



Pfizer Animal Health

countrywide
Supplying the rural community

National Pet Month 2009

'Healthy pets make happy pets'

4th April – 4th May

BECOME A FRIEND - RAISE SOME MONEY!

National Pet Month needs 'Friends'. Donate from any fundraising event you hold - we'll send you a special 'Friends' certificate if you do.

But as our charity acts as a catalyst for local giving, we'd also love to hear about who else you have been raising money for during National Pet Month - please let us know through our 'Tell us what you've raised' form on our website www.nationalpetmonth.org.uk or included in our events pack.

There's nothing to stop you fundraising for National Pet Month itself, through an event or a personal challenge, to help us continue with our work!

If you choose to raise funds for us, cheques should be made payable to National Pet Month - if you are collecting money from lots of sponsors then it is easier to send us one cheque at the end of your fundraising, to cover the cash and cheques you have collected. In this instance please remember that cheques from your sponsors will need to be made payable to you! Sending cash through the post is not safe.

We've teamed up with JustGiving, the UK's leading online fundraising website, so you can donate and raise funds for us, and for other many other animal charities during National Pet Month, online. Using JustGiving saves us and our fellow charities costs and reduces our admin burden, so going online is a really efficient way of showing your support.

It's easy to make a single or monthly donation with a credit or debit card online: All you need to do is go to www.justgiving.com/npm/donate, (or pick the site of another animal charity of your choice).

JustGiving reclaims GiftAid automatically and pays your donation directly to the charity at the end of every week, and the site is 100% secure.

JustGiving also makes it easy to raise money: you can create an online fundraising page in minutes to collect donations for any sponsored event or appeal.

Create your own page for a National Pet Month event or activity at
www.justgiving.com/npm/raisemoney

Fundraising pages are just like paper sponsorship forms, except they're online, so you don't have to traipse around collecting cash and cheques. Simply personalise your page with a photo or message and email the web address to all your contacts. Friends, family, work colleagues and anyone else, from anywhere in the world, can then make a donation using your page.

If you create your page through the 'NPM' link above, the money will come to us - if you choose another charity then use their link, but don't forget to mention on your page that you're raising money as part of National Pet Month.

You can create a fundraising page for absolutely anything. You could organise a Pet-a-Thon, or get sponsored to run, swim, cycle, get fit, grow a moustache or get your head shaved. We've had sponsored dog walks, sits, CaniX races, and doggy massages - we've even had a 'bingo-athon' in the past!

The only limit is your imagination!

If you have any questions, or need any help on JustGiving, you can contact their helpdesk on 0845 021 2110 or helpdesk@justgiving.com Monday to Friday from 9am to 6pm.

You've got it - flaunt it! - Making the most of your fundraising page

Think laterally when deciding who to contact and make sure you have emailed all potential supporters. Apart from contacting close friends, family and colleagues, why not contact friends, former colleagues, college friends, former colleagues, college friends, fellow club members - JustGiving even links to Facebook and My Space so use your virtual social network!

Add a link to your page to your email signature at work and/or at home. Adding your link to your signature helps ensure that all your contacts are made aware of your efforts, and you may even gain some unexpected sponsors! Don't forget to ask permission about your work signature. Maybe your business or practice is having a National Pet Month event, and you can all help draw attention to it this way.

Send email updates on your plans or progress - it is very important to engage your supporters or potential supporters when you can. People often intend to sponsor you but don't quite get round to it on the first request, and it does work to keep reminding them! Or perhaps you're planning an event and this will encourage more people to come along.

Ask to be on your company's website - particularly if the company you're working for is getting involved with National Pet Month itself. Ask the webmaster if your site could be added to either the public website or intranet.

Publicise your efforts on a notice in your gym, church, college, children's school, pub etc Create a basic poster telling people what you are doing. Register what you're doing as an event with us at www.nationalpetmonth.org.uk and your free events pack will include a couple of National Pet Month 'blank' posters, and there's a downloadable template on our website. Just giving tells us that people even receive sponsorship from complete strangers!

Advertise your web address via any publicity drives you initiate. If you are carrying out any publicity surrounding your National Pet Month event or your personal challenge, for example to local papers or radio stations, make sure you include your link on any information you produce for them. Have a look at our template press release in the events pack. Include a note about what you're doing in your practice newsletter, or make a flyer for your counter.

Above all - have fun celebrating **'Healthy Pets Make Happy Pets'** for National Pet Month 2009!



For more information please visit www.nationalpetmonth.org.uk, email info@nationalpetmonth.org.uk, or give us a call on 020 8370 3688.

National Pet Month is a registered charity number 1114880. The Trustees are:



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