

2025 National Campaign Quarter 1 Activity Guide



1 st quarter	Go Wild for Animal Shelters!
Dates	Hold the activity between Jan. 1 and Mar. 31, 2025.
Purpose	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 2025 to ensure they can continue this important work in our communities.
Summary	Chapter and youth service clubs will partner with local animal shelters to provide needed supplies, learn about the importance of shelters, or raise funds to support a need of the shelter or shelter animals.
Activity category	<p>Activity categories are flexible! Any activity type may be selected according to community needs and/or interest of chapter/YSC members.</p> <p>Suggested activities:</p> <ul style="list-style-type: none"> 🌿 Service project: Work together with chapter or YSC members to collect needed supplies and package animal care bags to donate to a local shelter. 🌿 Matching fund: Host a Matching fund to support a local animal shelter or shelter initiative or sponsor a pet adoption. Snap a picture of the new family addition with the "sponsored by" sign and/or branded bandanna. 🌿 Hometown Hero: Honor an individual or organization that goes above and beyond to support shelter animals. Honor a shelter animal and feature him/her in local promotions to be adopted. <p>View more ideas HERE!</p>
Incentives	<p>Complete your first of four campaign events this quarter to qualify for a \$10 voucher toward branded apparel.</p> <p>To qualify, host an activity that supports animal shelters between Jan 1 and March 31, 2025, and submit your activity report within 30 days of the activity date.</p> <p>Learn more about the end-of-year prize on the campaign toolkit on the Training & Resources site.</p>

How to request, host and report campaign activities.	
Request deadline	Request activities on Make An Impact at least 7 days prior to the event.
How to request	<p>Reminders when completing the request form:</p> <ul style="list-style-type: none"> ✿ Activity Title or Name of Event: Think of a catchy title. E.g., "Show up for Shelter Animals!" ✿ How would you categorize this recipient/activity: Special Campaign. ✿ Recipient Information: Enter the name and address of the shelter(s) or organization the chapter/club is supporting or the name of the individual/organizational hero. ✿ Information for Operations Team: Share details about how your event meets the guidelines for the campaign. ✿ Use the supplies area of the request form to order supplies. ✿ E-vites are required for chapters. Visit the E-vites information on the Training & Resources site for more information. ✿ Optional: Use the fillable postcard on the Training & Resources site or laser printer postcards available to order under the <i>Supplies</i> area. Mail the postcards to members.
Available supplies	<ul style="list-style-type: none"> ✿ Hometown Hero card (F-623) ✿ "Sponsored by" sign (F-227) ✿ Donated by stickers (F-624) ✿ Branded tote bags (P-9522) ✿ Branded tennis ball (P-625) ✿ Catnip toy (P-629) ✿ Bookmark (P-628)
Planning and hosting the activity	<ul style="list-style-type: none"> ✿ Contact local animals shelters to ask about their needs. ✿ Invite members to help with or attend the activity. ✿ Utilize the branded campaign supplies available on the supplies area.
How to report	Report attendance using Fraternal Connect. Click here for more information.
Promotion	<ul style="list-style-type: none"> ✿ Promote your activity to members and in your community. ✿ Access talking points/Facebook message templates, and more in the campaign toolkit on the Training & Resources site. ✿ Take pictures at the event and attach them to your report. Share to the fraternal leader closed Facebook group. Post to your closed Facebook page as well!

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