



Paws & Shoes: Fundraising Pack

**Thank you for teaming up with your pooch to walk for the ACT.
Here's everything you need to get started - including a sponsorship form.**

Step 1 - Visit www.justgiving.com/campaign/actpawsandshoes23

Click on 'Fundraise for us' and follow the steps to set up your page



Scan me!

- **Include a profile picture** - people will want to see you and your pooch! Fundraising pages with photos raise 14% more! Plus, you can always feature your canine walking partner only.

- **Write a short personal story.** Things you could mention are:

How many minutes are you aiming to walk?

What is challenging about this for you?

Tell us about your dog - name, breed, age, personality.

Tell us about you - what might people like to know?

Why are you raising money for the Animal Care Trust?

What would you like to say to everyone who donates?



Step 2 - Share your online fundraising page

- **Tell people what you're doing.** By phone, text, email, Whats App, Facebook, Instagram, LinkedIn etc. However you communicate with people don't stop now! Tell your friends, family and colleagues what you're doing and **send the link to your fundraising page.** Thank people for their donations - the steps you and your pooch take could be life-saving to critically ill pets.

Step 3 - Create a buzz around your fundraiser

Frequently update your fundraising page and post on social media

- **Take photos** of you and your four-legged teammate out walking, wearing their bandana or tag. Show people the views you see - make supporters feel like they're on this journey with you. Let people know how many minutes you're up to. Can you film a quick **video** on your phone? **Regular updates and posts will be great reminders for those who have 'been meaning to sponsor you'!**
- Don't forget to **tag the ACT** in your posts. We'll try and like/comment/share as many as we can. **Our Instagram handle is [@rvc_act](https://www.instagram.com/rvc_act) Our Facebook handle is [@rvcact](https://www.facebook.com/rvcact)**
- **Raise awareness of our work by sharing our social media posts.** We post stories from the RVC's hospitals - showcasing pets, new technology and advancements in research. Sharing our posts can help people understand why your fundraising is so important. Remember to **add a link to your justgiving page and you've got a quick and easy way of spreading the word.** Need more information or stories about what we do? Drop us an email at act@rvc.ac.uk or call us on **01707 667026** and we'll happily provide.



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Step 4 - Use a traditional sponsorship form - if you prefer

In this fundraising pack you'll find a sponsorship form at the back.

- Some supporters prefer to give cash and that's ok! If your friends and family are more likely to make a cash donation, use the sponsorship form in this fundraising pack. **Don't forget to ask them about Gift Aid!** Then keep the cash and send us a cheque for the same amount.

Step 5 - Remember that we are here for you.

- If you opted in for email communications, we'll be sending you emails to support you on your challenge. Please reach out if you need help and advice. For example, we can:

Provide you with copies of our Paws & Hooves newsletter to give out

Give you a collection tin

Share your fundraising page on our Paws & Shoes webpage and/or social media.

You'll be following in the pawsome footsteps of...

Kopo and Virginia

"We did it!! TOTAL = 1032 minutes and we raised £278. Kopo and I have really enjoyed every step together."



Milo and Terry

"Milo has completed 5,507 mins in the 4 week period and has succeeded in raising £70 for you!"



What will your team achieve?



Paws & Shoes: Sponsorship Form

Your details

Title:
First Name:
Surname:
Telephone:
Email:

Address:

Postcode:

Title	First name	Surname	Postcode	Home address	Amount	Gift Aid (tick here for gift aid)	Date collected
Miss	Amanda	Example	WX1 2YZ	11 Example road, example town, example county	£10	<input checked="" type="checkbox"/>	dd/mm/yy

**Completed your challenge?
Here's what to do now**

Collect the donations from your sponsors and send us a cheque made payable to RVC Animal Care Trust (please do not send cash) along with this sponsorship form to:
RVC ACT, Hawkshead Lane, Brookmans Park, Hatfield AL9 7TA

Gift Aid
Boost your donation by 25p for every £1 you donate!

By putting a tick in the Gift Aid column you agree to this statement:

I want to Gift Aid my donation the RVC's Animal Care Trust. I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on my donations it is my responsibility to pay any difference.



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Your details

Title:
First Name:
Surname:
Telephone:
Email:

Address:

Postcode:

Title	First name	Surname	Postcode	Home address	Amount	Gift Aid (tick here for gift aid)	Date collected
Miss	Amanda	Example	WX1 2YZ	11 Example road, example town, example county	£10	✓	dd/mm/yy

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