



# Paws & Shoes Fundraising Pack

**Thank you for teaming up with your pooch to walk for the ACT. Here are our top tips to get your fundraising off to a pawsome start!**

**Step 1 - Visit [www.justgiving.com/animalcaretrust](http://www.justgiving.com/animalcaretrust), click on 'Fundraise for us' and follow the steps to set up your page**

- 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?

What motivated you to do it?

Tell us about your dog!

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, pigeon (OK maybe not a pigeon!) but however you communicate with people don't stop now! This is a chance to tell your friends, family and colleagues what you're doing and send the link to your fundraising page. Thank people for their donations, every £ raised will help critically ill pets treated at the RVC. The steps you and your pooch do could be life-saving.
- Include a link to your JustGiving page in your email signature i.e. *'My pooch and I are walking for 1,000 minutes for the Animal Care Trust. Find out more (link to page).'*

**Step 3 - Frequently update your fundraising page and social media**

- Take photos of you and your four-legged teammate out walking. From a muddy shoe to a muddy paw, come rain or shine, your supporters will want to 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? Or take photos of your pooch wearing their Paws & Shoes bandana in different locations! Regular updates on your fundraising page and posts on social media will serve as 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)**



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- Raise awareness of the ACT's work by sharing our social media posts. We regularly share incredible stories from the RVC's hospitals - showcasing pets, new technology and advancements in research. Sharing our posts can help people see why your fundraising is so important. Add a link to your justgiving page when you share 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](mailto:act@rvc.ac.uk) or call us on **01707 667026** and we'll happily provide.

## Step 4 - Stay Motivated

- Team up with a fellow dog walker and pool your resources. The bigger the team, the easier it is to fundraise. PLUS you'll have someone to motivate you on those colder, wetter mornings!

## Step 5 - Remember that we're here for you

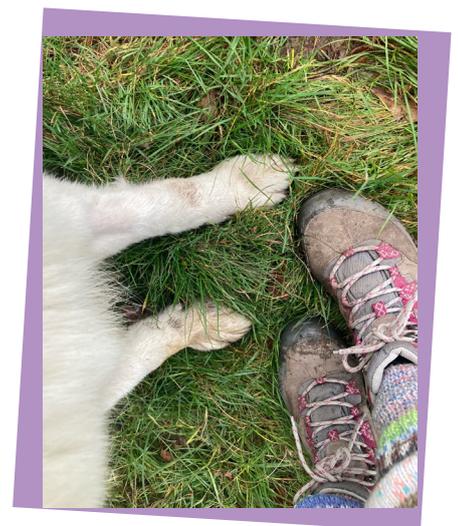
- We will help you in any way we can, so please reach out. For example, we can:

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

Give you a collection tin

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

**Welcome to the very FIRST Paws & Shoes Challenge.  
Here are just some paws and shoes you'll be joining...**



**Thank you for your enthusiasm and dedication to raise  
money for the RVC's Animal Care Trust.**

**Together we can help more pets return home to their families**