

# 2024 National Campaign Quarter 1 Activity Planning Ideas



## Go Wild for Animal Shelters

January – March 2024

Over 6 million animals enter shelters every year in the United States. Animal shelters provide a haven for these animals and play a critical role in animal welfare. Shelters prevent animal cruelty and abuse, offer medical care, provide education, and promote responsible pet ownership. Let's Go Wild for Shelters in 2024 to ensure they can continue this important work in our communities.

Chapter and youth service clubs will partner with local animal shelters to provide needed supplies, learn about the importance of shelters, and raise funds to support a need of the shelter or shelter animals.

### Planning the activity

This activity can be a service project, Hometown Hero, or Matching Fund event.

- Select the type of activity that works best for your chapter or club. Include your membership team and members as you plan. Some members may have connections to organizations and/or individuals in your community.
- Select a recipient or organization that:
  - Is well-respected.
  - Your members will enthusiastically support.
- Make an impact locally.
- Ensure members with allergies or who are uncomfortable around animals can choose their level of participation.
- Contact the selected group or individual.
  - Discuss event options and their needs.
  - Choose a date that works for everyone.
  - Ask your recipient if they would like to share how they support sheltered animals with attendees at the activity. Ask if they would also share how this activity is helping make an impact.

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## Hosting the activity

### Service project

- Possible recipients include animal shelters, animal rescues, and sanctuaries for animals.
- Work together with chapter or YSC members to collect needed supplies and package animal care bags to donate to a local shelter.
- Utilize the branded campaign supplies available on the supplies area.
- Take photos from the start of the project through care bag delivery.

### Activity ideas and add-ons

- With input from shelter staff consider donating grooming supplies, food for animals with special dietary needs, flea and tick treatments, heating pads, leashes, bowls or pet carriers.
- Members can donate bedding materials like newspaper, scraps of fabric, t-shirts, towels, and blankets.
- Most shelters will accept cleaning supplies like bleach, dish soap, paper towels, mops, and brooms.
- Volunteer to help with other tasks while at the shelter.
  - Can members help walk dogs, socialize with animals, clean, or help with office tasks?
- Ask about options to volunteer at the shelter. Interested members can sign up to become a volunteer.

### Supplies:

- Branded tennis ball
- "Donated by" stickers (F-624)
- Bandana for our furry friends to wear.
- "Sponsored by" sign (F-227)
- Nametag stickers (F-571)
- Modern Woodmen banner (P-9602)
- Balloons (P-9902)

### Matching fund

- Possible recipients include animal shelters, animal rescues, and sanctuaries for animals.
- Utilize the branded campaign supplies available on the supplies area.
- Take photos at the event.

### Activity ideas and add-ons

- Offer to walk dogs for a small fee. Money raised can be matched for a donation to the shelter.
- Hold a dog wash instead of a car wash.

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- To raise funds, set up a fun photo shoot for pet owners. For a fee, families and pets can be photographed at the event.
- Take photos of shelter animals and create a calendar. Sell the calendars in your community. Highlight pets ready for adoption.
- Use crowdfunding to raise money to sponsor a shelter pet, purchase equipment for special abled animals or help with adoption fees.
- Hold an animal art festival. Charge a fee for pets to paw paint a canvas. Pet parents can take the work of art home as a memento. Or create the “paintings” ahead of time and auction them off at the event.
- Plan a pet fashion show. Locate willing participants and let them walk the runway. Charge entry fees for the contestants and/or the attendees.
- Sell cookie dough for pets and humans and include custom cookie cutters shaped like cats, dogs, fish, and more. (Resources and recipes are available online)
- Host a pet friendly bake sale. Bake homemade pet snacks and treats to sell. (You could also sell people treats.) Consider having a shelter animal or two onsite. Customers can interact with the animals while shopping for treats. Someone may end up taking home treats and an animal. (Resources and recipes are available online.)
- Set up a field day event at a local dog park. Provide animal related activities to highlight their talents and skills. Consider having obstacle courses, frisbee and even games of catch and return.

### Supplies:

- Branded tennis ball
- Branded pet bandana
- “Donated by” stickers (F-624)
- “Sponsored by” sign (F227)
- Nametag stickers (F-571)
- Modern Woodmen banner (P-9602)
- Balloons (P-9902)
- Matching Fund Big Check (F-1837)

### Hometown Hero

- Utilize the branded campaign supplies available on the supplies area.
- Take photos from the start of the project through care bag delivery.

### Activity ideas and add-ons

- For Hometown Hero events, possible recipients include:
  - An individual or organization that goes above and beyond to support shelter animals.
  - A shelter animal and feature him/her in local promotions to be adopted.
  - Shelter staff or volunteers

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- Veterinarians who volunteer their services
- At-home foster providers
- Individuals who protect and care for strays
- Homeless animal advocates
- Shelter animal that has endured and survived a difficult situation.
- Animal foster parents
- Use an animal related theme to decorate the venue.
- Provide snacks for attendees and any animals who will be at the event.
- Ask members to bring items on the recipient's wish list to donate that day.
- Give animal heroes a branded tennis ball and/or pet bandana, when appropriate.

### **Supplies:**

- Branded tennis ball
- Branded pet bandana
- Hometown Hero card (F-623)
- "Donated by" stickers (F-624)
- "Sponsored by" sign (F-227)
- Nametag stickers (F-571)
- Modern Woodmen banner (P-9602)
- Balloons (P-9902)