



Best Friends®  
**ResQWalk**  
Strut Your Mutt every day.

## ‘How-to’ Guide

**ResQWalk** is a free mobile app that lets you raise money and resources for your organization, and all you have to do is walk.

Throughout the year, ResQWalk will announce a ResQpool of cash and other helpful resources provided by some generous corporate sponsors. Your organization can earn a portion of this pool by downloading ResQWalk and hitting the pavement. **Download it today** and start walking for the animals.

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### ResQWalk and Strut Your Mutt

**Did you know ResQWalk is now integrated with Strut Your Mutt?**

As a network partner organization, you can participate in Strut Your Mutt to raise more funds to save more lives while also tracking ResQWalks and mileage inside your Strut fundraising center. It's a fun and simple way to maximize your Strut Your Mutt lifesaving efforts.

To learn more about Strut Your Mutt, visit [strutyourmutt.org](http://strutyourmutt.org).

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### ResQWalk FAQs

**Is ResQWalk available for both iOS and Android?**

Yes, ResQWalk is available for both.



**Does it cost anything to use ResQWalk?**

No. ResQwalk is free for both animal welfare organizations and their supporters.

**How does it work?**

Throughout the year, ResQWalk will announce a ResQpool of cash and other resources provided by generous corporate sponsors. To help your organization earn money, encourage your supporters to simply download the app, select your organization for support and press “start.” We’ll also mix it up with monthly promotions that will enable you to earn additional resources for animals in need (like food, toys and treats). So, keep your walking shoes ready.

### **Is ResQWalk limited to walking?**

No. Anyone can participate by walking, running or biking — any distance activity that can be measured by GPS and involves a speed of less than 14 miles per hour.

### **Is there a limit to how many miles a person can log each day?**

Yes, the limit is 30 miles per day, which is just enough to run a marathon and take a walk to stretch out your muscles afterward.

### **How is the monthly ResQpool funded?**

ResQpool is funded by some generous corporate sponsors to whom we are very grateful.

### **How is the monthly ResQpool divided up among the ResQpartners?**

Every quarter, the ResQpool is proportionally distributed to the ResQwalk partners, based on miles walked on their behalf. **For example**, let's say everyone using ResQpool walked a total of 1,000 miles in one month. Charity A logs in 800 miles and Charity B logs in 200 miles. For that month, Charity A will receive 80 percent of the ResQpool while Charity B will receive 20 percent.

### **Can my ResQWalk benefit multiple ResQpartners simultaneously?**

You can follow multiple ResQwalk partners, but you can only raise money for one organization at a time; however, people can change up the organization they are supporting by selecting from the “start ResQwalk” screen.

### **What if I don't see my favorite animal welfare organization listed as a ResQpartner on the app?**

If your favorite shelter or animal welfare group is not listed, be sure to let them know about ResQwalk and invite them to become a partner in the Best Friends Network.

### **How do I change to a new ResQpartner beneficiary?**

To switch to a new eligible partner, go to the “start walk” screen, click on the rescue group currently listed as receiving funds. This will bring up a page to allow the user to search for other rescue groups. Search for a new group, click follow, then designate them on the “start walk” screen.

### **Is ResQWalk limited to shelters and other organizations that rescue animals?**

Yes. In fact, ResQWalk is only open to registered 501(c)(3) or charity animal welfare organizations meeting the qualifications to become a Best Friends Network partner.

### **How does the goal feature work?**

The app provides users with the option to create weekly distance goals based on their personal fitness objectives.

### **Is it possible for me to email someone at ResQWalk to ask a specific question?**

Yes. Email [resqwalk@bestfriends.org](mailto:resqwalk@bestfriends.org) and we'll get back to you within one or two business days.

## **Technical questions**

**Known issue:** Some Android devices (Samsung in particular) have “adaptive battery” settings and

“sleep” settings running in the background that can interfere with apps like ResQWalk. Please review the user settings provided [here](#) for a workaround.

### **How does the app know how far I've gone?**

The app uses GPS to track your movement.

### **If the app doesn't seem to be tracking my distance correctly, what can I do?**

Please wait to press “start walk” until you are outside of your house or apartment. GPS works best with minimal obstructions. Also, if you are an iOS user, make sure “background app refresh” is turned on.

### **On the map screen, why is a portion of my ResQWalk route line gray?**

Any distance traveled at a speed greater than 14 miles per hour will appear gray because it doesn't count toward your total distance.

### **In the “activity” section of “my profile,” why are some of my ResQWalks highlighted in green?**

If you don't choose to share your ResQWalk with followers, the app will automatically record your distance to the activity section of your profile. These posts are highlighted in green and the purpose is to provide you with an accurate log of your activity. These posts will only be visible to you.

### **Does GPS consume the data on my phone?**

No, GPS does not use data. Other app features (such as uploading a photo) do use data. If you are concerned about your data usage, please be sure to connect to Wi-Fi when you're uploading photos or interacting with features such as the “news feed” and “leaderboard.”

### **Is ResQWalk compatible with stationary bikes or treadmills?**

No, but this is something we will explore in the future.

### **Will ResQWalk work if I'm walking indoors, such as in a mall?**

Generally speaking, no. That being said, if your phone shows a good GPS signal, then yes, the app will work.

### **Can I link my Fitbit, Apple Watch or other wearable device to ResQWalk?**

No, but this is something we will explore in the future.

### **What does it mean to have a private profile?**

If you set your profile to “private,” other users won't be able to search for your name or see your activity.

### **If I have a public profile, does that mean people will be able to see my location?**

No, we will never share your location.

### **Can I sync my email, Facebook and Twitter accounts to my ResQWalk account?**

No. To keep your stats accurate, please log in using the same method each time.

## If I go on a ResQWalk and my stats aren't updating, what should I do?

We update user stats and the leaderboards hourly. If you don't see your stats immediately, check back later.

## Questions about becoming a ResQWalk partner

### What are the requirements for an organization to be a ResQWalk partner?

1. The group must be a 501(c)(3) nonprofit animal welfare organization.
2. The group must be a Best Friends Network partner. [Learn how to become a Best Friends Network partner.](#)
3. Network partners must then complete an online form to be added to the ResQWalk app.

### How can I sign up my animal welfare organization?

[Apply here](#) to become a Best Friends Network partner. Once your application is approved, your organization must complete an online form to be added to the ResQWalk app so supporters can walk on your behalf. Email [resqwalk@bestfriends.org](mailto:resqwalk@bestfriends.org) for additional details.

### How do we collect the money contributed to our animal welfare organization?

Payments will be made quarterly. Each network partner that has earned \$5 or more in a quarter will be paid the following month. In January (following the end of the calendar year), we will pay all the groups that earned any amount (even those earning \$5 or less per quarter).

### Payment schedule

- Funds raised January to March – payments distributed by April 30
- Funds raised April to June – payments distributed by July 31
- Funds raised July to September – payments distributed by October 31
- Funds raised October to December – payments distributed by January 31 (including payment to groups earning less than \$5)

## Spreading the word

Social media channels, blogs and email are easy ways to share the news about your organization partnering with ResQWalk. Be sure to put your Facebook, Twitter and Instagram accounts to work. We have some suggestions below regarding what to say, but please feel free to write your own posts in a voice that best suits your organization.

## Sample social media copy

### Facebook

- We're excited to share that [ORGANIZATION] is partnering with ResQWalk to raise money to help homeless pets. Check it out.
- You can raise money for [ORGANIZATION] just by taking a walk. It's easy. Just download the free ResQWalk app on your smartphone to get started.

- ResQWalk is a free app that lets you raise money for [ORGANIZATION] just by taking a walk. Download it now to get started.
- Help [ORGANIZATION] by taking a walk. It's that simple. Learn more here.

## Twitter

- Saving pets' lives is as easy as taking a walk! Learn more here.
- [ORGANIZATION] is partnering with ResQWalk to save more lives. Download the free app and let's get walking!
- ResQWalk is a free app that keeps track of how far you walk while raising money for [ORGANIZATION]. Check it out.

## Instagram

- ResQWalk is a free app that keeps track of how far you walk while raising money for [ORGANIZATION]. Check it out.
- [ORGANIZATION] is partnering with ResQWalk to save more lives. Download the free app and let's get walking!
- We're excited to share that [ORGANIZATION] is now partnering with ResQWalk to raise money to help homeless pets. Check it out.

## Sample email copy

Hello friend!

Just a quick note to let you know about an easy way to raise money for [ORGANIZATION].

ResQWalk is a free, easy-to-use app that keeps track of how far you've walked and lets you raise money to help animals at the same time. To get started:

[Download the app from your phone.](#)

Create a profile.

Choose to support [ORGANIZATION] from the list participating animal welfare organizations.

When you're ready to walk, select the "start walk" button. Running and biking count, too. Basically, any distance-related activity that can be measured by GPS and involves a speed of less than 14 miles an hour can be tracked. So, lace up your sneakers and save some lives!

When you use ResQWalk to track your walk, [ORGANIZATION] will be part of a pool to receive lifesaving funds. The farther you walk, the more money we are eligible to win. It's that simple.

## Recommended hashtags

#ResQWalk

#Walkthisway

#Walkforacause