

I'm raising funds to support the Richmond SPCA and its lifesaving mission to create a more compassionate community for people and pets. Each year, the Richmond SPCA rescues nearly 4,000 homeless animals, providing them with shelter, medical care, rehabilitation, adoption services and, most importantly, a second chance at a happy life.

The Richmond SPCA is a local non-profit, no-kill humane organization dedicated to providing the education and resources needed to achieve and sustain a no-kill community. Every day, its lifesaving programs and services help animals in need while strengthening the bond between people and their pets.

Would you consider making a donation to support my Dog Jog fundraising efforts? Your gift, no matter the size, will help provide lifesaving care and support for the more than 400 cats, dogs, kittens and puppies in the care of the Richmond SPCA daily. Together, we can help give vulnerable animals the love, care and second chances they deserve.

Making a donation is easy! Visit richmondspca.org/dogjog and search for my name to find my fundraising page. If you prefer to donate by check, you can mail it directly to the Richmond SPCA at 2519 Hermitage Road, Richmond, VA 23220. If mailing a check, please include my name in the memo line so your contribution is credited toward my fundraising total.

Thank you for considering a gift and for helping me make every step of the Dog Jog, 5K and Block Party count. Your support truly makes a difference for animals in need!

Sincerely,
Your Name