



WIGGLE WAGGLE WALK & RUN



PRESENTED BY:



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SOCIAL MEDIA / FUNDRAISING TOOLKIT

HOW TO GET STARTED

Thank you for wiggling and wagging to help the animals! By joining in on our BIGGEST event of the year, you're helping thousands of animals in Ottawa get the second chances they deserve.

Start by setting up your fundraising page **HERE!**

After your page is personalized, start by sharing your story on social media, with family and friends, to help reach your fundraising goals and help even more animals in need.

GET SOCIAL WITH US!

Spread the word using our pre-made social media posts! Available in sizes suitable for each social media platform.



DON'T FORGET TO TAG US @OTTAWAHUMANE ON ALL PLATFORMS!



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CAPTIONS

Here are a few pre-written captions to help inspire your community.

-  I just signed up for the Ottawa Humane Society's Wiggle Waggle Walk & Run with **[DOG NAME]**! We'll be doing the **[2K Furry Fun Run/3K Ultimate Dog Walk/5K run/10Krun]** and raising money to help the animals. Join us on Sunday, Sept. 28 on the Great Lawn at Lansdowne Park for a dog-gone good time! Sign up here: ottawahumane.ca/wigglewaggle
-  **[I'm/we're]** wiggling and wagging to help the animals! The Ottawa Humane Society cares for thousands of animals in need each year. Together we can make second chances possible. Please donate to my Wiggle Waggle Walk & Run fundraising campaign: **[LINK TO PERSONAL FUNDRAISING PAGE]**
-  I'm fundraising for the Ottawa Humane Society's Wiggle Waggle Walk & Run to help animals in need. If you love animals as much as I do, please make a donation to help me reach my fundraising goal of \$**[GOAL]**. **[LINK TO PERSONAL FUNDRAISING PAGE]**
-  I can't wait for the Wiggle Waggle Walk & Run, the biggest dog festival and fun run in Ottawa! In addition to running and walking events for the whole family (including the four-legged members), there will be a marketplace, Family and K9 Fun Zones, paw painting, pet portraits and more. Join me on Sunday, Sept. 28 on the Great Lawn at Lansdowne Park.
Sign up here: ottawahumane.ca/wigglewaggle

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FUNDRAISING IDEAS

Put the **FUN** in fundraising! There are tons of unique ways you can raise money for the animals, like hosting events or making silly incentives to motivate your family and friends to join the cause. Keep scrolling for ideas on how to kickstart your fundraising campaign!



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ARTS AND CRAFTS SALE

Sell homemade items such as knitted clothing, paintings, cards, special-made t-shirts, etc.

CAFE DAY SALE

Sell homemade treats, refreshments and used books in your own "cafe".

GAME NIGHT

Host a Bingo game, trivia night or board game competition, with an entrance fee.

BOTTLE DRIVE

Collect bottles and cans from neighbours, family and friends and return them for the cash.

BUZZ WORD

Ban a commonly used word or term. Every time the word is said, the person must put money in a jar.

DRESS DOWN OR DRESS UP DAY

Pay to wear a casual outfit (jean day) or a themed dress up day (pjs, 90s, animal shirt, etc.)

GUESS THE

Participants put their guess on how many objects are in a jar (like jelly beans or dog treats).

PARKING SPOT RAFFLE

Raffle off the best parking spot (or the boss' parking spot).

RAFFLE

Sell tickets to raffle off a gift basket, 50/50 draw or other prizes.

HELPING HAND

Offer neighbours to mow their lawn, weed their garden, walk their dog or other tasks they need done.

EMBARRASS THE BOSS

Give permission to "embarrass the boss" (or teacher, family member) by wearing a funny costume, silly makeup, etc. once you reach the fundraising goal.

FUNDRAISING CONTEST

Each member of your team competes to see who can raise the most money – winner gets a prize!

