

# YOU Can Make a Difference!

Fundraising Idea Booklet

**sPCA**  
cincinnati

JOIN US!

**Tails**  
*on the* **Trail**







**SATURDAY 2019**  
**OCTOBER 12**  
**FRANCIS RECREACRES PARK**

**9-10 AM REGISTRATION**  
**10-10:30 COSTUME CONTEST AND TEAM AWARDS**  
**10:30 AM WALK BEGINS**

Park Adjacent to SPCA Cincinnati Sharonville  
11900 Conrey Road Cincinnati, OH 45249





Welcome to Tails On The Trail Walk!

Thank you for supporting **SPCA Cincinnati** to further our mission and give adoptable animals a second chance to find the FURever homes they deserve! We have designed this booklet especially for you, to help you get started on your fundraising.

This year, we invite you to become an **Animal Advocate Leader**! What do you need to do to be a Leader? It's easy; simply raise \$100.00! Every **Animal Advocate Leader** that reaches the \$100 level will get a special paw lapel pin and will help lead our Walk! In this booklet, you will find many ideas on how you can help raise the much needed funds to help save adoptable animals. When you join us for Tails On The Trail, every step you take will make a life-changing difference for the thousands of animals that enter the **SPCA** each year. The ideas are simple and fun. Remember, our 2019 Tails On The Trail fundraising goal is to raise \$50,000 with 750 walkers - your participation will certainly help us reach our goal!

Please let us know if you need any help with your fundraising, we are here to help.

On behalf of the many animals who will be touched by your kindness,  
**THANK YOU!**



## Idea #1 Raise \$100

### Become an **Animal Advocate Leader**

Make your \$10 pledge first

Ask your neighbor for a \$10 donation.

Ask your family member for a \$10 donation.

Ask your friend for a \$10 donation.

Ask your manager for a \$10 donation.

Ask your co-worker for a \$10 donation.

Ask another co-worker for a \$10 donation.

Ask a client or vendor for a \$10 donation.

Ask a place of business you frequent for a \$10 donation.

Ask a member at your place of worship for a \$10 donation.



## Idea #2 Money Jar

Locate a jar with a lid. A plastic container or Mason jar works well. If using a plastic container, cut a small hole in the lid, large enough to insert coins. From now until October, any coins and dollar bills you find laying around the house go into the jar. Be sure to check in-between the seat cushions of the sofa, in the car, or at the bottom of your school backpack.

Make some extra jars and ask your friends and other family members to collect their change for you. Take an extra step and ask a friend or co-worker to collect change in one of your money jars for you. Be sure to check with your friends, family, and co-workers every two weeks to see how their collection efforts are doing. Always thank them for their help!

## Idea #3 Word of Mouth

Have you ever been told that you talk too much? Here is your chance to take advantage of that!

Tell 10 people every day about your involvement with **SPCA Cincinnati's** Tails On The Trail Walk.

## Idea #4 Garage Sale



One person's junk can be another person's treasure! Ask your friends, family, and neighbors to clean out their closets, attics, and garages to donate their used items to your garage sale. Everyone will be happy to clean out their homes and garages for a great cause! Set up tables and display all your items neatly on the tables. Put up flyers and posters around the neighborhood to advertise your big sale. You can even place an ad in the newspaper with all the details and directions to your sale. Pick up some little stickers at the grocery or drug store to price all your items. Make sure you have plenty of change.

Don't forget to tell your customers that all proceeds will go to **SPCA Cincinnati's** Tails On The Trail Walk. Tip: Sell water and soda if it is a hot day. Check with your local grocery store to see if they will donate the drinks!

## Idea #5 Ice Cream Night

Contact a local ice cream parlor or yogurt shop to see if they would be willing to give you a portion of their profits for every customer you bring in on one given day or night. Invite your friends, family, clients and co-workers, by sending out an evite.



Be sure to also invite your social media network and any other organization you want to include. Not only will you have fun socializing and seeing your friends and colleagues, you will bring free publicity to the ice cream shop.

Make sure you contact the Store Manager well in advance to fill out any paperwork that is needed.

## Idea #6 Birthday Gifts

Birthdays are always an exciting time of year for all of us! If you have a birthday coming up, instead of (or in addition to) a gift, ask your guests to contribute \$20 or another amount of their choice to your Tails On The Trail fundraising efforts.

## Idea #7 Restaurant Night

Many restaurants already have fundraising programs. All you need to do is set up a date and distribute flyers. Invite your friends and family to come to eat. Invite your clients and co-workers. The more people you invite, the more money you will raise. Then go eat! This is really fun if you can get your work and social network involved.



**Tip:** Hold a pizza eating contest and have prizes donated from area stores.

## Idea #8 Car Wash

Are you on a sports team? Belong to a book club? Ask your friends if they would help you organize a car wash. Ask all of the team members to make posters, bring along car soap and towels, and spend the afternoon washing and drying cars with your friends. Ask for donations for your efforts!



**Tip:** Most fast food restaurants and convenience stores will allow car washes to be held on their property. Make sure you have access to water for the car wash.

## Idea #9 Basket Raffle

Get your place of employment involved! Each department can pick a certain topic or theme for their basket. Sports, stationery, or chocolate lover's baskets are always a hit! The items in the baskets should be donated. Once all the baskets are filled and ready to go, pick a day to raffle off the baskets. Make a list of all the items in each basket and sell raffle tickets for \$5 each for a chance to win the basket of choice. Sell raffle tickets for at least 4 weeks. Ask your local grocery store, Costco, or place of worship to see if you can sell tickets outside.

## Idea #10 Book Drive

Have you read your favorite books over and over? Are your family members big readers? Are your friends? Collect books that your family does not want anymore.



Ask if you can have a book drive at your place of worship or employment. Place cardboard boxes around your organization. Design a flyer advertising your drive and your involvement with Tails On The Trail. Include your book drive instructions and details by internal announcements or email.

Once all books have been donated, have a used book sale. You will find some great new books while raising money for **SPCA Cincinnati**.

## Idea #11 Pie in the Face



Easy to organize! Get a group of friends to help you with this or ask your sports club or organization for assistance. Get coffee filters as pie containers and buy whipped cream as the filling. Use white whipped cream not chocolate!

Ask people to donate \$5.00 to give a “pie in the face” to a member of your team or organization. It is a little gross and sticky, but easy as pie!

## Idea #12 Bake Sale

Everyone likes a sweet treat! Why not use home-baked or donated bakery items to make some money for your Tails On The Trail fundraising efforts?



Design and send flyers asking friends and family to bake one or more of their favorite treats to sell. Sell the delicious treats by the plate, cookie, or brownie. Don't price individual treats, ask your customers to make a donation. You will be surprised on how quickly those donations will add up. Decide on a location for your bake sale and package your items nicely so they are appealing. Easy!



## Idea #13 Parking Spot

Auction off a prime parking space at your workplace for a lucky co-worker who can park in that prime space for a week. For example, auction off the reserved managerial parking spot and the winner parks in that spot for a week. The Manager would then park in the main parking lot!

## Idea #14 Glow Sticks



Raise money for Tails On The Trail by selling favorite glow stick necklaces and bracelets at local community events.

Search the internet for glow items or check at your local party supply store.

## Idea #15 Can Drive

One or two weeks ahead of your collection date, begin passing out flyers door-to-door telling your neighbors that you will be coming around on a designated date to collect cans and bottles to raise money for Tails On The Trail.



On the date that you designated, you will need to go door to door to collect all the cans and bottles. After sorting, take them to the recycling center and collect the dollars. If you can, ask your place of business or child's school if you can set up bins in the lunchroom for all recyclables. Make posters to attach to bins. Promote your recycling efforts through school or business internal communications and email.



# Remember personal emails!

Reaching out to your social network and sharing why you are participating in Tails On The Trails is key. If you have a personal story and pictures of your inspirational animals, please share!



Below is a sample letter to customize as your own:

Dear \_\_\_\_\_,

I'm excited to be participating in **SPCA Cincinnati's** Tails On The Trail Walk! Although the event isn't for several weeks, I'm already fundraising in support of vulnerable animals that rely on our community to give them a chance at health and happiness.

Will you support me as I work on behalf of the countless animals that need our help? Your gift will help rescue animals in emergency situations, investigate animal cruelty, feed and care for companion animals awaiting new homes, and educate the community about responsible ownership.

With your contribution, I will be able to call myself an **Animal Advocate Leader!** You can make a tax-deductible donation online now by going to \_\_\_\_\_ website and searching for my personal page, or you can send your contribution to the address listed below. If you would like to make a donation via check, please write my name and Tails On The Trails on the memo line, payable to **SPCA Cincinnati** and send it to:

**SPCA Cincinnati**, 11900 Conrey Road, Cincinnati, OH 45249.

Thank you for making a difference!

Have fundraising questions?  
Need help with ideas?

SPCA Cincinnati Contact:

Trent Owens  
Development & Special Events Manager

Phone: 513-489-7392

Email: [towens@spcacincinnati.org](mailto:towens@spcacincinnati.org)

*Thank You for participating in  
**SPCA Cincinnati** 's Tails On The Trail  
and becoming an **Animal Advocate  
Leader** to give a voice to the voice-  
less!*

**spca**  
cincinnati