



Treats & Sweets Day

for Pet Partners

**Recipe for
Fundraising Success**



Bringing
pets and people
together in the
sweetest way

Pet Partners[®]



Pet Partners[®]

Thank You!

By signing up for Treats & Sweets Day™ for Pet Partners you are helping to bring the healing power of animals to many people across the country and in your community. Your participation in this year's Treats & Sweets Day will support Pet Partners in training and registering thousands of therapy animal teams who make over three million life-enhancing visits each year. Thank you for making the world a whole lot sweeter.

About Treats & Sweets Day For Pet Partners

On April 30, in honor of National Therapy Animal Day™, thousands of bakers from all over the country will be breaking out their mixing bowls, putting on their aprons and whipping up some treats and sweets for their animal and human friends alike. Treats & Sweets Day is the yummiest fundraising event of the year, and is a piece of cake to celebrate. Are you ready to support Pet Partners in the sweetest way? It is time to flex your flour power!

About Pet Partners

Pet Partners' mission is to improve human health and well-being through the human-animal bond. Pet Partners has thousands of registered therapy animal teams who are specially trained to lovingly share the healing power of pets with people in need. Pet Partners teams interact with a variety of people including veterans, seniors living with Alzheimer's, patients in recovery, students facing literacy challenges, individuals with intellectual disabilities, and those approaching end of life. The impact of these visits is felt three million times a year.

Six Sweet Steps for Fundraising Success

1

Create your Treats & Sweets Day Online Bakery

Setting up an individual fundraising page, your Online Bakery, will help you to successfully raise funds in support of Pet Partners. Instead of just collecting checks and cash, you can efficiently use online fundraising to spread the word to friends, family, coworkers and neighbors about your Treats & Sweets Day efforts, encouraging them to make donations online. Bakers who raise funds online in addition to your Treats & Sweets Day party will typically raise more than double the dough of those bakers who choose not to fundraise online.

Personalize your Treats & Sweets Day page with photos and messages. Let everyone know why you're baking and raising funds for Pet Partners – your supporters are more likely to donate if they can understand your story and why supporting animal therapy is important to you. Maybe you are participating because you are a handler, you recently retired your animal, or because you or a loved one has been the recipient of visit from a therapy animal team during a time it was needed. Share your reason for baking. Your friends and loved ones will be interested in learning more about this cause that is important to you.

Make sure to set a fundraising goal on your page for yourself and for those who will support you. Perhaps you will set a goal to raise \$500 by Treats & Sweets Day and this will keep you focused and motivated.

Your Online Bakery contains all the tools you will need to stay connected with your supporters, share your reasons for supporting Pet Partners, track fundraising progress and spread the word about your Treats & Sweets Day Party. A main ingredient to your Treats & Sweets Day success is getting folks to support your party in advance. This will provide a better idea of exactly how many treats and sweets to bake, and will allow you to spend more time connecting with your supporters rather than collecting cash and coins. Your Online Bakery is secure and convenient as well.

2

Host a wonderful Treats & Sweets Day Party

Hosting a successful Treats & Sweets Day party is as easy as pie!

Many people will choose to host their sales on April 30 in celebration of National Therapy Animal Day, but you can pick any day during the month of April that works for you and your sweet-toothed customers.

Remember, with Treats & Sweets Day parties you want to make certain you have tons of hungry and generous supporters. There are a couple of ways to ensure this. You could select a high-traffic location such as your work place, school, church, in front of a business, or during an existing community event, such as a sporting event. Another way you could approach your Treats & Sweets Day party is to host a “by invitation” event at your home or another location. Select a fun theme that fits your personality! Here are some suggested theme parties:

- **Cookies & Coffee**

Be a smart cookie and host a workplace party with perks! Help your coworkers get the morning off to a great start with special coffee treats alongside your grandma’s world famous chocolate chip cookies.

- **Yappy Hour**

Host a pet-friendly happy hour with your closest human and animal pals. Serve homemade doggy treats for the animal guests in addition to all of the yummy people pleasing treats.

- **Muffin Monday**

It is all or muffin! Who doesn’t love a blueberry muffin on a Monday morning?

- **Corks & Cupcakes**

Put on your ruffled apron and your finest pearls, or sport that dapper bowtie and pair up some tasty cupcakes with wine or bubbly especially for your most generous Treats & Sweets Day donors. Are you more of a beer person? Then just go with Brownies & Brews!

**3**

Fill the kitchen by recruiting a baking team

Don't go it alone! The more the tastier! You can form a baking team for Treats & Sweets Day. More bakers mean more bucks. Form a company team, school team, Community Partner team, or whatever group you are associated with.

Do you have non-baking friends? Encourage them to sign up on your team and collect donations online. They can also help in non-cooking ways- by spreading the word, helping to package the items, creating eye catching signage, and helping to explain the work of Pet Partners and the positive results of animal assisted activities and therapy as guests munch on the sweet treats.

**4**

Spread more than just frosting

Spread the word! Be sure to forward your individual and team fundraising pages to everyone you know. Utilize the social media images we have provided and share what you are cooking up on your social media pages. Post pictures of your amazing culinary creations, or change your profile picture to you sporting a chef's hat or your doggy chomping down the pooch treats you concocted. Post posters up at your workplace or school in advance that share when and where your Treats & Sweets sale will be held. Do whatever you can to spread the word.

**5**

The price is right

You may be wondering how to price your bake sale items. Most folks charge about \$2 for a larger treat such as a cupcake or crispy treat. Some bakers have found that just requesting a donation without specifying an amount results in more fundraising success. A generous person who is passionate about the human-animal bond may be willing to make a \$20 donation for one slice of apple pie, because they believe in the cause and want to support in a generous way.

At your online bakery, you could sweeten the deal by offering a custom tray of hand delivered treats to anyone who donates at least \$50. Come up with a pricing and donation structure that works for you. Printable price tags and treat toppers are available in the resources section of our website.

6

Involve your animals

Maybe you and your pet are a registered Pet Partner team, you are a proud parent to brand new pup, or you just REALLY love your llama. Whatever special animals are in your life, involve them by baking up their favorite homemade treats for your Treats & Sweets Day celebration, or by sharing how you are working together to enrich lives by being a part of the Pet Partners Therapy Animal Program.

Turning in your Funds

You may submit the funds that you have raised during a Treats & Sweets Day party or bake sale online through your team or individual fundraising page, or send a check or money order to:

Pet Partners
Attn: Treats & Sweets Day
345 118th Ave SE, Suite 200
Bellevue, WA 98005

NOTE: Please include the donation deposit form which can be found at www.treatsand sweetsday.org. Do not mail cash. Please convert to check or money order.

Congratulations and thank you to Evan! A Top Treats & Sweets Day Fundraiser

Evan has raised over \$5000 for Pet Partners by baking treats and collecting online donations from friends and family. "I decided to participate in Treats & Sweets because baking has always been a big passion of mine. My cousin who has cancer is comforted by the love of dogs when he isn't feeling well so I wanted to honor him by raising money for Pet Partners and baking homemade dog treats to donate to my local hospital which has a therapy animal program supported by Pet Partners."



Thank you for participating in Treats & Sweets Day for Pet Partners



www.treatsandsweetsday.org



Pet Partners®