

**2024 National Campaign  
Quarter 2 Activity Guide**



<b>2<sup>nd</sup> quarter</b>	<b>Go wild for pets!</b>
<b>Dates</b>	<p>Hold the activity between Apr. 1 and June. 30, 2023.</p> <p><i>Note: National pet day April 11, 2024; National pet month May 2024.</i></p>
<b>Summary</b>	<p>Chapter and youth service clubs will host fraternal activities that support local pets and offer opportunities for families to spend time with their furry friends.</p>
<b>Activity category</b>	<p>Activity categories are flexible! Any activity type may be selected according to community needs and/or interest of chapter/YSC members.</p> <p><b>Suggested activities:</b></p> <ul style="list-style-type: none"> <li>• Educational event: Learn how to make dog treats or pet toys that can be taken home to member pets to enjoy or donated to a local shelter. Coordinate a dog training event for member pets and their guests. Host a “non-traditional” pet event where members can bring their unique pets to show other members and teach them how they are cared for.</li> <li>• Matching Fund: Host a fundraiser for a local dog park, a piece of dog park equipment or stock food pantries with pet food.</li> <li>• Social activity: Host a pet meet and greet at a local park, pet treat/toy exchange, show off pet talents with a talent show or get pets together for a “pup cup” treat!</li> </ul>
<b>Incentives</b>	<p>30 leaders will win a Modern Woodmen branded cooler with an animal-friendly surprise inside!</p> <p>To qualify, host an activity that supports pets between Apr. 1 and June. 30, 2023 and submit your activity report within 30 days of the activity date.</p> <p>Learn more about the quarterly prizes on the <a href="#">campaign toolkit</a> on the Training &amp; Resources site.</p>

<b>How to request, host and report campaign activities.</b>	
<b>Request deadline</b>	Request activities on Make An Impact at least 7 days prior to the event.
<b>How to request</b>	<p>Reminders when completing the request form:</p> <ul style="list-style-type: none"> <li>• <b>Activity Title or Name of Event:</b> Think of a catchy title.</li> <li>• <b>How would you categorize this recipient/activity:</b> Special Campaign.</li> <li>• <b>Recipient Information:</b> Enter the name and address of the organization the chapter/club is supporting or the name of the individual/organizational hero.</li> <li>• <b>Information for Operations Team:</b> Share details about how your event meets the guidelines for the campaign.</li> <li>• Use the supplies area of the request form to order supplies.</li> <li>• E-vites are required for chapters. Visit the <a href="#">E-vites information</a> on the Training &amp; Resources site for more information.</li> <li>• Optional: Use the fillable postcard on the Training &amp; Resources site or laser printer postcards available to order under the <i>Supplies</i> area. Mail the postcards to members.</li> </ul>
<b>Available supplies</b>	<ul style="list-style-type: none"> <li>• Branded Tennis ball (F-625)</li> <li>• Bandana for our furry friends to wear (F-626)</li> <li>• Hometown Hero card (F-623)</li> <li>• Sponsored by sign (F-227)</li> <li>• Donated by stickers (F-624)</li> <li>• Nametag stickers (F-571)</li> </ul>
<b>Planning and hosting the activity</b>	<ul style="list-style-type: none"> <li>• Contact local animals shelters to ask about their needs. See this list of ideas (coming soon!) for potential recipients to contact and how to plan your activity.</li> <li>• Invite members to help with or attend the activity.</li> <li>• Utilize the branded campaign supplies available on the supplies area.</li> </ul>
<b>How to report</b>	Report attendance using Fraternal Connect. Click <a href="#">here</a> for more information.

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<b>Promotion</b>	<ul style="list-style-type: none"><li>• Promote your activity to members and in your community.</li><li>• Access talking points/Facebook message templates, and more in the <a href="#">campaign toolkit</a> on the Training &amp; Resources site.</li><li>• Take pictures at the event and share to the fraternal leader closed Facebook group. Post to your closed Facebook page as well!</li><li>• Send your pictures and videos to the fraternal department for it to be featured in our "love our pets" compilation video!</li></ul>
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