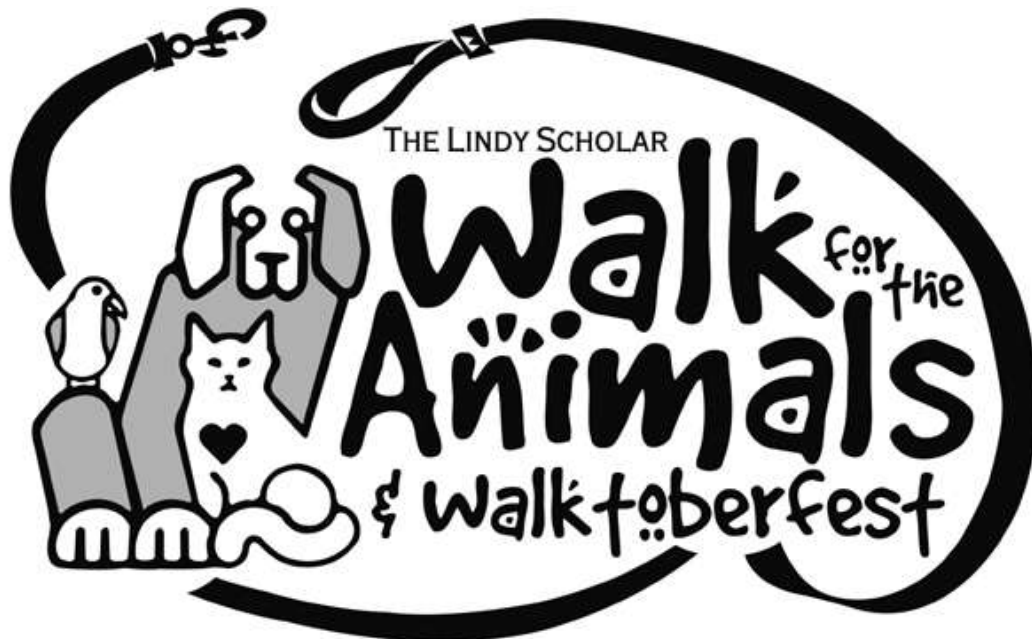


PACK-et 2010

Your complete guide to forming a successful Walk Pack for the 2010 Walk for the Animals & Walktoberfest!



THE HUMANE SOCIETY OF BERKS COUNTY
BERKS COUNTY'S LEADER IN ANIMAL WELFARE

Saturday, September 25, 2010
Registration Start: 10:00 am Walk Start: 11:00 am
FirstEnergy Stadium, Reading PA
Website: www.berkshumane.org
Questions? Contact Jennifer Long
jlong@berkshumane.org 610-921-2348, Ext. 13

Create your own FUN-draising Web Site
www.firstgiving.com/berkshumane

Dear Friends of Animals:

The Humane Society of Berks County needs *your* help. Do you remember how much it cost you the last time you took your pet the veterinarian, even for a wellness check up? Exams, basic vaccinations, and simple tests add up. Now, multiply that amount by 4,000. That's the number of animals directly housed and cared for by the Humane Society of Berks County each year. Now add on the cost of treating those that *are* sick and injured. And the cost of providing 24 hour emergency ambulance service for injured pets. And cruelty investigations and prosecutions. And.... Well, you get the idea. I'm sure you can do the math.

Without the support of donors, we cannot do any of these things. That's why we are asking you for your help. The Walk is fun, but I'll be honest, the most important thing about the Walk is the money that it raises to ***save the lives of thousands of homeless, abused and neglected animals each year.***

The animals of the Humane Society **need** you to help them. You can do that by forming a Walk Pack (team). Teams are the most effective way of raising funds for the animals because they bring large groups of like-minded animal lovers together with a mission. Please, form or join a team, set up one of the easy sponsorship websites, ask for donations, gather your friends (two and four footed), and come out to support the Walk this year. We know that if **you** help us, this will be the biggest, most successful, and, yes, the FUNNEST Walk ever!

Karel I. Minor
HSBC Executive Director

The Humane Society of Berks County is a 501 (c) (3) non-profit organization, supported entirely by donations, fund raising events, and service fees. We receive no funds from national humane groups!

General PACK Information

What is a PACK?

A PACK, or team, is a group of people that collect money together and walk together.

Why Form a PACK?

By forming a PACK, your group can combine their fundraising efforts to raise more money! You also enjoy the afternoon having a great time with your family and friends! Most importantly: You'll have the satisfaction of knowing that your PACK helped save *thousands* of lives!

PACK Perks

Walk T-Shirt & Dog Bandana Printed With *Your* PACK Name Or Logo!
Complimentary PACK Photo Taken At the Walk!
A Special Walk Flag with Your PACK's Name or Logo to Wave Proudly!
A Reserved Table and Special Goodies for Your PACK at the Walktoberfest!

PACK Prizes

Top Fundraising PACK

- Picture & Name Up In Lights On A Billboard Thank You!
- A Profile in the Post-Walk Issue of the HSBC E-Newsletter!
- Custom Made Plaque With PACK Name!
- Complimentary Tickets to the 2010 "Pints for Pups"!
- PACK Photo on the HSBC's Website!

Wacky Woof Award

The coveted Top Dawg Fire Hydrant, HSBC's take on the Stanley Cup! The wackiest, craziest, most spirited Pack gets the Hydrant and bragging rights until the following Walk when the Title Prize is back up for grabs in another fearless competition among the PACKS. Each year the Fire Hydrant gets signed by the reigning Pack Leader and a token of that Pack's accoutrement gets placed inside as a time capsule of sorts!...Go on, Go get you Woof on!! Also get your Pack Photo on the HSBC's Website

Best Interpretation of PACK Name

Honorable Mention, Framed Certificate & PACK Photo on the HSBC's Website

Best PACK with a Message

Honorable Mention, Framed Certificate & PACK Photo on the HSBC's Website

PACK Formation Details

1. Gather as many friends, family, and co-workers as you can who will help raise funds in support of the Walk. A PACK is 2 or more walkers.
2. **Determine a PACK Leader:** The PACK Leader will be responsible for coordinating all PACK paperwork, keeping the PACK informed and motivating the PACK to FUNdraise! PACK Leader details to follow.
3. Complete the online "**PACK Formation**" form. http://www.berkshumane.org/events/events_walk.asp
4. Each PACK Mate must pre-register online for the Walk (\$100 for VIP level [includes two walker registrations], \$20 for adults, \$10 for kids 17 and under). The pre-registration fees apply toward your PACK's total. Walkers may not register utilizing sponsor donated funds. If a Walker wants to be a VIP supporter, they must personally pay the \$100. If they want to register at the regular level, they must also personally pay the \$20/\$10 fee.
5. **Your PACK must commit to raise at least \$1,000 total.**
6. **By September 1, 2010:** You must submit:
 - "**PACK Registration**" online form, submitted by the PACK leader which reserves your PACK name.
 - "**Individual Sponsorship Tracking**" forms for each PACK Mate.
 - **All funds raised to date.** The PACK as a whole must have a combined minimum of **\$1,000** in order to be a confirmed PACK and receive PACK benefits. PACK Mates can, and are encouraged, to continue raising additional funds above the \$1000 right up to the Walk. Additional funds turned in at the Walk will be added to your PACK's total!
 - **PACK logo/team name design**
7. **September 21, 22, & 23, 2010:** PACK Leaders pick up your custom PACK shirts and bandanas at the Humane Society in Reading to give to your PACK Mates.
8. **September 25, 2010** Strut your stuff in the 2010 Walk for the Animals!

PACK Leader Checklist!

PACK Leader Training (optional)

(at the shelter: 1810 N. 11th Street, Reading or 1201 Ben Franklin Hwy E, 422 E in Douglassville)

If you are a new PACK Leader and not sure what your role is as a PACK Leader, or a past PACK Leader wishing to learn new possible ways of raising money, you are welcome to attend a PACK Leader training class. Please note that these classes are **not required** and are only offered as an additional tool to help with your PACK's fundraising. Please contact Jennifer Long at jlong@berkshumane.org to arrange a training session. We would also be happy to give a "PACK Orientation" at your place of work, club, or church.

PACK Leader Checklist:

_____ Review "Frequently Asked Questions"

_____ Review "PACK Leader *TIPS*"

_____ Submit the online "PACK Formation" form. http://www.berkshumane.org/events/events_walk.asp

Have each member of your PACK individually Pre-Register online. Make sure PACK name is noted!

_____ Distribute Individual Sponsor Tracking forms to all PACK Mates.

_____ Review Online Fundraising Letter samples. You and your PACK Mates may customize them as needed!

_____ Attend PACK Leader training (optional)

_____ Create your own PACK FUNdraising website! PACKs with a web fundraising page raise more money!
www.firstgiving.com/berkshumane.

_____ Encourage your PACK Mates to create their own fundraising web page to email to their friends & family.

_____ Submit PACK Logo if available (logos must be one color- black and submitted as a TIFF, JPEG or PDF digital file)

Turn in all PACK materials and money by Wednesday, September 1, 2010!

- Make sure all PACK Mates have completed their online pre-registrations.
- Submit all PACK Mates Individual Sponsor Tracking forms.
- Submit all Matching gift forms, if applicable (matching gift forms apply toward team totals but must accompany registration form in order to receive credit)
- **Make sure you have collected a minimum of \$1000!**

_____ Continue to collect money after September 1st and turn in on Walk Day!

_____ Go to the shelter on a **mandatory** PACK pickup date (*September 21, 22, 23*) to get your PACK supplies. Remember to sign up for Walk Day PACK Photo time when getting your pack goodies.

PACK Leader *TIPS!*

- ② ***Tell your PACK Mates to let their sponsors know that donations helps us:***
 - Find loving new homes for thousands of homeless animals this year.
 - Spay and neuter over 2,000 pets each year, so that we can fight the pet overpopulation problem and put an end to needless euthanasia of pets.
 - Educate thousands of children and adults each year about kindness and respect toward all animals.
 - Address problems of animal cruelty and neglect in our community, investigating nearly 1,000 cases a year.
 - Help pets whose owners are victims of illness, domestic violence, or other catastrophes through HSBC's innovative PetNet program, Ani-Meals On Wheels & Berks County Animal Response Team.

- ② ***FACEBOOK...MYSFACE...TWITTER...YOUTUBE...FLICKR...LINKEDIN*** Put your social networking to work for your PACK! Feature the Walk for the Animals, Your PACK, and your FUNdraising webpage on all of your internet social networks! Hey, you might even want to check with your kids or nieces/nephews...you can text message alerts about your fundraising too!

- ② ***Encourage all Pack Mates to create their own web page to send out to everyone in their email address book*** – it's free and easy, only takes a few minutes, and will help raise WAY more money- many have more than doubled their sponsorships from previous years! www.firstgiving.com/berkshumane Be sure your first donation listed is a large one; others may follow the example!

- ② ***Keep in touch with your Pack Mates to see how they're doing. Have them ask their sponsors if their company offers a matching gift program.***

- ② ***Coordinate a small fundraiser (bake sale, garage sale, etc...) with your Pack Mates to raise extra funds for your Pack.***

- ② ***Host a Picnic Fundraiser-*** invite guests to bring a covered dish and make a donation to your PACK! Plan to have a pet-theme and invite the dogs too! Have pet mask-making for the kids, pet friendly games, pet-themed activities for the humans. Explain in the invitations and during the event that this is a *Picnic for Pets* in benefit of the HSBC's Walk for the Animals...talk about the Walk, what your pack's fundraising goal is, and maybe even recruit some new PACK Mates! The HSBC can supply all kinds of Walk materials to display and handout. Have fun with the planning and be sure to have a howling good time!

Frequently Asked Questions

Who Can Form a PACK? *Anyone:* friends, neighbors, co-workers, family members, classmates, club members, girls' night group, Girl Scout troop, Boy Scout troop, church members...anyone who is an animal lover!

Who Can Be a PACK Mate's Sponsor? Anyone who is willing to support a PACK Mate by donating \$1, \$10 or \$100 to help the animals: hair dressers, employers, co-workers, veterinarian, family members, friends, neighbors, groomer, business associates...you name it!

Where does the money collected go? All the money collected goes directly to the animals, the Shelter and its programs AND donations are TAX DEDUCTIBLE under the law.

Why does my PACK need to collect at least \$1,000? In order to provide all the cool custom stuff for your PACK, we need to require a greater commitment. Plus, a good goal helps everyone raise more money! Remember, each Walker's pre-registration fee applies to your PACK's total. Please note, each walker registering must pay the registration fee, you may not use sponsor donations to pay for your registration.

What if my PACK doesn't reach \$1,000? Can we still be a PACK? In order to qualify as a PACK and receive PACK Perks (PACK name on t-shirts and bandanas, PACK photo, and other goodies) leaders must submit at LEAST \$1,000 at PACK registration. If this criterion is not met, you are not an official PACK. You can still participate as individuals and will still get regular Walk t-shirts (as long as everyone is pre-registered including payment).

Do you offer any kind of training or provide any tips on how to be a successful PACK leader?

- PACK Leader trainings will be offered at the Shelter if requested.
- The Humane Society has downloadable fundraising samples and forms on its website.
- PACK Leaders, PACK Mates and all other walkers are encouraged to use the internet to collect pledges. All walkers may create a personal fundraising web page that may be emailed to anyone. This will help reach far-distant relatives, friends, co-workers, and anyone else you can reach via email. It is an easy tool to add to your fundraising methods, as well as an easy and secure way for your donors to contribute to your efforts. Visit www.firstgiving.com/berkshumane. It's easy and we can help!

Why does the PACK have to register and submit donations so early? Since the PACK gets their logo or name on their t-shirts and a sign to walk with, we need time to have things printed. Also, PACK Leaders need time to pick up their PACK Mates' goodies as well as distribute them.

How do I distribute all the PACK goodies to my PACK Mates? Since you will be picking up your PACK t-shirts and goodies on one of the PACK Goodie Pick-Up days before the Walk, you will have time to deliver them to your PACK Mates. If you work with your PACK Mates, you can bring the items into work, or perhaps you can throw a Walk party the night before the event and hand out their goodies then. If you cannot distribute the goodies before the Walk, you can always hand the items out at the event.

I want my PACK Mates to keep collecting money after registration so that they try to help our PACK win the "Top Fundraising Pack" award and get thanked with our picture on a post-Walk billboard. How do they keep collecting?

PACK Mates should use a separate tracking form to collect more money and give their money and form to the PACK Leader the day of the Walk. The PACK Leader, in turn, takes all of the additional money and tracking forms received by PACK Mates and hands them into the PACK Registration area at the Walk. This money will be added to your PACK's registration total.

I don't have a dog. Can I bring my cat? It's a rare cat that enjoys spending time outdoors in a carrier surrounded by excited dogs! Leave your kitty at home and borrow a dog from a friend, or walk without one. It leaves your hands free to pet everyone else's pooch!



Pack Formation Form

Complete and mail, fax, or email this form to the HSBC as soon as possible so we can begin preparing for your Pack and can reserve your Pack name. You do not need to have all your Pack Mates in place to form your Pack. Final Pack Registration forms are due by September 1, 2010.

Pack Name _____

Pack Leader Name _____

Pack Leader Phone _____ Cell Phone _____

Pack Leader E-mail _____

Pack Leader Mailing Address _____

City _____ State _____ Zip _____

Total number of Pack Mates expected: _____

Have you Walked before? YES / NO

Would you like the HSBC to provide a Pack Formation Orientation? YES / NO

Would you like HSBC materials to distribute (posters, brochures, yard signs)? YES / NO

Please complete this form and return to:

**Humane Society of Berks County
Attn: Walk Packs
1801 N. 11th Street, Reading PA 19604
Fax: 610-921-5833
Email: jlong@berkshumane.org**

Check out www.berkshumane.org for additional Pack information!

Questions? Call Jennifer Long, Community Outreach Director
610-921-2348 Ext. 13 jlong@berkshumane.org