

## 2025 National Campaign Quarter 2 Activity Guide



2 <sup>nd</sup> quarter	Go wild for pets!
<b>Dates</b>	<p>Hold the activity between Apr. 1 and June 30, 2025.</p> <p><i>Note: National pet day April 11, 2025; National pet month May 2025.</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>• <b>Educational event:</b> 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>• <b>Matching Fund:</b> Host a fundraiser for a local dog park, a piece of dog park equipment or stock food pantries with pet food.</li> <li>• <b>Social activity:</b> 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> <p>View more ideas <a href="#">HERE!</a></p>
<b>Incentives</b>	<p>Complete your campaign event this quarter to qualify for or increase your end-of-year voucher toward branded apparel.</p> <p>To qualify, host and report a WILD About Animals activity between April 1 and June. 30, 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 <a href="#">campaign toolkit</a> on the Training &amp; Resources site.</p>

How to request, host and report campaign activities.	
<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. For example: <i>"Doggone Great Treats"</i></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>• <b>Use the supplies area of the request form to order supplies.</b></li> <li>• <b>E-vites are required for chapters. Visit the <a href="#">E-vites information</a> on the Training &amp; Resources site for more information.</b></li> <li>• <b>Optional:</b> 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>✿ 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> <li>✿ Bookmarks</li> <li>✿ Branded catnip toy</li> <li>✿ Branded tote bags</li> </ul>
<b>Planning and hosting the activity</b>	<ul style="list-style-type: none"> <li>• Contact local animal shelters to ask about their needs.</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.
<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> </ul>