

## **Guidelines for a successful fundraiser!**

1. **Make it CLEAR to the public what the money is going for (Salvation Army, Dog Scouts, Humane Society, or whatever)**
  - Have signage clearly visible
    - Program signs (DSA, Salvation Army, HS, etc.)
    - Troop signs (Troop Banner or small sign saying who you are)
  - Mention “Troop 101 is Bell-ringing for the Salvation Army again this year...” as people walk up or walk by, so they know who you are and what you are doing
  - Wear appropriate gear (DSA apron, Volunteer Bell Ringer apron)
  - Make sure kettles, baskets, etc. are marked with appropriate logos
  - Wear name tags, identifying you as a leader, scoutmaster, troop member or other title, to give yourself more credibility (some beggars are posing as fundraisers these days, and people are being more selective—a name tag could make the difference)
  - Have your Dog Scouts wear their official DSA photo I.D. tags, too.
  - Have brochures, bookmarks, business cards, or flyers to hand out for DSA or Humane Society fundraising (in your apron pocket)
  
2. **Make yourself as VISIBLE as possible, within legally acceptable limits**
  - Stay where the storefront has designated
  - Do not block traffic or put yourself, your dog, or others in danger
  - Shout out a friendly greeting to passers by (extend a politically correct holiday greeting if one is appropriate)
  - If possible, place the “point dog” on a raised pedestal of some sort (a grooming table with a cover over it is sturdy, non-slippery, and portable enough to do the job) to get him up at eye level and petting level, so they can’t miss him and can’t resist him (it also gets him away from inappropriate mugging from untrained children, and up off the cold cement, too) Put your best basket-holding dog in this position
  - Use small laminated signs that people can READ so that you don’t have to accost every single person that goes by (it can get tiresome)
    - “Ask me what my dog can do for a dollar donation”
    - “If you donate a dollar, I’ll get a treat!”
    - “Give me a dollar and I’ll put it in the bucket!—it’s FUN—TRY it!”
    - “Official Canine Bell-Ringer”
  - Initiate contact by using any number of phrases to invest the potential donors
    - “This is Willie, and he’s collecting donations for our program services today...”

- “Do you want to see my dog do a cute trick?” (“just give him a dollar and he’ll put it in the bucket”)
- “Get your red hot dog kisses right here…”

### 3. **Keep clutter and background “noise” to a minimum**

- Store coats, props, drinks, purses, extra dog blankets, extra buckets or baskets, and other unneeded items out of sight
- If you use carpet to cushion the dogs’ feet or anti-fatigue mats for the peoples’ feet, use a neutral solid color that blends with the theme (I like dark green, because it is appropriate for our St. Patrick’s day DSA fundraising, as well as our summer Humane Society Fundraising, and our winter Salvation Army Fundraising)
- Wear clothing appropriate to the season and reason for fundraising
- Don’t set up next to something that’s going to attract more attention than you and your dogs will (or somewhere excessively noisy)
- Avoid looking “messy” and disorganized at all costs (see #3a again)
- Keep your volunteers to a minimum of what is needed for the designated time.
  - Schedule 2 to 3 volunteers per shift time (there’s no sense in having a excess people standing around blocking the signs, causing traffic problems, or masking the dogs who are holding buckets so the people can’t see them)
  - If you find yourself with excess volunteers, move them to another entrance or give them a break so that the area will not become overcrowded

### 4. **Conserve energy**

- Dress and bring snacks or beverages appropriate for the weather (for your dog, too)
- Use anti-fatigue mats and carpet samples to insulate against the cold and provide a comfortable spot to stand for you and your dog
- Bring a chair if you MUST, but it can be perceived to look “lazy,” and no one ever said fundraising was going to be easy—you would do better to try to stand for a short shift
- Limit your shifts to 1 ½ to 3 hours per person and overlap them, so that people won’t have to stay over, waiting for relief to come
- Take turns being the “point” dog and handler
  - Only one or two dogs need to hold the basket for it to be irresistibly cute (if all the dogs do it, it becomes commonplace)
  - Two dogs side by side holding buckets can almost always turn one dollar into a “two-fer”—three dogs is maybe pushing it
  - Don’t bother having the dog take the bucket/basket until you actually see some potential donors coming in the distance

- Arrange your shifts so that at least one bucket-holding dog is on duty at all times (it's the sure-fire wallet opener)
- Be sure to reward your dog each time he holds the bucket for someone to put the money in (or takes a dollar bill and puts it in the bucket)

#### 5. **Show your appreciation**

- Thank people for each donation
- Give your dog a treat, as promised (sometimes that's why they're giving the money—so your dog can get a treat)
- Keep small “give-aways” on hand as a “thank you” for the donation (stickers, candy, etc.)
- Show care and concern for your dog (the public doesn't want to think that what we are doing is in any way unkind to our dogs)—I always tell the public that the dogs have a “union” and get mandatory breaks every 15 minutes
- Let your dog have a moment to “Say Hi” to the person after they make a donation
- Wear a smile, and make it genuine—be pleasant to everyone
- Try to remember who donated on their way in to the store, so that you don't act like you've never seen them before when they come OUT
- Leave them feeling good with a message of good cheer (Have a good day, Thank You, God Bless You...)
- Don't forget to send a thank-you letter from your troop to the store that let you fundraise on their doorstep

#### 6. **Be Prepared**

- Make sure that each volunteer in your party has read Maggie Ouillette's handout, “Dog Scouts and the Public”, which outlines your responsibility as a dog owner in a public setting:
  - how to decide if this type of activity is appropriate for your dog
  - how to prepare your dog for this type of activity
  - how to manage your dog's environment & facilitate greetings