

Franklin's Friends HOWL-O-WEEN 2026

Board Involvement Plan

This plan outlines how each board member can help HOWL-O-WEEN 2026 the best ever!

Read this section first

Please refer to the private page FranklinsFriends.info/2026-howl-board-resources where all assets including sample emails, sample social media posts, link to photos to include in social media posts, offline sponsor/vendor signup packet, and instructions for personal FaceBook fundraiser reside – and much more.

The facebook event is Tinyurl.com/HOWL2026Facebook

Note – due to the need to collect multiple licenses and ensure we do not have duplicate food vendors only Monisha will recruit those. If you get interest for a food truck or booth please connect them with Monisha.

Timeline

Now:

- [Register for HOWL-O-WEEN](#). Ideally create a team you can invite people to join
OR you can join Monisha's team (Winston's Walkers)
 - Go to TinyUrl.com and use the link to your page to create a catchy TinyUrl link (like <https://tinyurl.com/MonishaHOWL2026>)
- Invite all appropriate friends to the [Facebook event](#)

Week 1 | August 15–21

Launch & Initial Outreach to Sponsors and Vendors

Board Actions

- Post the **First Sponsor/Vendor Post for Your Personal Social Media** on your personal Facebook, Instagram, and Linked in
 - Choose photo from the [library](#)
- Identify at least 5 new relevant Facebook Groups
 - Post the **First Sponsor/Vendor Post for Facebook Groups** in those groups
 - Update the [2026 Facebook Groups to Post FF Events Tracking Document](#).
 - Choose photo from the [library](#)
- Identify at least 20 new businesses within your assigned business categories (See bottom of this document)

- Send them the **First Sponsor/Vendor Recruitment Email** with the **Sponsor and Vendor Signup Packet** attached
 - Update the [2026 HOWL-O-WEEN Vendor Tracking Document](#)
 - Identify businesses you have relationships with who may want to be involved
 - Send them the **First Sponsor/Vendor Recruitment Email** with the **Sponsor and Vendor Signup Packet** attached
 - Update the [2026 HOWL-O-WEEN Vendor Tracking Document](#) or the [2026 HOWL Sponsor Tracking Document](#)
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Week 2 | August 22–28

Launch & Initial Outreach to Donors and Walkers

- Send the **First Donate/Walk Email** to at least 20 of your friends/family
 - Update the [2026 Donate/Walk Tracking Document](#)
- Post the **First Donate/Walk Post for Facebook Groups** in the new Facebook groups you identified in week 1 and update the [2026 Facebook Groups to Post FF Events Tracking Document](#).
 - Choose photo from the [library](#)
- Follow **Instructions to Create FaceBook** fundraiser for HOWL-O-WEEN and invite friends on facebook and share with suggested verbiage. Do not do this prior to 7/31 as it will only let you make it active for 3 months
 - Use a photo of you and your pet (from last year's HOWL-O-WEEN if you have one!) OR choose from the [library](#)
- Post the **First Donate/Walk Post for Your Personal Social Media** on your Instagram and LinkedIn
 - For Instagram use a photo of you and your pets
 - For LinkedIn use a photo of you from last year's event (ideally doing something official) OR choose from the [library](#)

Weeks 3–4 | August 29 – September 11

Follow-Up with Sponsors/Vendors & Build Momentum

Board Actions

- Send the **Second Sponsor/Vendor Recruitment Email** to every business contacted during Weeks 1–2
 - Update the [2026 HOWL-O-WEEN Vendor Tracking Document](#) or the [2026 HOWL Sponsor Tracking Document](#)
- Send the **Sponsor/Vendor Social Media Message** to every business contacted during Weeks 1–2 via Facebook and Instagrams
 - Update the [2026 HOWL-O-WEEN Vendor Tracking Document](#) or the [2026 HOWL Sponsor Tracking Document](#)
- Share any Franklin's Friends HOWL-O-WEEN social media posts including:
 - The Spooky Vendor Booth Contest

- Sponsorship opportunities and sponsorship levels
- Continue identifying and emailing new sponsor/vendor prospects
 - Update the [2026 HOWL-O-WEEN Vendor Tracking Document](#) or the [2026 HOWL Sponsor Tracking Document](#)
- Make arrangements to deliver posters and post cards to the businesses you have recruited
 - Update the [2026 HOWL and UUU Businesses to Leave Marketing Materials Tracking Document](#)
- Identify at least 10 new businesses who might display marketing materials and send the **Request to Display Marketing Materials Email** (some of the businesses already listed in the tracker say “need one” in the FF volunteer column – please take any of these)
 - Update the [2026 HOWL and UUU Businesses to Leave Marketing Materials Tracking Document](#)

Week 5 | September 12–18

Follow-Up with Donors and Walkers

Board Actions

- Send the **Second Donate/Walk Email** to everyone contacted in week 2 who has not donated or registered
 - Update the [2026 Donate/Walk Tracking Document](#)
- Post the **Second Donate/Walk Post for Facebook Groups** in the new Facebook groups you identified in week 1 and update the [2026 Facebook Groups to Post FF Events Tracking Document](#)).
 - Choose photo from the [library](#)
- Reshare your facebook fundraiser on facebook with **First Reshare of Facebook Fundraiser** verbiage
 - Use a photo of you and your pet (from last year’s HOWL-O-WEEN if you have one!) OR choose from the [library](#)
- Post **Second Donate/Walk Post for Your Personal Social Media** to Instagram and LinkedIn
 - For Instagram use a photo of you and your pets
 - For LinkedIn use a photo of you from last year’s event (ideally doing something official) OR choose from the [library](#)

Checkpoint 9/20 Board Meeting

- **Board touchpoint at Board meeting the end of Week 5 to review progress and identify sponsor/vendor recruitment gaps.**

Week 6 | September 19–25

Target Remaining Vendor/Sponsor Opportunities

Board Actions

- Follow up with interested businesses that have not yet committed.
- Share any Franklin's Friends' social media posts
- Focus new recruitment efforts on:
 - Unfilled vendor categories
 - High-priority sponsor prospects
- Post the **Second Sponsor/Vendor Post for Your Personal Social Media** on your Facebook, Instagram, and Linked in
 - Choose photo from the [library](#)
- Post the **Second Sponsor/Vendor Post for Facebook Groups** in the Facebook groups you previously identified and update the [2026 Facebook Groups to Post FF Events Tracking Document](#)).
 - Choose photo from the [library](#)
- Send the **Follow up on Displaying Marketing Materials Email** to the 10 businesses you identified in weeks 3-4
 - Update the [2026 HOWL and UUU Businesses to Leave Marketing Materials Tracking Document](#)

Weeks 7–8 | September 26 – October 9

Final Sponsor/Vendor Recruitment Push

Board Actions

- Continue sharing Franklin's Friends HOWL-O-WEEN social media posts
 - Conduct final follow-up calls and emails with pending vendors and sponsors.
 - Fill remaining vendor spaces before the October 9 vendor registration deadline.
 - Monisha will ensure required paperwork is complete and ask you to follow up as needed
 - **October 3-6:** Post the **Third Sponsor/Vendor Post for Your Personal Social Media** on your Facebook, Instagram, and Linked in
 - Choose photo from the [library](#)
 - **October 3-6:** Post the **Third Sponsor/Vendor Post for Facebook Groups** in the Facebook groups you previously identified and update the [2026 Facebook Groups to Post FF Events Tracking Document](#)).
 - Choose photo from the [library](#)
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Weeks 9 and 10 | October 10-23

Follow up with Donor/Walkers

Board Actions

- Continue sharing Franklin's Friends HOWL-O-WEEN social media posts
- Send the **Third Donate/Walk Email** to everyone contacted in week 2 who has not donated or registered
 - Update the [2026 Donate/Walk Tracking Document](#)
- **October 19:** Reshare your facebook fundraiser on facebook with **Second Reshare of Facebook Fundraiser** verbiage
 - Use a photo of you and your pet (from last year's HOWL-O-WEEN if you have one!) OR choose from the [library](#)
- **October 19:** Post **Third Donate/Walk Post for Your Personal Social Media** to Instagram and LinkedIn
 - For Instagram use a photo of you and your pets
 - For LinkedIn use a photo of you from last year's event (ideally doing something official) OR choose from the [library](#)
- **October 19 and 22:** Post the **Third Donate/Walk Post for Facebook Groups** in the new Facebook groups you identified in week 1 and update the [2026 Facebook Groups to Post FF Events Tracking Document](#).
 - Choose photo from the [library](#)

Board Roles & Outreach Assignments

Kim

- Groomers
- Pet Services

Shelley

- Veterinarians
- Mathnasium
- Tutoring Services

Tony

- Chiropractors
- Realtors

Michele Butler

- Travel Industry
- Insurance Agencies including Florida Blue

- Pet Insurance

Catherine

- WP Chamber of Commerce Members

Bryan

- Gaming Contacts
- Dentists
- Roofing Companies

Jeannie

- Wellness Businesses
- Fitness Studios
- Yoga Studios
- Farmers Markets
- Tractor Supply
- AdventHealth Centra Care

Monisha

- Lead sponsor communications
- Follow up with previous sponsors and vendors
- Coordinate sponsor approvals and partnership communications
- Encourage employee volunteer participation
- Food Trucks

Anthony

- Pest Control Companies
- Fitness Centers (LA Fitness, Crunch, etc.)
- Non-pet-related nonprofits

Michelle Imperato Lewis

- Med Spas
 - IV Bars
 - Second Harvest Food Bank
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Important Reminders

- Ensure every vendor registering offline completes and signs the required liability waiver.
- Collect a raffle item from every vendor that is not a sponsor or nonprofit organization.