



TREATS & SWEETS DAY

Fundraising Guide

Thousands of bakers break out their mixing bowls and whip up some treats and sweets to celebrate the human-animal bond. Your participation in Treats & Sweets Day will support Pet Partners in training and registering thousands of therapy animal teams who make millions of life-enhancing visits each year.

You can pick any day that works for you and your sweet-toothed customers! Some bakers will choose to host their bake sale around their birthday, on April 30 in honor of National Therapy Animal Day, or during the winter holidays.



About Us

Pet Partners' mission is to improve human health and well-being through the human-animal bond. We prepare and support thousands of volunteers and their pets in making millions of meaningful visits annually in hospitals, schools, nursing homes, and anywhere vulnerable or underserved individuals would benefit from spending time with a comforting animal.



When you support Pet Partners, you:



INSPIRE HOPE

Our Animal-Assisted Crisis Response teams are trained and credentialed to provide emotional comfort and support in the wake of crisis events such as natural disasters and community tragedies.



CARE FOR SENIORS

Pet Partners therapy animal teams make life-changing visits to thousands of seniors each year at retirement and assisted living facilities.



NURTURE LEARNING

Pet Partners teams promote literacy through our Read With Me™ initiative. Research shows that when reading to a therapy animal, children feel at ease because animals just listen and don't judge.



ENCOURAGE CHILDREN

A recent pediatric cancer study shows that therapy animals help motivate patients to participate in their treatment so they can “get better” and stay optimistic over time.



IMPROVE HEALTH

Our Walk With Me™ initiative is a popular option for people of all ages. A stroll with an adorable therapy dog or mini horse is sometimes the perfect motivation to keep folks active and healthy.



HONOR HEROES

Our teams visit thousands of veterans, service members, and children of deployed military parents each year at VA facilities, summer camps, and senior care communities for veterans.



**Pet
Partners™**

7 Sweet Steps to Fundraising Success

1. Create your online bakery

Your online fundraising bakery contains all the tools you will need to stay connected with your supporters, share why you are supporting Pet Partners, track fundraising progress, collect cash and checks, and spread the word about your Treats & Sweets Day event.

The main ingredient to your Treats & Sweets Day success is getting people to support your event in advance. Bakers who raise funds online will typically raise *double* the dough of those bakers who choose not to fundraise online. We even accept cryptocurrency now!

2. Personalize your page

You can personalize your Treats & Sweets Day page with photos, videos, and other fun activities. Let everyone know why you're baking and raising funds for Pet Partners – your supporters are more likely to donate if they can understand your story and why supporting therapy animals is important to you.

3. Set a fundraising goal

We recommend asking for \$5 per treat, so if you're baking 50 cupcakes that will raise \$250. Don't forget to ask for donations from those who are unable to attend your event. Attendance isn't necessary to contribute to a meaningful cause. If you are going to incorporate fun treat-themed games at your event, we recommend selling tickets for \$5 each.

4. Plan an event

Hosting a successful Treats & Sweets Day event is easy as pie! Some people will choose to host their sales on April 30 in celebration of National Therapy Animal Day, but you can pick any day throughout the year that works for you and your sweet-toothed customers.

Remember, with Treats & Sweets Day events you want to make sure you have tons of hungry and generous supporters. There are a couple of ways to ensure this. You could select a high-traffic location such as your office, school, church, in front of a business, or during an existing community event, such as a sporting event or community farmer's market. Percentage back days or weeks are also another fun option where you can partner with a local restaurant that you frequent. Simply speak with the manager or go to their website to see if they offer this.

Another way you could approach your Treats & Sweets Day party is to host a "by invitation" event. Select a fun theme that fits your personality! Check out page 5 for some themed party ideas!



7 Sweet Steps to Fundraising Success

5. Recruit a baking team

Don't dough it alone; the more the tastier! Forming a baking team for Treats & Sweets Day means more bakers = more dough. Think about different groups you are associated with like a company team, school team, Community Partner, etc.

Do you have non-baking friends? Encourage them to sign up for your bake team and help in non-cooking ways like spreading the word about your event, collecting donations through their networks, helping package treats and sweets with you, creating eye-catching signage, decorating for the event, and helping to explain the work of Pet Partners and the positive results of animal-assisted activities as guests indulge in treats.

6. Spread more than frosting

Spread the word! Utilize the sample social media graphics and post text we provide and share what you are whipping up on your social channels. Be sure to use **#TreatsAndSweetsDay** when posting!

When enabled, our Facebook & Instagram integration will automatically post to your page to make collecting donations even easier.

Hang event flyers at your office or around school in advance, sharing when and where your Treats & Sweets Day sale will be held. You can also utilize texting through your online bakery. Additional resources can be found at treatsandsweetsday.org.

7. Involve your animals

Whatever special animals are in your life, involve them in your event by baking up their favorite homemade treats for your Treats & Sweets Day celebration, or by sharing how you are working together to enrich lives by being a part of the Pet Partners Therapy Animal Program.

We hope you and your guests have tons of fun celebrating the huge difference you've made in the lives of veterans with PTSD, seniors living with Alzheimer's, students with literacy challenges, patients in recovery, people with intellectual disabilities, or those approaching end of life by supporting Pet Partners.



Themed Event Ideas



Yappy Hour

Host a pet-friendly happy hour with your closest people and pet pals. Serve homemade treats for the furry and feathered guests in addition to all of the yummy people-pleasing treats. There are many pet-friendly patios, so you could even ask about a percentage back night.



Muffin Monday

It is all or muffin! Who doesn't love a blueberry muffin on a Monday morning?



Corks & Cupcakes

Put on your ruffled apron and your finest pearls, or sport that dapper bowtie to pair some tasty cupcakes with wine or bubbly for your most generous Treats & Sweets Day donors. Are you more of a beer person? Then go for Brownies & Brews!



Cookies & Coffee

Be a smart cookie and host an office party with perks! Help your colleagues get the morning off to a great start with coffee alongside your grandma's world-famous chocolate chip cookies.

The Price is Right

You may be wondering how to price your bake sale items. Here are some suggestions:

- \$3 for smaller treats (e.g. cake pop, chocolate covered pretzel, mini cupcake).
- \$5 for larger treats (e.g. cupcake, rice crispy treat, large brownie).
- \$50 for a custom tray of hand-delivered treats.
- Some bakers have found that just requesting a donation without specifying an amount results in more fundraising success.
- A generous person who is passionate about the human-animal bond may be willing to make a \$25 donation for one slice of apple pie because they believe in Pet Partners' mission and want to support in a generous way.
- For folks who don't enjoy sweets, you can incorporate fun games with \$5 guesses so they can still participate in your event. Have a jar filled with pet treats and have them guess how many are in the jar.



To show our gratitude, we have included some thank you treats for our bakers and their furry or feathered companions. It's the yeast we can do! Bakers who raise \$125 will receive our official Treats & Sweets Day shirt!

Once you raise \$250 or more, there are additional upgraded incentives. Visit treatsandsweetsday.org for more information on these incentives!

Turning in Donations

You may submit funds raised online through your fundraising page.

Turning in cash donations

Do not mail cash. Here are two options for turning in any cash donations you receive:

- Deposit all cash donations to your personal banking account and then make an online donation to your fundraising page via credit or debit card.
- Convert cash donations to a check or money order, then enter the total as an offline donation through your pet's personal fundraising page before mailing it to Pet Partners with the deposit form.



Entering offline donations

Ensure all offline donations (checks and money orders) are entered into your online fundraising page to contribute to your pet's total. Follow these steps to enter offline donations:

- Log into your fundraising page and select **Ask for Donations** and **Thank Donors** in the bottom left dashboard panel.
- Click **Enter Cash/Checks** in the middle of the page.
- Fill out the requested information and click **Submit**.

Be sure to check if your company or your donors' companies have a matching gift program so you can double your donations!

Sending checks & money orders

Please send checks and money orders to:

Pet Partners, Attn: TSD, 345 118th Ave SE, Suite 100, Bellevue, WA 98005

When sending checks and money orders, please include the donation deposit form, which can be found at treatsandweetsday.org. This is to ensure your pet is properly credited for donations.





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