

TAKE THE CHALLENGE! WIN PRIZES!



TAILSOFHOPEWPA.ORG

S **PAY IT**
Challenge
4WARD

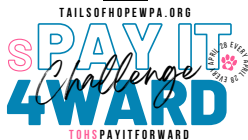


#TOHSPAYITFORWARD

SCAN ME!



PARTICIPATION TOOLKIT



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GET STARTED TODAY!

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Tails of Hope, Inc. is a non-profit 501(c)3 public charity and all donations are fully tax deductible to the extent required by law.

Tails of Hope's federal tax ID number is: 81-1070254



ABOUT TAILS OF HOPE

As **THE ONLY NON-PROFIT SPAY/NEUTER CLINIC** in Mercer County, PA, Tails of Hope (TOH) has served over 14,000 animals from Western PA & Eastern OH since its doors opened in 2017 to honor the legacy of love of animals and service to the community of Thomas M. O'Brien (1947-2011).

OUR VISION:

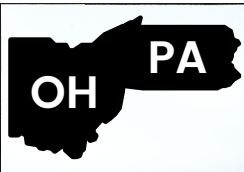
TOH believes the world would be a better place when it values and ensures the well-being of companion animals, treating them with kindness and compassion.

OUR PURPOSE:

TOH exists to address the Root Cause of pet overpopulation and the reason many animals are homeless or enter shelters in the first place.

OUR MISSION:

TOH serves as an active member of a lifesaving community by addressing the Root Cause of pet over-population through low-to no-cost spay/neuter programs, TNR (Trap-Neuter-Return) programs & supporting other animal welfare organizations while bringing awareness to animals in need.





YOU'RE INVITED TO THE CHALLENGE!

Tails of Hope (TOH) is on a mission to improve & save animals' lives while serving families in need in our community, and we're also joining in to celebrate Pay it Forward Day 2024.

WE WANT YOU TO JOIN in the fun, too! Take on the official #TOHsPayItForward challenge and you could win prizes for your group, team, neighbors, family, or company!

About Pay It Forward Day

Pay It Forward Day is a global initiative that exists to make a difference by creating a huge ripple of kindness felt across the world. Pay It Forward Day is every April 28. Every dollar counts!

Of course, the non-profit Spay/Neuter clinic Tails of Hope believes in paying kindness forward every day and making each day a little bit brighter for others, including our four-legged friends.

Our community has the power to make a HUGE difference with small acts of giving — and this year we are set out to prove it!

Tails of Hope invites you to TAKE THE TOH sPAY IT FORWARD CHALLENGE! Tails of Hope (TOH) presents a 'sPay It Forward Challenge' as an opportunity to empower the Western PA and Eastern OH communities it serves to make a difference locally, and by effect globally, as they experience the joy and impact that comes from generous giving locally.

The TOH sPay It Forward Challenge
starts April 1 and ends on Pay It Forward Day, April 28, 2024.

THREE WINNERS that complete the challenge will be selected in a raffle.

PARTICIPATION TOOLKIT



HOW TO TAKE THE CHALLENGE

1 SHARE! [Click 'Become a Fundraiser' on the event page to create a free, personalized online page for your team!](#)



Share #TOHsPayItForward. Text, email, share social posts and/or have meaningful conversations with your circle of influence, such as friends, family, neighbors, team members, social clubs, sports teams, and co-workers.

2 POST!



Post a picture of your company, organization and/or friends & family with your in-kind donations or monetary donations and the hashtag #TOHsPayItForward or tag us on Facebook (make sure your site is public). Please know Tails of Hope has a fun oversized dry-erase check board available for pictures. We can come to you, or you can schedule a time to come to our clinic for a picture!

3 GIVE!



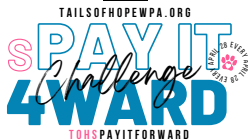
Online: All online donations must be received thru our event site page by midnight on April 28, 2024.

In-Person: Drop-off, mail, or request pick-up of your donations to be received at Tails of Hope by end of business day on Friday, April 26, 2024. (We are closed on weekends and April 28 is a Sunday in 2024.)

TEAMS WHO MAKE GIFTS OF ANY SIZE BY THE DEADLINE WILL BE ENTERED INTO A DRAWING FOR THREE PRIZES. EVERY DOLLAR COUNTS!

DOUBLE YOUR IMPACT!!

Ask your employer if they have an Employer Match program. Their matching gift can double your contribution for animals and the community! Multiply your impact by organizing a company-wide #TOHsPayItForward donation event!



WAYS TO COMPLETE THE CHALLENGE

You can complete the challenge in a variety of fun ways.
We encourage you to get creative!

Traditional Methods

Collect cash or check donations thru:

- Word of Mouth or Phone Calls
- Texts, Emails or Snail Mail
- Hold your own fundraiser with friends, family, co-workers, neighbors, teammates, or others (garage sale, lemonade stand, recycling, donation in lieu of birthday gifts, etc.)

Customized Online Donation Page

- Follow the instructions and tips later in this document to set up your own free and personalized fundraising team page online.

Sharing on Social Media

Whichever route you choose, you can share your participation on social media by asking your followers to support you in donating to your fundraiser and to join you in the challenge! Throughout the campaign, please post photos or videos of yourself with your furkids and/or participating in the #TOHsPayItForward Challenge, stating that you are participating in solidarity with Tails of Hope and raising funds to provide basic veterinary services for pets, homeless animals, and families in need across Western PA & Eastern OH.

Please include the following hashtags, tags, and links in your posts:

Hashtags	Tag	Link	QR Code
#TOHsPayItForward #TOHChallenge	 @tailsofhopewpa	https:// donate.tailsofhopewpa.org/ TOHSPAYITFORWARD2024	(on cover)



SAMPLE POSTING TIMELINE

NOW THRU APRIL 1

Announce participation in the Challenge

APRIL 1 - APRIL 20

Share Progress and Encourage Followers, Friends, Co-Workers, and others to Join/Donate

APRIL 21 - APRIL 27

Announce Last Chance to Support you and participate in the Challenge

APRIL 26 / APRIL 28

April 26 - Last Chance to drop off donations in person to Tails of Hope by 5:00pm
April 28 - Last Chance to make online donations by midnight

APRIL 29 - MAY 4

Thank Your Supporters or Fundraising Team members



SAMPLE EMAIL

Note: This email template will be loaded into our site, allowing you to send to your contacts directly from your fundraising page, should you choose.

Dear Family & Friends,

I am writing to you today about an organization with a mission close to my heart: Tails of Hope. Their lifesaving mission addresses the Root Cause of pet overpopulation and the reason so many animals are homeless, suffer needlessly, or enter the shelter system in the first place.

Tails of Hope has provided low-cost to no-cost services to over 14,000 cats and dogs from Western PA & Eastern OH since their doors opened in 2017, and they did it all without local municipality or state funding.

And so many more pets in our area need their help.

In solidarity with the pets and people of our community, I am participating in the Tails of Hope sPAY IT FORWARD Challenge from April 1 - 18, 2024, to raise funds supporting Spay/Neuter, preventative vaccinations, and basic veterinary care programs at Tails of Hope for pets and homeless animals.

My personal goal is to raise [\$ X] through the Tails of Hope #sPayItForward Challenge. All donations [LINK TO FUNDRAISING PAGE] will help provide life-improving and life-saving basic veterinary services for animals across Western PA & Eastern OH. Every dollar will have an impact for generations of animals. I would be humbled and grateful for your support.

Will you join me?

Sincerely,
[YOUR NAME]



SAMPLE POST VERBIAGE



Note: Sample copy can be used directly or as a general template. Feel free to elaborate, change, or create very individualized posts.

EXAMPLE 1: Now more than ever, it is critical for our pets to be Spayed/Neutered and vaccinated. Did you know that Tails of Hope is the only non-profit Spay/Neuter clinic in Mercer County, PA and they have served over 14,000 animals from Western PA & Eastern OH since 2017 all without any local municipality or state funding? I'm participating in the Tails of Hope sPay It Forward Challenge to show solidarity with animals and families in need to raise much-needed funds to provide the basic veterinary care @tailsofhopewpa offers at low- or no-cost to our community. Please consider donating to my fundraiser here: [LINK] #TOHsPayItForward

EXAMPLE 2: Want to address the Root Cause of pet overpopulation and the long-term burden of our local rescues/shelters? Join me in participating in the Tails of Hope sPay It Forward Challenge to show solidarity with animals and families in need to raise much-needed funds to provide Spay/Neuter and vaccinations @tailsofhopewpa thru their low- or no-cost programs for our community. Please consider donating to my fundraiser here: [LINK] #TOHsPayItForward

EXAMPLE 3: My pets are part of my family and I want other pets and their families to stay together - healthy, happy, and out of the shelters. I'm helping to raise funds for @tailsofhopewpa thru their low- or no-cost veterinary care programs for our community and would love your support. Please consider donating to my fundraiser here: [LINK] #TOHsPayItForward



SAMPLE POST VERBIAGE

Note: Sample copy can be used directly or as a general template. Feel free to elaborate, change, or create very individualized posts.

EXAMPLE 1: So excited to share that I'll be participating in the #TOHsPayItForward Challenge April 1-28 to address the Root Cause of pet overpopulation and disease prevention of pets across WPA & EOH thru @tailsofhopewpa Please donate to my page to support my #TOHChallenge [LINK]

EXAMPLE 2: Want to address the Root Cause of pet overpopulation and the long-term burden of our local rescues/shelters? Join me in participating in the Tails of Hope sPay It Forward Challenge to show solidarity with animals and families in need to raise much-needed funds to provide Spay/Neuter and vaccinations @tailsofhopewpa thru their low- or no-cost programs for our community. Please consider donating to my fundraiser here: [LINK] #TOHsPayItForward

EXAMPLE 3: Sending my support for all participants in the #TOHChallenge from April 1-28! There's still time to donate on my page to support the prevention of pet overpopulation, unnecessary suffering, and the long-term burden on rescues/shelters thru the @tailsofhopewpa lifesaving programs! [LINK] #TOHsPayItForward





SAMPLE IMAGE

We encourage you to include photos and videos in your social posts to attract attention and add a personal touch!

While we recommend sharing personal photos and videos of yourself participating in the #TOHChallenge and #TOHsPayItForward you may also post the graphic pictured here to your social media as you share your participation and drum up support!

Click [here](#) to download!





TO PARTICIPATE WITH OTHERS ONLINE

Visit our site [here](#) and click 'Become a Fundraiser.'

Select a fundraising option.



Start fundraising



As an individual



Join a team



Create a team

If fundraising as an individual, select that option

If joining a team, select your team from the populated list.

If creating a team, fill out the form as shown below.

Start fundraising

[SIGN IN](#)

- OR -

[CREATE AN ACCOUNT](#)

Join a team

Please search by Team Captain or the Team name to find a team to join.

Team Search by team name

Create your team

Team name *

Set Team Fundraising Goal *
Currency cannot be changed once a donation to your team has been made.
USD

Team Page Headline *

37/255

Set your Team Page's Short URL (optional)
<https://donate.tailsofhopewpa.org/ExampleShortUrl>

It's okay to contact me in the future.

[CREATE TEAM](#)



SETTING UP YOUR ONLINE PAGE

Personalize your online fundraising page to share why you are participating in the #sPayItForwardChallenge

To learn more about editing and personalizing your page, we encourage you to read Classy's support article on setting up a campaign [here](#).

Should you require assistance setting up your page, please reach out to our team via email at: info@tailsofhopewpa.org



Smokey Robinson,
Tails of Hope Office Cat

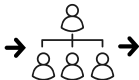
TIPS FOR ONLINE SUCCESS



1



2



3



4



5

- 1** Create your page and set your **team goal!** Fundraisers with a specified target are more likely to reach their campaign goal and make a greater impact.
- 2** **Personalize** your page as much as possible. Add a photo, tell your story, talk about your experience with TOH, and customize your URL.
- 3** Have **each team member** directly call, text, or email at least 5 family members, co-workers, teammates or friends. Tell them why you're fundraising and ask them to make a donation and to share with at least 5 of their friends!
- 4** **Share** on your Social Media and ask your followers to support you! Post pics & videos. Use hashtag **#TOHsPayItForward**
- 5** **Donate first!** Being the first to donate to your campaign will show your network how dedicated you are to creating positive change and hitting your team campaign goal!

Each of your online donors will automatically receive a donation receipt sent to the email they provided.



THANKING YOUR NETWORK

After your campaign is finished, it's important to **individually thank each of your donors** and let them know how much their support means to you. This template will be available on our site to send out to your donors.

Dear [NAME],

The Tails of Hope sPay It Forward Challenge has wrapped up, but please know the impact of your contribution will improve and save animal lives for generations. I am humbled and very grateful for the support you have shown me as I raised funds in solidarity with the pets and homeless cats and dogs of our community.

With your support, I have raised [\$X] to support the lifesaving programs at Tails of Hope which services pets from across Western PA & Eastern OH! I encourage you to follow @tailsofhopewpa on Facebook or LinkedIn to stay up-to-date on their work, and I thank you again for your generous support.

Sincerely,
[NAME]

Each of your online donors will automatically receive a donation receipt sent to the email they provided.



PRIZES + SPONSORS

Teams who complete the Challenge by the deadline will be entered into a raffle drawing for

*****THREE PRIZES*****

from donors/sponsors.

PRIZE 1:

#TOHsPAYITFORWARD special edition T-Shirts for you and your fundraising team provided by Valley Silk Screening!



[@ValleySilkScreening](https://www.instagram.com/ValleySilkScreening) provides quality custom silk-screening printing and design services for teams, groups, and organizations - including Tails of Hope!

PRIZE 2:

Enjoy a custom-crafted menu and Haitian/Caribbean island cultural experience for a party of 6 at [Haitian Sensation!](#)



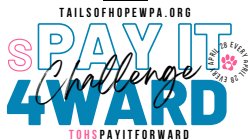
Joseph Altener, owner of [@haitiansensationcoffee](https://www.instagram.com/haitiansensationcoffee), has established a fantastic mission program, sending not only aid but love to his home country of Haiti. Thus, we are all "Helping Heal Haiti, One Cup At A Time."

PRIZE 3:

2024 Mahoning Valley Scrappers Tickets for up to 8 people provided by [Mahoning Valley Scrappers](#)



[@mvscrappers](https://www.instagram.com/mvscrappers) are a collegiate summer baseball team of the MLB Draft League. They are located in Niles, Ohio, a city in the valley of the Mahoning River, and play their home games at Eastwood Field.



THE FINE PRINT

If you choose to hold your own fundraiser for this campaign:

- All costs—like renting space, catering, decoration, etc.—must be covered by the organizer. Tails of Hope will not reimburse organizer for any costs.
- The organizer of the event is responsible for all sales tax requirements and obtaining all necessary permits, licenses or insurance.
- The organizer agrees to hold Tails of Hope harmless from all claims and liabilities in any way related to the event.
- The event organizer may not keep any portion of the proceeds as profit or compensation.
- The event organizer may not set up a temporary bank account in Tails of Hope's name, as this is illegal.
- All third-party events must be publicized and conducted in a manner that makes it clear that Tails of Hope is the beneficiary, not the sponsor or host of the event.
- Promotional materials must clearly state that the event is raising funds that will benefit Tails of Hope (e.g. "proceeds benefit Tails of Hope").
- You may not require or otherwise pressure your team to donate or support your fundraising.
- All event materials that include Tails of Hope's logo, including, but not limited to, advertising, press releases, posters, flyers, t-shirts, and public service announcements, must be reviewed and approved by the TOH at least 4-weeks in advance of distribution. All materials must be sent to: contactus@tailsofhopewpa.org for review. A response will be provided as soon as possible.
- Do not provide a donation receipt yourself or imply that anyone donating can claim a tax write off. Tails of Hope will provide all appropriate donation acknowledgment letters.
- DO NOT create any giving program that involves purchasing Tails of Hope products or services.
- Cash donations are PROHIBITED for third-party fundraisers (including venmo, checks, cash, credit cards and the like). All funds must be donated directly to Tails of Hope via your personal fundraising page or another method as organized in conjunction with the TOH team.



THANK YOU FOR JOINING US!



For questions or more
information, please contact:

info@tailsofhopewpa.org