



Palmetto Animal League

56 Riverwalk Blvd.
Okatie, SC 29936
843/645/1725

Locked Up For Love - Participant Info

11th February 2016

OVERVIEW

A fast and easy one day event to raise much needed funds for the animals at PAL during Valentine's Day week. This is a low cost / high impact event that utilizes the power of the internet and social media to encourage current donors to participate and recruit new donors for PAL. This event has a 20K match and our goal is to at a minimum match that or exceed the amount. There is no extension on the match(one day only) and there is no match above the 20K.

HOW TO GET READY!

1. Set a fundraising goal that you are comfortable with, \$500, \$1000 or \$250 or any amount!
2. Line up your donors! Make a list of friends, family and associates that you will solicit for any amount of a donation. Use your pledge sheet to track your goal.
3. Send the attached flyer to your donors and let them know what you are doing to raise funds for PAL cats and dogs. We will provide you with a post for your social media platforms and for email.
4. Encourage people to donate for Valentine's day but a birthday, in honor of a loved one or loved pet or to pay forward an adoption fee is great too!. Get creative.
5. Set aside some time during your day to come to the adoption center for your Locked Up photo and to promote your charitable side.
6. **CROSS MARKET YOURSELF OR YOUR COMPANY!**This is a social media lovers dream. PAL staff and volunteers are here to take photos or short video of you to share on Facebook, Twitter, Instagram and others. Ask your friends to LIKE our page to show their love of animals!

SPECIFICATIONS

- Event date is 2/11/16
- 12pm to 5pm
- PAL Adoption Center in Okatie, via social media
- cash, check and online donations accepted
- 20K or more goal to receive matching donation
- PAL will serve light refreshments
- PAL staff collects donations and sends acknowledgment letters and receipts.
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