



Strut Your Mutt

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Strut Your Mutt company fundraising teams

What is a company team?

A company team is a fundraising team consisting of participants from your company. As a team member, you also qualify for individual prizes.

Why form a company team?

This is a fun opportunity for your employees and customers to rally together for a great cause and represent your company at a big community event. If you are a registered exhibitor and have at least 10 participants registered for your team by August 1 at 5 p.m. Pacific time, your booth fee will be \$50 instead of \$150!

What are the benefits of having a company team?

- Great bonding opportunity for your employees and customers
- A way for your company to showcase community involvement and corporate social responsibility (CSR)
- Exposure for your company to a large audience that meets your demographic
- An opportunity to reach out and connect with potential new customers as you recruit team members and build loyalty with existing customers
- A chance to win our award for the top fundraising company teams, which will bring even more recognition to your company
- The top company team will be featured in *Best Friends* magazine, which is nationally distributed. Its name will be printed on the 2017 Strut Your Mutt T-shirt. The team will also receive the trophy for the event's top company team!

To start a team:

1. Visit strutyournutt.org and click on your event city.
2. Select the option to "form a team."
3. Give your team a name (the name of your company, ideally), select "company team," and set a fundraising goal for the team as a whole. Don't worry, you can always update your goal as you go along.
4. If you have a discount registration code, this is where you'll enter it. This is also where you'll set your personal fundraising for what you, as team captain, have determined you'd like to raise.
5. Select the option to "join as a new participant" if you did not participate in 2015. If you did register in 2015, enter your log-in information.
6. Complete the registration form as directed, review the waiver, agree to the terms and conditions and complete your registration.
7. You're all set! From here, you can visit your "participant center" to customize your team and personal fundraising pages (highly recommended), send emails to donors, track fundraising progress and thank your donors.

Recruiting team members

Join the team. For any customers or staff who may wish to join your team, instruct them to do a search for your team page (or just share the direct link with them), and then use the "join team" option.

Customize your team page. Visit your online participant center to customize your team's fundraising page. Be sure to click on "URL settings" and give your team URL a custom name. This will make it easier to send your team page to potential donors and participants.

Start early. Ask at least five colleagues to join your team today. As people register, they'll be given their own personal fundraising pages, which will be tied to your team page. They can personalize their pages, set fundraising goals, ask for donations and recruit team members.

Team up. Create a committee of fellow employees to help with the recruiting of walkers, fundraising activities and team outreach efforts.

Think beyond employees. Strut Your Mutt is a family friendly event. Encourage your colleagues to invite their families and friends to join your team for maximum impact. You can even get to know your customers and clients better by inviting them to join!

Getting started with fundraising

Set goals. Post your fundraising goal and team recruitment goal on your company website and social media pages, and ask friends to join your team or donate.

Ask for a corporate matching gift. Matching gift programs are a great way to double your impact. If your company doesn't have a matching gift policy, consider starting an informal program. Ask your manager, CEO or other company executive if he or she will match what your team raises or perhaps sponsor registration fees for the first 10 walkers to join the company team.

Take part in healthy competition. Drive your fundraising effort through healthy competition. Hold weekly challenges within the team to see who can raise the most. Challenge other companies and similar groups in your area to see who can be top dog!

Ask vendors. Compile a list of all company vendors (such as janitorial services, food services, tech support, building management, insurance carriers and legal services). Then send them information about your team on how they can support your efforts.

Keep your team motivated. Send out regular team update emails with reports on team accomplishments and tips for increasing personal success. Encourage your team members to share examples of emails and social media posts.

Add team page links. Ask employees to add your team web page link to their email signatures. Each time they send a message, the recipient will be provided with a link to support your team.

Recognize success. People love to be recognized and they love to celebrate. Check with your team members to see if they're comfortable having their accomplishments shared with the whole team. If so, share them! If they prefer that their wins be shared anonymously, that's fine, too. Either way, make sure everyone on the team knows the team as a whole is doing great things.

Fundraising activities

Have dress-down days. Ask your human resource department for approval to charge people \$5 to wear jeans to work for a day or \$20 for the whole week.

Reduce stress. Locate massage therapists through a health club, training school or chiropractor's office. Have them come to your business and provide five or 10-minute neck and shoulder massages for a gift of \$10. Ask employees to sign up beforehand, and have the massage therapist come right to the office.

Hold a team lunch. Ask a local restaurant to donate lunch or have co-workers bring in their favorite dishes. Then ask each employee attending the lunch to donate.

Incentivize. Provide incentives to team members who raise the most money. Incentives can be anything from using the CEO's parking space for a month, a free lunch with the CEO, a paid vacation day or more.

On the day of the event

Meet up. Designate a meeting spot for your team during the event. (If you are an exhibitor, have that be at your booth.) Thank all of your team members for their hard work, and take a group photo to share on your company website, newsletter and social media outlets.

Strut your stuff. Take our four-legged friends out on the walk to show your support for animals in need. This is why you've been working so hard, so enjoy it! Don't forget your team shirts and banners.

Have fun. Keep the excitement going at your booth by engaging with attendees and their dogs and bringing in more business for your company. If you are not an exhibitor, be sure to stick around to enjoy the event's exhibitor booths and activities. Strut Your Mutt events include activities such as pet portraits, refreshments, music, contests and more. Take some time to visit with friends and celebrate your success. You've earned it!

After the event

A successful event couldn't have taken place without the help of your committee and attendees. Make sure you thank them via email or by sending thank-you cards, and give them an update on the event. Showing gratitude goes a long way and encourages everyone to continue supporting the team.

