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Woofstock

WOOF WALK

CREATE A COMPANY TEAM

Employees from companies of all sizes can make a difference by participating in Woofstock. Benefits include:

- **Team-building** - A Woof Walk team is a fun way to create camaraderie in your office!
- **Networking** - Encourages co-workers to meet peers from other departments.
- **Leadership skills** - Employees can volunteer to act as Team Captains.
- **Health and wellness** - Encourages co-workers to get out and walk on event day.
- **Philanthropy** - Woofstock is a great way to give back to your local community.
- **Exposure** - Capitalize your businesses' community exposure with your team fundraising!

WOOF WALK TEAM FUNDRAISING

The Woof Walk kicks off at 9:00am event day, Saturday, October 5 at the Sedgwick County Park. Immediately following the walk, enjoy a delicious breakfast for you (and your dog) prepared by students of the Butler County Community College Culinary Arts & Hospitality Program! Woof Walkers receive the full Woofstock VIP Package (Event T-Shirt, Tote Bag, Doggy Bandana, Event Entry), along with an exclusive Walk T-Shirt!

GETTING STARTED

You need at least one designated person - or more, depending on the size of your company - to sign up as a Team Captain. The Team Captain(s) should recruit additional walkers, set up the team fundraising Web page, and keep everyone excited and motivated. People who walk on a team raise more money than individual participants, so consider splitting your team by division or department. A little friendly fundraising competition is sure to drive your dollars sky high!

MATCHING GIFTS

Does your company offer a charitable matching gift program? If so, make sure each Woof Walk team member fills out the proper paperwork to get their contributions appropriately matched. Watch your fundraising dollars double (or sometimes triple) overnight!



QUESTIONS? CONTACT HALEIGH ORAND - HORAND@KSHUMANE.ORG

10 TIPS FOR RECRUITING CO-WORKERS

Co-workers make great additions to your Woof Walk team! Here are 10 tips to get your colleagues on board.

- 1. Start early.** Begin recruiting right after you register your team. The sooner you build your team, the more time you'll have to raise awareness and funds.
- 2. Speak at a company or team meeting.** Sharing your reason for supporting Woofstock may motivate others to get involved.
- 3. Post information in your workspace and around the office.** Print posters from the Woofstock website (kshumane.org/woofstock) and hang them in break rooms and other common areas. Don't forget to include your contact information or a link to your team page.
- 4. Include a blurb in your company newsletter.** Share a brief story that explains your connection to Woofstock and lets others know how they can join your Walk team.
- 5. Ask your manager or CEO to send an email on your behalf.** Draft the email you'd like sent and invite him or her to include a personal story if they have one.
- 6. Offer incentives.** Encourage colleagues to sign up by offering small prizes to the first people who register for your team.
- 7. Get the word out.** Let your co-workers know you're looking for team members and ask them to help spread the word. They may know someone in another department who would like to participate.
- 8. Set up a table during lunch.** Attract attention to your table by offering candy or a baked good so that you can talk about Woofstock with visitors. Have copies of your flyer on hand.
- 9. Get moving.** Take group walks during breaks as a way to bond with team members. Invite other co-workers to join you so they can learn more about Woofstock.
- 10. Make it fun.** Give your co-workers regular updates on fundraising milestones. Those who haven't signed up for your team will see how much success and fun your team is having and may be inspired to join.

VISIT KSHUMANE.ORG/WOOFSTOCK AND LOG INTO YOUR PARTICIPANT CENTER FOR MORE RECRUITMENT TIPS.