

Fundraising Ideas for Mutt Strut 2012

At work:

- Keep a Mutt Strut donation jar on your desk or a counter, you never know who will have some spare cash.
- Bring coffee and/or donuts in for your office, and leave out a “tip” jar for donations, letting everyone know the cause.
- Buy candy bars in bulk and sell at your desk for an afternoon treat! You could also have someone at a business let you set up a little display box (beauty shops, store check-out counters, etc.).
- Ask to host a “casual day for a cause,” allowing employees to dress casually for a day if they make a certain donation (typically \$5-\$10 minimum donation).
- Host a pet look-a-like or cutest pet contest – for example, your coworkers can pay \$5 to enter their pet, and \$1 to vote for the cutest pet photo. All money goes to Mutt Strut, and the winning pet snapshot gets posted in your break room for a year.
- Auction off lunch or a round of golf with the CEO or president of your company.
- Ask your employer about a payroll deduction for your co-workers. Employees can make their own contribution by having it deducted directly from their paycheck. A little each week can grow into a large amount by Mutt Strut time.
- Check with your employer's matching gifts representative to see how you may be able to double your donation.
- Designate one day a week as Mutt Strut Brown Bag Lunch Day. Make chili, sandwiches or some other lunch items and offer to co-workers for a donation to Mutt Strut.
- Place a request for support in your employee newsletter.
- Jail & Bail: For a donation, you can choose to have a co-worker “arrested”. For an additional donation they can post their own bail, or employees have a bounty placed on their head, are arrested and are not set free until the entire bounty is raised (\$100 or more per inmate).
- If your company has a designated parking lot, set up an auction for a prime parking space for a month.
- Organize and hold a bake sale with all funds going to Mutt Strut.
- Move-in a silly doll or other item on a co-worker’s desk. It will disappear once a donation is made to Mutt Strut. You can expand this idea and charge to choose the next person it should go to, or offer “repellent”, so it will not land on someone’s desk.

In the neighborhood:

- Once it gets warm, host a car wash for tips for the cause. Try saying “donations accepted” instead of charging a set price (people tend to give more).
- Get in the kitchen! Host a chili cook-off, a bake-off, or an anything-off! Charge a \$5 entry fee, and have votes cost 25 cents-\$1 each.
- Offer to dog sit. Instead of paying for a kennel, your neighbor’s dog gets to stay at their own home, and have your neighbor “pay” Mutt Strut for your efforts.
- Offer to walk the neighborhood dogs for a donation, especially on snowy days or for a neighbor that works late. Many pet owners would appreciate the opportunity to let someone take their dog for a long walk.
- Plant a pink flamingo in a neighbor’s yard. It will “fly away” once a donation is made to Mutt Strut. You can expand this idea and charge to choose the next person it should go to, or offer “flamingo repellent”, so it will not land on someone’s yard. Feel free to use any lawn ornament and have fun. This idea can also be used at work with a silly doll or other item on desks.
- Organize and hold a bake sale at church or school with all funds going to Mutt Strut.
- Everyone has a coin jar, so roll those pennies, dimes and quarters up!
- Get out in the yard and host a horseshoes or bags tournament with an entry fee for teams.
- Help people plant their garden: pick up some bulk plants, fertilizer and more. Go around the neighborhood and offer to spruce up the yard for a set donation to Mutt Strut.
- Strut their stuff for Mutt Strut! Host a pet fashion show where you give everyone’s pet the opportunity to flaunt its favorite outfit. Charge \$1 per vote and offer multiple categories for voting (cutest, best look-a-like, etc.)

- Ask your child's school to run a "hat day". Children can pay \$1 (or more) to wear a baseball cap to school for the day.
- Ask to host a "casual day for a cause" at parochial schools or other schools that require uniforms.
- Place a request for support in your neighborhood or church bulletin.

Friends and Family:

- Add a link to your participant page into your email signature and ask for support.
- Ask people to "Share" Mutt Strut on Facebook/Twitter, and ask them to ask others to share!
- Use Facebook to ask – post frequently about your efforts and progress. Why not send messages to your Facebook friends asking them to help? Give them a link to your fundraising page within the participant center ([click here to log in](#)).
- Become our next Ambassadog! Upload a photo of your dog on your fundraising page within the participant center ([click here to log in](#)) and ask all your friends and family to support your adorable pet.
- Have a birthday party with a purpose – instead of gifts, ask your guests to donate to your fundraising efforts.
- Ask your pet-loving friends and neighbors to join you at the Track! If you have 5 or more people, you can create your own Pack (team).
- Have a game night or cards night, and charge an "entrance" fee.
- Host a Super Bowl party and ask everyone to donate to Mutt Strut, instead of bringing any snacks or drinks. You can do this for any big TV event, like NCAA basketball or the Oscars.
- Invite your friends over for a night at the movies. You provide the popcorn and soda and charge admission.

Around town:

- Be a billboard: Tell local companies that you will walk around wearing their hat or t-shirt for an hour for a \$25 dollar donation.
- Dining for dogs! Ask your local restaurants if they will host a Mutt Strut day. Depending on the restaurant, they can offer either a percentage of the day's net receipts or from a certain item on the menu to support Mutt Strut. Plan on being at the restaurant to ask for donations as well as tell people about Mutt Strut.

General:

- Just ask! Ask anyone and everyone you know. Send out emails, you never know who might help – every dollar raised is precious to IndyHumane! Use the suggested messages in your personal participant center to help you get started.
- Keep a stack of the Mutt Strut paw prints at work, church, or anywhere you run into a lot of folks. People can purchase a paw print for \$1-\$5 to show their support.
- Ask 10 friends for \$10, and you've just raised \$100!
- Offer to match gifts up to a certain amount during a certain time period! (For the next \$200 donated, I'll match 100%)!
- Download a [personal treasure map](#) as a guide to find who you know that could sponsor you, "strut" with you, or just donate to IndyHumane.
- Although IndyHumane is local, your support can be from anywhere – ask family and friends across the country to log in and support!
- Download a [pledge sheet](#) and keep it with you at all times - you never know who you might meet!
- Show off your own pet when asking for sponsorships. Pictures are powerful.

Tips to remember when asking for donations (from the 2012 Top Dog, Lepa and her mom, Wendy):

- All donations are tax deductible
- Let your friends know that the IndyHumane donation site is secure
- Every gift is important, every dollar makes a difference, so encourage gifts of any size
- Send thank you notes (or emails) as soon as you're notified of an online donation
- Tell people you want to be the top fundraiser and that your dog could be the face of next year's Mutt Strut!
- You never know who might donate, so think of everyone in your circles and don't be afraid to ask!