



Kentucky Humane Society  
**Waggin' Trail**

## 2022 Official Fundraising Kit

May 22, 2022 • 2-5 p.m.

Louisville Slugger Field

401 East Main Street, Louisville, KY 40202

The more money you raise, the more needy pets we save!  
Go to [kyhumane.org/waggintrail](https://kyhumane.org/waggintrail) to start a team, raise  
money and earn prizes!

Proceeds benefit animals at:

Kentucky  
Humane Society™  
Lifelong Friends

# THANK you!



Thank you for volunteering to be a team captain at the Kentucky Humane Society's 28th Annual Waggin' Trail Festival for the Animals. This year, we hope to raise \$120,000 to help the thousands of dogs, cats and horses who come to KHS each year! We are grateful for your leadership in helping us reach this ambitious goal. Whether you're attending and fundraising for KHS by yourself, with your family or assembling a Waggin' Trail team, together we can ensure that every companion animal in our community is given the care, resources and loving homes they deserve.

This Fundraising Toolkit offers tips and guidance to build a successful team, have fun, set goals, raise money to help dogs, cats and horses and save lives! This year, let's hit a homerun for the animals!

### Let Us Help You!

Victoria Long  
502-515-3143  
vlong@kyhumane.org



Before being adopted, Salt came to KHS with a badly damaged leg. We gave him the medical care he needed, and now he's in a happy home. We couldn't provide lifesaving treatment to animals like Salt without your generous support. Thank you!

## 5 Steps For Creating a HOME RUN Team



# FUNdraising Tips



## Create Your Own Fundraising Page

Register at [www.kyhumane.org/waggintrail](http://www.kyhumane.org/waggintrail) to:

- Create your page
- Set your fundraising goal
- Share photos of your pets and team
- Host a fundraising event
- Invite friends, ask for donations, thank donors, and more....

## Ask Your Friends & Family to Donate

Do you know the #1 reason people don't give? Because they are never asked!

## Promote Your Fundraiser

- Post on social media
- Challenge followers to give
- Upload videos and photos
- Share updates on your fundraising progress



## Energize Your Team

- Create incentives to challenge your team to fundraise
- Host FUNdraising events (see examples below)
- Make fundraising as enjoyable as the Festival

## Go for Double

- Ask friends and family to match your personal gift
- Check whether your or donor companies have matching gift programs!

## Follow Up

- Remind people to support you
- Update donors on your fundraising progress
- "Thank you" goes a long way!

## Hit It Out of the Park!

Be the top fundraiser and your pet or pets will be professionally photographed and featured on the 2023 Waggin Trail poster!

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## Host a FUNdraising Event


- Partner with a local pub or brewery to host a "Yappy Hour" where the bar donates a portion of the proceeds
  - Host a fundraising house PAWty to collect donations and party at the same time!
  - Ask local businesses to donate gift cards or items and hold a silent auction with family and friends
  - Invite friends to a "watch party," where you can all enjoy snacks and a movie or game for a small admission fee
  - Ask friends to celebrate your birthday by supporting your fundraising
  - Host a garage or book sale to raise funds
  - Get everyone together for a game night with a cover charge
- 





Rue came to KHS with a broken leg and an infected wrist wound so severe you could see the bone. Thanks to supporters like you, we were able to give her the medical care she needed. Today, Rue is happy at home with her forever family, who tell us she wags her tail all the time and has the sparkle back in her eyes.


# More Money Raised = More Lives Saved!



 **\$50** — Provides one day's worth of food and water to 25 pets in our care.

 **\$100** — Provides supplies for 10 surgeries in our high-quality, donor-supported S.N.I.P. Clinic.

 **\$250** — Provides a medical exam, vaccinations, spay/neuter surgery and microchip for one needy pet.

 **\$500** — Pays for one heartworm-positive dog to receive medication.

 **\$1,000** — Pays to rehabilitate an abused or neglected pet.



Flint was starving with a deadly leg wound when KHS rescued him from the Kentucky Mountains. Today he awaits adoption at KHS' Willow Hope Farm, well-fed and healed.

## Sample Emails



### Invite a friend to join your team

I've joined {{teamName}} for the 28th annual Waggin' Trail Festival for the Animals to support the Kentucky Humane Society and their lifesaving programs for companion animals across our community! I invite you to step up to the plate with me as I swing for the fences along my fundraising journey on the behalf of shelter animals. You'll find a link to join the team at the bottom of this email.

This year's Waggin' Trail Festival for the Animals is on Sunday, May 22nd from 2-5pm at Louisville Slugger Field. I hope to see you there!

Play ball for the Kentucky Humane Society!

### Invite a friend to donate

I'm asking you to support my efforts in the 28th annual Waggin' Trail Festival for the Animals to benefit the Kentucky Humane Society with a donation. I'm raising money for this cause because it's important to me, and I hope that you feel the same way. Your generosity will help KHS save the lives of thousands of Kentucky's abused, neglected and abandoned animals. You can make your donation at {{url}}.

If you would like to participate or learn more about their cause and other opportunities to support KHS, please visit their website at [kyhumane.org](http://kyhumane.org).

Thanks in advance for your support!

### Thank a donor

Thank you for your generous donation to the 2022 Waggin' Trail Festival for the Animals to support the Kentucky Humane Society (KHS) and their lifesaving programs for companion animals across the community! You can find your donation on my challenge page at {{url}}. While you're there, I invite you to take a look around and learn more about my fundraising journey and KHS. If you feel the urge to paw-ticipate, you are more than welcome to join the team or start your own!

Thank You!



Yes! I want to make a donation to the 28th annual Waggin' Trail Festival for the Animals.

## Donor Information

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

This gift is in honor of the following participant and/or team:

\_\_\_\_\_

## Payment Information

Please mark the appropriate gift amount:

\$25     \$50     \$100     \$250     Other \$ \_\_\_\_\_

Payment Options:

Enclosed is a check made payable to the Kentucky Humane Society.

Please charge my credit card for the amount listed above.

VISA     MasterCard     Discover

Name on account \_\_\_\_\_

Account Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Please complete and mail to:

Kentucky Humane Society

Attn: Victoria Long

1000 Lyndon Lane

Louisville, KY 40222

*Prefer to give online? Visit the Waggin' Trail website at  
[kyhumane.org/waggintrail](http://kyhumane.org/waggintrail)  
Or via phone at 502-515-3143*