

 Pet Partners™
WORLD'S
LARGEST
PET WALK

Team Captain Guide

Welcome to the World's Largest Pet Walk happening on Saturday, September 27! This fun and flexible event allows you to walk with your pet at any time and anywhere. There's no registration fee, and all pets and people are welcome!

Every step you take supports the Pet Partners Therapy Animal Program, bringing comfort and joy to seniors, hospital patients, veterans, and children in need. Thank you for joining us!



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Team Captain Basics

What is a Team Captain?

As a Team Captain for the walk, you are the heart of your team's success!

You inspire friends, family, and colleagues to get involved, walk, and support therapy animal teams across the country.

Your leadership helps more people experience the healing power of the human-animal bond. Being a Team Captain is easy, fun, and meaningful. Plus, you don't have to do it alone — we'll provide tools, tips, and encouragement every step of the way!



What are the Responsibilities of a Team Captain?

- ✓ **Recruit** team members to register and walk with you.
- ✓ **Motivate** your team to fundraise and share their excitement.
- ✓ **Celebrate** milestones and team achievements.
- ✓ **Lead** by example by setting up your fundraising page and making a personal gift if you can.

Team Captain Checklist



1. Personalize Your Team Page

- ☐ Set up your team and fundraising page through our event site. Add a photo of you and your pet, share why you're walking, and set a team fundraising goal.

2. Invite Your Circle

- ☐ Personally invite friends, family, coworkers, and others to join your team. **Tip:** Send emails, texts, and share your page on social media to reach even more supporters.

3. Lead by Example

- ☐ Make the first donation to show your commitment. Fundraising is contagious — when people see you giving, they're more likely to give too!

4. Share Fundraising Ideas

- ☐ Not everyone knows how to start fundraising — so make it easy for them! Share simple ideas like hosting a dog wash, setting up a birthday fundraiser, or asking for donations in honor of their pet.

Reminder: Pet Partners provides lots of ready-to-use ideas and templates too!

5. Keep Your Team Motivated

- ☐ Check in with your team members regularly. Celebrate early wins like “First donation!” or “Reached halfway to goal!” Small celebrations help build momentum.

6. Share the Mission

- ☐ Remind your team why their participation matters: Every dollar raised helps Pet Partners support more therapy animal teams — bringing love, comfort, and connection to those who need it most.

7. Plan Your Walk

- ☐ Choose when, where, and how your team will walk on event day! Whether it's a group stroll through a park or a walk around your neighborhood, what matters most is walking together in spirit for a great cause.

8. Thank and Celebrate

- ☐ After your walk, thank everyone who participated or donated. Share photos, celebrate your impact, and show your team how much they matter!

Fundraising Ideas



Classic Outreach Ideas



Letter-Writing Campaign

Mail handwritten notes or printed letters to friends and family asking for support.



Email Ask

Share your story via email and include your fundraising link. Pet photos = extra love!



Text Message Blitz

Text friends with a short, heartfelt message and your fundraising link.



Social Media Fundraising



Facebook or Instagram Fundraiser

Facebook and Instagram integrate directly to your fundraising page, so giving is even easier!



Post Your “Why”

Share why you're walking and how therapy animals make a difference. Be sure to use **#WorldsLargestPetWalk**.



Pet Photo Countdown

Post one adorable pet pic per day leading up to the walk with your fundraising link.



Pet-Themed Mini-Raisers



Yappy Hour

Host a dog-friendly happy hour. Dogs, drinks, and donations!



Dog Wash / Pet Spa

Set up a wash station and offer simple pet grooming for a donation.



Pet Costume Parade

Charge an entry fee or vote-by-donation for best dressed!



Bark and Bake Sale

Sell dog treats or baked goods for humans.



Pup-Up Photo Booth

Set up a pet photo station and ask for donations in exchange for pics.



Captain's Tip:

Encourage your team members to choose an idea that fits them. Whether they like one-on-one outreach or throwing a themed event, *meeting people where they are* makes fundraising easier — and more fun!

Fundraising Ideas



Creative Fundraising Ideas



Birthday Fundraiser

Ask for donations instead of gifts!



Mileage Challenge

Walk 1 mile for every \$50 raised – and share your progress online.



Treat Jar at Work

Set up a donation jar near snacks with a sign about your walk.



Stock Donations

Some donors may prefer to donate stock instead of cash — especially if it gives them tax advantages. Pet Partners can accept stock donations!



Crypto-Friendly Giving

Yes, even cryptocurrency is welcome! Donors can support your fundraising efforts with crypto gifts through our secure donation process.



Matching Gifts

See if your workplace or a donor friend will match what you raise.



Use our easy tool to find out!

petpartners.org/donate/match-your-gift



Pet-Themed Mini-Raisers



Paw Print Painting Party

Set up a space where pets can create paw-print art on canvases or cards. Sell the finished art or ask for a donation to participate.



DIY Bandana Station

Offer plain pet bandanas and fabric markers or iron-ons for people to decorate their own. Charge per bandana.



Coffee & Canines

Partner with a local coffee shop or host a morning meet-up where donations get you coffee and pet cuddles.



Taco 'Bout Dogs Night

Host a taco night where a portion of proceeds or entry fee goes to your fundraising page — pet attire encouraged!



Lunch & Learn with a Therapy Team

If you or a teammate is a registered therapy animal handler, give a short talk about the power of therapy animals. Collect donations at the door or pass the hat.

Incentives



To show our appreciation for your participation in the World's Largest Pet Walk, we've included some thank-you items for walkers and their pets.

Once you raise at least \$75, your registered pet will receive an official World's Largest Pet Walk bandana. Be sure to snap a photo of your pet wearing their bandana and share it on your personal fundraising page!

Participants who raise \$125 or more will receive an official walk t-shirt to recognize their outstanding fundraising efforts. Additional incentive items are also available at higher fundraising levels.

Visit worldslargestpetwalk.org for more information on these incentive choices.

**Please note: individual incentives will be awarded based on fundraising totals on personal pages, not on team totals.*

Non-registered donors do not qualify for items. Pet Partners reserves the right to substitute an item of equal or greater value or to change the recognition item program at any time.



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.



Sending checks & money orders

Please send checks and money orders to:

Pet Partners, Attn: WLPW, 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 worldslargestpetwalk.org. This is to ensure you are properly credited for donations.

Entering offline donations

Ensure all offline donations (checks and money orders) are entered into your online fundraising page to contribute to your 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!

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.

