

THE HUMANE SOCIETY OF BERKS COUNTY
BERKS COUNTY'S LEADER IN ANIMAL WELFARE

Saturday, September 30, 2006

Walk Start: 11:00 am

Shearer's Barbeque Ranch, Sinking Spring

Website: www.berkshumane.org

Email: Jennifer Long, jlong@talon.net

Questions? 610-921-2348, Ext. 13

SAMPLE FUNDRAISING LETTERS & MEMOS

To Help you Raise Sponsorship Dollars and Build your Pack

Versions available for both Pack Members and Individual Walkers

For an e-mail version of these letters in Word or PDF format, visit www.berkshumane.org or contact Diane St. Francis at 610-921-2348, ext. 11, or at dstfrancis@talon.net.

Thank you for helping to make the 29th Annual Lindy Scholar Walk for the Animals & Walktoberfest a success! Our goal this year is to raise over \$75,000 for the animals. We can only do it with your help!

This packet contains sample letters, flyers, and memos for individual Walkers, Pack Walkers, and corporate sponsors who would like to let their friends, co-workers, family, employees, and vendors know how they can help support the Walk this year. They form are all general “fill-in-the-blank” templates. This packet is available in Word or PDF format, visit www.berkshumane.org or contact Diane St. Francis at 610-921-2348, ext. 11, or at dstfrancis@talon.net. We would be happy to customize these forms for you and send them out to you via email attachment. The HSBC is also available for Walk Orientations at your place of work, club, or church. For an orientation contact Jennifer Long at 610-921-2348 or at jlong@talon.net.

THIS YEAR: New On-Line Fundraising Tool!!!

Do you own a computer or have access to one? Would you like an easier way to help raise money for the Walk and earn goodies at the same time? Well, this year we are happy to report that we have yet another great fundraising tool available at your fingertips (literally). This year individual walkers and Pack (team) Mates can create their own personal fundraising web pages that may be sent via email to all of their friends, family, and anyone else they may have an email address for. Their recipients will then have the ability to easily make a donation on-line towards their fundraising goal. You don't need to be a website designer or know a great deal about computers – you only need access to a computer, a few minutes, and a love for animals. For more information or to create your own personal webpage, you may visit our secure fundraising website at www.firstgiving.com/berkshumane.

FOR PACKS: SAMPLE MEMO TO ALL EMPLOYEES TO GET THEM TO JOIN YOUR PACK
(Please visit www.berkshumane.org/docs/docspage.html to download this form as a Word document you can customize)

To: "ABC Company" Employees

From: "ABC Company" CEO/ Human Resources

Date: X X, XXXX

Re: Company "Pack"

I am pleased to announce that this year "ABC Company" will be joining various corporations throughout the Berks County area in support of the **29th Annual Lindy Scholar Walk for the Animals & Walktoberfest**. This fun & exciting event will be held on Saturday, September 30, 2006 at Shearer's Grove and Barbeque Ranch in Sinking Spring.

"ABC Company" is committed to forming a Pack of walkers, and plans to raise \$ ____! In order to accomplish this, I am asking each of you to become actively involved and be part of the **"ABC Company" Walk for the Animals Pack**.

In 2006, nearly 7,000 homeless, lost, and abused animals will be housed by the Humane Society of Berks County. With your support, the Humane Society of Berks County will be able to continue its mission - *To provide education and outreach in the community, medical services for needy animals, humane investigation, safe shelter for homeless animals, and strong adoption programs to ensure that every companion animal lives in a safe, loving and secure home.*

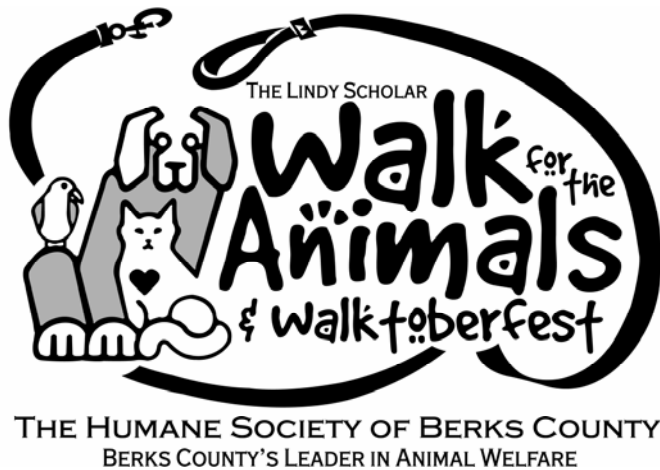
Becoming a part of our "ABC Company" Pack is easy! The first step is to sign up with our Pack Leader, "ABC Pack Leader Name". The second step is to simply ask family, friends, and neighbors to sponsor you by making a contribution to HSBC, or to walk with you on the "ABC Company" Pack. To reach our goal of \$_____, we would like each "ABC Company" pack member to raise at least \$75. The third step is to join me on September 30, 2006 as we "Walk for the Animals"! If you cannot attend the event, you can still be a part of the team spirit by sponsoring a pack member.

I know each of you will do your part to support both "ABC Company" and the Humane Society of Berks County in this worthwhile community event. Contact the "ABC Company" Pack Leader today or Diane St. Francis at 610-921-2348, ext. 11, or email at dstfrancis@talon.net for more information.

Thank you for your support!

FOR PACKS: SAMPLE FLYER TO EMPLOYEES

(Please visit www.berkshumane.org/docs/docspage.html to download this form as a Word document you can customize)



Join "ABC COMPANY"
and the Humane
Society of Berks
County as we
WALK FOR THE
ANIMALS!

SATURDAY, SEPTEMBER 30, 2006
AT SHEARER'S BARBEQUE RANCH,
SINKING SPRING.

LET'S GET STARTED ...

1. SIGN UP! Fill out the pre-registration form in the enclosed walk brochure and give it to the "ABC Company" Pack Leader today! Your friends, family members, and neighbors are also invited to be part of the "ABC Company" Pack too. Please ask them to complete a pre-registration form as well and be sure they indicate "ABC Company's" Pack name!

2. RAISE MONEY! Tell your family, friends and neighbors about the walk and ask them to sponsor you by making a contribution to the Humane Society of Berks County! Strive to raise at least \$75 in pledges to help the "ABC Company" Pack reach its goal of raising \$XX, 000 in support of the thousands of homeless dogs, cats, kittens and puppies whom HSBC needs to find loving homes for each year. Don't delay – start collecting pledges today!

3. CREATE YOUR OWN FREE WEB PAGE! You can create your own personal web page, in which you can email to all of your friends, family and anyone else you may have an email address for to solicit their support. It's easy, only takes a few minutes, and it's a great way to help increase your fundraising dollars! Visit www.firstgiving.com/berkshumane for more info and to start your own web page!

3. WALK! Have a great time at the walk with your four-legged friend and the "ABC Company" Pack and enjoy a day filled with entertainment, fun and food for walkers of all ages. **Every "ABC Company" Pack member, who raises \$75 or more will receive a Pack t-shirt to wear with pride the day of the walk! Help the "ABC Company" Pack raise more money than all the competitors and claim bragging rights for the year!**

4. FEEL PROUD! After the Walk, feel the pride and satisfaction that comes from knowing you were part of an effort to raise thousands of dollars to help the animals!

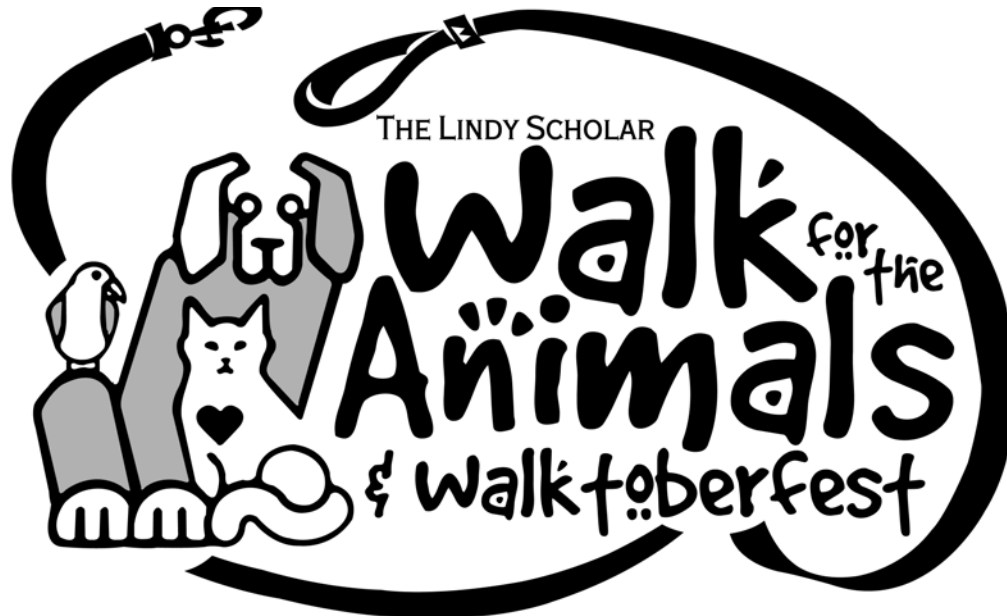
**CONTACT THE "ABC COMPANY"
PACK LEADER TODAY FOR MORE INFORMATION!**
(list Pack Leader name and contact info)

EACH "ABC COMPANY" EMPLOYEE WHO SIGNS UP FOR THE WALK
(Incentives and/or contests listed)

FOR PACKS - Sample Kick-off Flyer To All Employees
(Please visit www.berkshumane.org/docs/docspage.html to download this form as a Word document you can customize)

Learn more about how you can help the animals!
Join (COMPANY NAME HERE) and the Humane Society of Berks County
as we

WALK FOR THE ANIMALS!



THE HUMANE SOCIETY OF BERKS COUNTY
BERKS COUNTY'S LEADER IN ANIMAL WELFARE

Saturday, September 30, 2006

Walk Start: 11:00 am - Shearer's Barbeque Ranch, Sinking Spring

Website: www.berkshumane.org - Email: jlong@talon.net - Questions? 610-921-2348

Attend an Informational Orientation Right Here at (Company Name)!

When: (KICK-OFF DATE & TIME HERE) Where: (Kick-off Place Here)

Lets Get Started!

Contact the following (COMPANY NAME) Pack Leader for more information!
(Pack Leader name and extensions listed)

Each (COMPANY NAME) employee who signs up for the Walk can win:
(List possible Incentives here!)

FOR PACKS - Sample Vendor Letter

(Please visit www.berkshumane.org/docs/docspage.html to download this form as a Word document you can customize)

Date
Name
Title
Company
Address
City, State Zip Code

Dear XX;

On September 30, 2006, I will be walking with the (PACK NAME) Pack in the Humane Society of Berks County's **29th Annual Lindy Scholar Walk for the Animals & Walktoberfest** at Shearer's Grove and Barbeque Ranch in Sinking Spring. (PACK NAME) has set a goal to raise (GOAL) and I am hoping you will join us by doing one of the following:

- **TAKE A LEADERSHIP ROLE:** Form your own Pack within your company. Simply designate a Pack Leader, set a goal, recruit walkers, collect pledges, and then join us on September 30.
- **MAKE A CORPORATE CONTRIBUTION:** Support our Pack and write a check payable to HSBC and mail it to me or go online at www.firstgiving.com/PACKNAME to make a secure donation online.
- **WALK WITH ME IN MY PACK:** Collect pledges, get a T-shirt, come share the camaraderie, and feel great in knowing that you helped find new, loving homes for the many furry friends at the Humane Society of Berks County!

In 2006, nearly 7,000 homeless, lost, and abused animals will be housed by the Humane Society of Berks County. With your support, the Humane Society of Berks County will be able to continue its mission - *To provide education and outreach in the community, medical services for needy animals, humane investigation, safe shelter for homeless animals, and strong adoption programs to ensure that every companion animal lives in a safe, loving and secure home.*

The HSBC's Walk for the Animal's goal this year is to raise over \$75,000 which will help them provide shelter, medical care, and adoptions for the animals entrusted in their care. HSBC also educates the community about respect and kindness to all animals. Based on Walk's amazing growth of recent years I am sure that they will reach, if not exceed, this impressive goal!

I sincerely hope that you will join me and help us reach our goal. If you would like to form your own Pack, please call Jennifer Long at 610-921-2348, ext. 13, or email at [jlong@talon.net](mailto: jlong@talon.net). Thank you for your time and consideration.

Sincerely,
(Your Name)

FOR PACKS - SAMPLE SPONSOR LETTER

(Please visit www.berkshumane.org/docs/docspage.html to download this form as a word document you can customize)

Note to all walkers: Send or e-mail this letter to associates, friends, and family members.

Date
Name
Company
Address
City, State Zip

Dear (Name):

On **Saturday, September 30**, approximately (# of walkers) (your company name) employees and family members will be walking together as a Pack in the **29th Annual Lindy Scholar Walk for the Animals & Walktoberfest** benefiting the Humane Society of Berks County.

I will be walking as a member of the (**pack name**) team, and my personal fund raising goal is \$_____ (our goal is for each walker to raise a minimum of \$100). I would appreciate any support that you could give me for this very worthwhile cause.

In 2006, nearly 7,000 homeless, lost, and abused animals will be housed by the Humane Society of Berks County. With your support, the Humane Society of Berks County will be able to continue its mission - *To provide education and outreach in the community, medical services for needy animals, humane investigation, safe shelter for homeless animals, and strong adoption programs to ensure that every companion animal lives in a safe, loving and secure home.*

Enclosed you will find a copy of my **Walk for the Animals** sponsor sheet. If you would like to join us in supporting this outstanding event, please add your name to this sponsor sheet and return it to me by (**deadline date**)(**or visit my Pack's sponsorship website at www.firstgiving.com/YOURPACKNAME to make a secure donation online**). Checks should be made payable to HSBC or the Humane Society of Berks County, which is a private, non-profit organization. Also, your donation is **tax deductible**.

The HSBC's Walk for the Animal's goal this year is to raise over \$75,000 which will help them provide shelter, medical care, and adoptions for the animals entrusted in their care. HSBC also educates the community about respect and kindness to all animals. Based on Walk's amazing growth of recent years I am sure that they will reach, if not exceed, this impressive goal!

Thank you for considering this request for your support. If you have any questions about the **Walk for the Animals**, or the work of the Humane Society of Berks County, please do not hesitate to call me or the shelter at 610-921-2348 or visit their website at www.berkshumane.org.

Sincerely,
(Your Name)

Enclosure: Sponsor Sheet

FOR INDIVIDUAL WALKERS – SAMPLE SPONSOR LETTER

(Please visit www.berkshumane.org/docs/docspage.html to download this form as a word document you can customize)

Note to all walkers: Send or e-mail this letter to associates, friends, and family members.

Date
Name
Company
Address
City, State Zip

Dear (Name):

On **Saturday, September 30**, I will be walking together with 1,500 other animal lovers in the **29th Annual Lindy Scholar Walk for the Animals & Walktoberfest** benefiting the Humane Society of Berks County. My personal fundraising goal is \$_____ (the average goal is for each walker to raise a minimum of \$100). I would appreciate any support that you could give me for this very worthwhile cause.

In 2006, nearly 7,000 homeless, lost, and abused animals will be housed by the Humane Society of Berks County. With your support, the Humane Society of Berks County will be able to continue its mission - *To provide education and outreach in the community, medical services for needy animals, humane investigation, safe shelter for homeless animals, and strong adoption programs to ensure that every companion animal lives in a safe, loving and secure home.*

Enclosed you will find a copy of my **Walk for the Animals** sponsor sheet. If you would like to join us in supporting this outstanding event, please add your name to this sponsor sheet and return it to me by **(deadline date)**(**or visit my personal sponsorship website at www.firstgiving.com/YOURNAME to make a secure donation online**). Checks should be made payable to HSBC or the Humane Society of Berks County, which is a private, non-profit organization. Also, your donation is **tax deductible**.

The HSBC's Walk for the Animal's goal this year is to raise over \$75,000 which will help them provide shelter, medical care, and adoptions for the animals entrusted in their care. HSBC also educates the community about respect and kindness to all animals. Based on Walk's amazing growth of recent years I am sure that they will reach, if not exceed, this impressive goal!

Thank you for considering this request for your support. If you have any questions about the **Walk for the Animals**, or the work of the Humane Society of Berks County, please do not hesitate to call me or the shelter at 610-921-2348 or visit their website at www.berkshumane.org.

Sincerely,
(Your Name)

Enclosure: Sponsor Sheet

FOR INDIVIDUAL WALKERS - Sample Vendor Letter

(Please visit www.berkshumane.org/docs/docspage.html to download this form as a Word document you can customize)

Date
Name
Title
Company
Address
City, State Zip Code

Dear XX;

On September 30, 2006, I will be walking together with 1,500 other animal lovers in the Humane Society of Berks County's **Lindy Scholar Walk for the Animals** at Shearer's Grove and Barbeque Ranch. I have set a goal to raise (\$GOAL) and I am hoping you will help the furry friends at the shelter by doing one of the following:

- **TAKE A LEADERSHIP ROLE:** Form a Pack within your company. Simply designate a Pack Leader, set a goal, recruit walkers, collect pledges, and then join the fun on September 30.
- **MAKE A CORPORATE CONTRIBUTION:** Support my fundraising efforts and write a check payable to HSBC and mail it to me (or make a secure donation online at my personal sponsorship page, www.firstgiving.com/YOURNAME).
- **WALK WITH ME:** Collect pledges, earn goodies, come share the camaraderie, and feel great in knowing that you helped find new, loving homes for the many furry friends at the Humane Society of Berks County!

In 2006, nearly 7,000 homeless, lost, and abused animals will be housed by the Humane Society of Berks County. With your support, the Humane Society of Berks County will be able to continue its mission - *To provide education and outreach in the community, medical services for needy animals, humane investigation, safe shelter for homeless animals, and strong adoption programs to ensure that every companion animal lives in a safe, loving and secure home.*

The HSBC's Walk for the Animal's goal this year is to raise over \$75,000 which will help them provide shelter, medical care, and adoptions for the animals entrusted in their care. HSBC also educates the community about respect and kindness to all animals. Based on Walk's amazing growth of recent years I am sure that they will reach, if not exceed, this impressive goal!

I sincerely hope that you will join me and help us reach our goal. If you would like to form your own Pack, please call Jennifer Long at 610-921-2348, ext. 13, or email at jlong@talon.net. Thank you for your time and consideration.

Sincerely,
(Your Name)