



# "FUN"raising KIT

**Walk Date: September 19, 2009**  
**Park Opens / Activities Begin: 8:30 am**  
**Walk Time: 11:00 am**

**Crossroads Park**  
**5215 Ashworth Road**  
**West Des Moines, Iowa**

**Fundraiser Website: [www.firstgiving.com/rvaspets](http://www.firstgiving.com/rvaspets)**  
**Contact: Mary at [RVASdogwalk2009@yahoo.com](mailto:RVASdogwalk2009@yahoo.com)**  
**Visit our Website: [www.RaccoonValley.com](http://www.RaccoonValley.com)**  
**Questions? Call RVAS at 515.577.1745 or email to:**  
**[Ask\\_RVAS@msn.com](mailto:Ask_RVAS@msn.com)**

**Proceeds benefit the**  
**Raccoon Valley Animal Sanctuary & Rescue**

# FUN Raising Tips

**Spread the Word:** Start spreading the word NOW! Email your family, friends, coworkers and connect with your online resources such as facebook, my space, twitter, yahoo 360 and more! The more your fundraising page is out there, the more you will achieve your personal goal.

**Set Your Goals:** THINK BIG! RVAS is challenging each person/team to raise at least \$250.00. The more you can define your goal to your friends, the more likely you are to reach it. Aim high...and achieve!

**Contact Donors:** Figure out how each donor will want to be contacted, via letter, email or personal telephone call. Letter writing campaigns are often the most effective. A fundraising kit is available for you to download and help you get started!

**Aim High:** Never under estimate a donor. Aim high with your goal and

who knows...they might just help you reach it!

**Follow Up:** Make sure you follow up with those you have reached out to. Many times people get busy and simply forget to follow through. You can help them, by being persistent.

**Be Creative:** Think outside the box. Don't limit yourself to just telephone calls, emails and letters, be creative. Do a "change" drive and have everyone save their "change" for an allotted period of time. Other great ideas are garage sales, ebay auctions, lemonade stands, just to name a few...the sky's the limit, so have FUN!

**Say THANK YOU.** Most importantly is to remember to say thank you, no matter what size the donation. A quick personal note tells your donor you appreciated their support...and we do, too!



## REMEMBER THE GOLDEN RULE!

ASK and receive a "NO thank you!". If you don't ask, you won't receive. Ask everyone you know, those you work with, your email list, family, friends, etc. And keep asking. And don't forget to talk about your cause at every opportunity. Your enthusiasm will be contagious and increase your chances of reaching your goal!



Dear Friends and Family,

As you know, I am an animal lover and advocate and I enjoy helping animals every chance I get. I am asking for your support and sponsorship as I join the Raccoon Valley Animal Sanctuary & Rescue's *Paws 4 a Cause* Dog Walk being held on September 19, 2009.

The cause I have chosen to walk for:

- Help FIGHT Puppy Mills**  
Iowa is ranked third in the nation for commercial breeding with over 450 facilities currently in operation. You can help me help these dogs and change Iowa's laws to end the suffering.
- Help PREVENT Neglect, Abuse & Cruelty**  
Iowa was recently one of five states involved in the largest dog fighting bust in US history. You can help me put an end to the mistreatment, abuse, neglect and cruelty that is inflicted upon these innocent victims through such tragic events like dog fighting and life on a chain, to name a few.
- Help STOP Overpopulation**  
Each year, 8-10 million animals enter US Shelters, 6-8 million are killed! Help me help RVAS to end the tragedy of these innocent lives being killed due to overpopulation by supporting my cause of spaying and neutering.
- Help RVAS...Save Lives!**  
Providing humane care to *all* animals. RVAS believes that every animal has the right to proper medical care, training and rehabilitation and a lifetime home. They are about *solutions* and show by example how lives *can* be saved. Their Rehabilitation program is living proof with a whopping 65% of pet owners who seek RVAS to relinquish their pet, keep them instead, because RVAS finds solutions.
- My personal cause:

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My personal fundraising goal is: \$\_\_\_\_\_.

If you prefer to support me with an online contribution then simply go to:  
<http://www.firstgiving.com/rvaspets> and search for:

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*(insert your firstgiving webpage name here)*

This is an organization that I stand behind and hope you will support me in helping them to continue to achieve their mission that *no animal should have to die to make room for another!*

Thank you in advance for your support

Help FIGHT Puppy Mills  
 Help PREVENT Neglect, Abuse, Cruelty  
 Help STOP Over-Population  
 Help RVAS Save Lives!

Paws 4  
 A Cause  
 Dog Walk

**THANK YOU FOR YOUR SUPPORT!**

We appreciate your decision to sponsor an RVAS Dog Walk participant.

With your support, we can continue our efforts and change the world for companion animals.

**INSTRUCTIONS**

Donations must be postmarked no later than **September 12, 2009** to go towards the dog walker's total goal. Donations received after 9/12/09 will be applied to the Walker's account *after* the event.

**PAYING BY CHECK**

Please make checks payable to:  
**RVAS**  
 PO Box 38  
 Boone, IA 50036

**PAYING BY CREDIT CARD**

To use a credit card, go to:  
<http://www.firstgiving.com/rvaspets>  
 Type in the name of the walker you wish to sponsor and apply it to their account.

**DONOR RECEIPT**

Thank you for your support! Your contribution enables RVAS to continue our work through animal care, education, awareness and legislative efforts making the world a better place for companion animals.

Tax ID #42-1409512

# 2009 DONATION FORM

Donate using this form or donate online at <http://www.firstgiving.com/RVASpets>

Walker's Name \_\_\_\_\_

**YES!** I would like to contribute to the RVAS' *Paws 4 a Cause* Dog Walk and help save companion animals lives!

Name .....

Address .....

City ..... State ..... Zip .....

Phone .....

Email .....

**Please mark the appropriate amount below**

- \$5** A Little *Tail Wagger*
- \$10** A *Smooch for a Pooch!*
- \$25** A *Pack Member*
- \$50** I'm an *Alpha Dog*
- \$100** A *Dog's Best Friend!*
- \$250** A true *Canine Champion*
- \$500** I'll be happy to be a *Leader of the Pack*
- \$1000** I want to be a *Top Dog!*
- \$\_\_\_\_\_** Other Amount (*please specific below*)

*Donors names will be placed on our website **only** if the box is checked. Please **PRINT** your name below exactly how you would like it to be listed.*

**Please make your check payable to:**

**RVAS**

**PO Box 38, Boone, IA 50036**

You can also donate online at:

<http://raccoonvalley.com/Events/Paws4Cause/DogWalk.html>

**All of us at RVAS, say Thank You!**



## DONOR RECEIPT

Thank you for your support!

Your donation is tax-deductible by the full extent of the law.  
 RVAS is a 501c(3) non-profit organization.

Tax ID # 42-1409512