



2013 STRIDE GUIDE

The 13th Annual Stride for Strays & Tailgate Party for Pets

3K Dog Walk | October 20th, 2013 | 9am-4pm
Raymond James Stadium

Walkers Register Online
at: www.strideforstrays.org



Welcome to Stride!

First, we want to say thank you for joining us for this year's Stride. As many of you know, this is our biggest and most important fundraiser of the year, and it's the main reason we can continue to provide high quality, affordable medical care for your pets. Without the support of all the great walkers that participate in Stride every year, we could never be where we are today—in a new 10,000 square foot facility--helping even more families who could otherwise not afford quality care for their pet. We stride because they need us, and that's why we need you. Please read these few pages completely. We've put them in an easy-to-read question and answer format, but if you still have questions, please look for our contact page on our website. We want this year's exciting Stride at Raymond James Stadium to be our best yet, and we want you to get the most out of your fundraising efforts!

This is Everything You Need to Know as a Walker this Year!

(Please Read Completely)

Walking in this Year's Stride for Strays: Questions about Fundraising

- 1. Does my \$25 registration fee go toward my fundraising total?** No. We wish we could add that to your total, however, that money goes toward paying for the administration of the event itself—online services, merchant services, city services and even the costs of the venue and its logistics. It also helps us pay for the commemorative T-shirt you receive. Registration online is \$25. At the event, it's \$30.
- 2. What are this year's prize levels for individual walkers?** Based on previous years, we have made this year's levels more realistic and fair for everyone. You can set your fundraising goal as high as you want, but we're asking everyone to set a personal goal of at least \$50 this year. It's not hard, and the more you raise, the more chances you have to win our great raffle prizes!

We've worked closely with our sponsors to gather over \$10,000 worth of raffle prizes* to be given away

- \$50 Level: (to be determined)
- \$100 Level: a special gift bag, and 1 raffle ticket*,
- \$150 Level: the above, plus a Shot Package Gift Certificate, 2 tickets to Big Cat Rescue, and 2 raffle tickets*,
- \$250 Level: the above, plus a \$25 ACT gift card, and 3 raffle tickets*.

- \$500 Level: the above, plus another \$25 ACT gift card (total \$50), and 6 raffle tickets*.
- Over \$500: the above, plus additional raffle tickets: 2 for every additional \$100.

Raffle Prizes Walkers Can Win During Grand Drawing

*Your awarded raffle tickets put you in the running to randomly win any of our sponsor and donor-supplied gifts including an HDTV, One of two Kindle Fire HD 7" tablets, Samsung HD Video Camera, an iPad Mini, a \$200 Apple gift card, an Adirondack dog bed (\$200 value), gift baskets, a weekend beach escape for 2 and so much more! **MAKE SURE YOU WRITE YOUR NAME AND PHONE NUMBER ON THE BACK OF YOUR TICKETS** for your chances to win! We'll announce the raffle winners and the team that takes home the Roving Dog Bone Award early in the afternoon (after the walk).

3. **After I've registered and fundraised online, where do I pick up wristband and prizes?** Early pick up can be done at our ACT's new clinic at 502 N. Gilchrist street on one of these 3 days only:
 - a. Thursday Oct 17th from 5pm to 8pm.
 - b. Friday Oct 18th from 8am to 6pm
 - c. Saturday Oct 19th from 9am to 2pm
 - d. Day of the event (not recommended, but OK): Arrive by 8:30am at Raymond James Stadium

Our dog walk will be the first thing we do. Watch for updates on our exact start time. Be sure to wear your new T-Shirt to the Stride and don't forget to wear your walker wristband for entrance! You will be entering Raymond James Stadium lot 2 through entrance E4 off of Himes avenue just before MLK. (See map here: <http://goo.gl/dsC38J>)

4. **What are the cutoff times for donations/pledges?** Although you can keep on collecting donations through November, **cutoff for individual and team totals will be 2PM on Saturday, Oct 19th. All collected pledges that are not made online (cash or checks) MUST be delivered to ACT's development office (at the clinic 502 N. Gilchrist Avenue) by 2PM on Saturday, Oct 19th to be considered as part of your total.** So if your team or individual total is different than what we announce for prizes, you might want to check to see what happened after that time.
5. **Does everyone have to register for the Walk/Stride? What if I only want to come for the festivities or have donors that want to come with me?**

No: This Event Will Have Walkers & Non Walkers. Here's the difference:

Walkers \$25 – Includes Fundraising & Reward Levels, Chance at Premium Raffle Prizes

Everyone participating in the actual walk with their dog (or even without a dog—maybe in support or in memory of a pet) must register online at www.strideforstrays.org. Adult registration is only \$25 and includes a fundraising webpage that they can use to raise funds for their team to not only win the top prize, but also have a chance to win one of over \$10,000 in donated prizes from our friends and sponsors. The \$25 walker fee also includes an entrance wristband which will give you entry into the grounds, the live music, the vendor booths pet contests, as well as the 3K walk. Children need to be registered but there is no charge, unless you chose the option to include a child's t-shirt.

Non-Walkers: \$5 – Includes Entrance and an All-Inclusive Entertainment Wristband

If you don't want to walk in the event, we're asking for a \$5 donation which will give you an access to run your dog through The Doggie Fun Zone™, among other attractions. Note: Without the wristband, you will be asked to make higher donations to have your dog participate in each event. The \$5

entertainment wristband is the way to go, and remember, it all goes for a good cause—to help ACT continue to save lives. That’s why we’re doing this fundraiser!

6. Do I need to collect \$50 to Walk and participate in the Stride? Stride for Strays is our most important annual fundraiser which helps us provide lifesaving services for dogs and cats of limited income families. Each registration (\$25 online; \$30 at event) and minimum personal pledge collection recommendation (\$50) goes toward helping us achieve that goal. If all our Walkers stopped at registration, we would just cover costs but not have a successful fundraiser. So, we do ask you to set your own fundraising goal after you register and please at least try to raise \$50. We suggest each walker (not team) set their goal for at least \$100 in collected donations to help make the event a success. Most make that goal; many people exceed it by hundreds of dollars. Last year, the top individual walker brought in \$3500.

At the \$150 level, prizes are awarded, which include a shot clinic package gift certificate that’s worth \$150, free admission tickets to the Big Cat Rescue (Value \$29) and 2 raffle tickets for a chance at over \$10,000 of donated prizes. The more you collect, the more prizes you can win because you get more raffle tickets. Except for the winning team plaque, all prizes are calculated on an individual level.

7. If I have been collecting credit card donations online, and then I get a check, what do I do with it?

(Note: This is also how you log into your fundraising dashboard to create a page, share on Facebook, and more! Just **remember your email address and password** you used to register is the way in!)

- Log into your fundraising page here: <http://www.strideforstrays.org> by clicking **Sign In**, at top right.
- Use the email address and password you used when you registered.
- You'll see your fundraising page, click on it
- Once on Your Fundraising dashboard, click on “enter offline donation” on the top right.
- After you fill out the required fields (which includes the check amount)- save and refresh.
- This will include the check in your totals, but you will need to bring it to ACT by the deadline of 2pm on Saturday the 19th. (see #2 above)

The screenshot shows the FirstGiving fundraising dashboard for Ken Donofrio's page. The dashboard includes a navigation bar with tabs for Home, Your Fundraising, Your Donations, and Profile. A table displays fundraising statistics: Raised online (\$25), Raised offline (\$0), Total raised (\$25), and Goal (\$1,000). Below the table are three buttons: 'Donate to your own page', 'See who's donated', and 'Enter offline donations'. A red arrow points to the 'Enter offline donations' button. The dashboard also features sections for 'Manage Your Page' (Edit your story, Add photos & video, Change your goal, Customize your thank you message) and 'Share Your Page' (Send your page to friends, Grab a widget, Post on Facebook, Post on Twitter, Manage your contacts). A footer note states: 'Your page will stop accepting donations on Jan 21, 2013. Cancel this fundraising page.'

8. **Can I still raise money if I cannot attend the Walk?** We'll miss you, but attendance is not required to be a participant, you can still raise money to care for the animals. However, we should reiterate just how much fun the Walk is! If you have offline funds to turn in, either attend our early check-in on October 17th, 18th or 19th, or mail them to

ACT
Attn: Karen Hubby
13th Annual Strays Tailgate Party for Pets
502 N. Gilchrist Ave
Tampa, FL 33606

9. **Can I raise money offline (checks and cash) if I sign up online?** Absolutely! Every participant may choose their preferred fundraising format. Our most successful fundraisers raise funds both online and offline. You can record your offline contributions in your online fundraising dashboard, or hold onto them until early check-in at ACT on October 17th, 18th and 19th or bring them with you the day of Walk registration. There is a donation form available at www.strideforstrays.org. See Question 6 above for instructions on how to update your online totals with by the amount of a check you have just received.
10. **Where can I get a donation collection form for my offline donations?** We will provide a donation collection form upon request, but make sure you want one. It doesn't add to your totals for premium levels unless you have returned it by Saturday, Oct 19th at 2pm. See FAQ #6 above for adding check donations to your offline totals, which updates your totals immediately.
11. **Can I get receipts from ACT so I can give them to my donors who request them?** Receipts (if requested) will be sent from the accounting department. All donors who contribute by credit card or check will receive a statement of thanks from ACT. This gratitude includes their donation information and acts as a receipt. If you receive cash donations, please be sure to include the donor's first and last name and full mailing address so we can mail them their receipt.

Questions about teams

12. **How many people are required to make up a team?** A team consists of two or more walkers. Forming a team is the fastest way to raise money-and it's the most fun! It also provides a chance for employees to gather outside of the workplace with their families, friends, co-workers and clients while making a valuable contribution to their community.
13. **Are there perks for forming a team?** Absolutely! Team members will enjoy these exclusive perks by being part of a team with six or more people:

Each team member will be entered into a drawing to win a weekend get-away! (prize subject to change)

Express Check-In at the event

Receive recognition for your hard work. All teams are eligible for these awards:

- Top Dogs (the top three teams that raises the most money)
- Largest Canine Crew (the team with the most registered team members)
- Spirit Award (the team that displays the most enthusiasm on event day)
- Runner Up Teams will be recognized with an authentic Stride Certificate!

14. Where do teams check-in on Walk Day? Team members can check in individually-- you do not need to check in as a team. The walker check in area will be clearly marked. Your team should pick a destination place at the event to meet up as a group so that you can all walk together. You can attend our early check-in on October 17th, 18th & 19th at ACT, to drop off your offline donations and pick up your commemorative walk t-shirt and prizes that you qualify for. See the hours we'll be open for you above on question 2.

15. How are incentive prizes distributed to me if I'm part of a team? Avoid event-day lines and pick up your incentive prizes at our early check-in on October 17th, 18th and 19th at ACT (see hours, question #2 above). Or, if you prefer, you can pick up your prizes at the registration tent the morning of the walk when you check-in. Prizes are distributed based upon individual fundraising accomplishments regardless of team affiliation.

Questions about donations and check in:

16. How does ACT utilize the contributions received from Stride for Strays 3K Pet Walk? ACT is a local, grassroots animal charity; we do not receive any federal or state funding or any funding from national animal organizations like the AACT. **One-hundred percent of the money raised goes directly to the medical care of dogs and cats of income limited families in our community.** ACT cares for more than 10,000 animals each year. You can dramatically impact the lives of thousands of animals by helping us be the community leader in animal advocacy.

17. Is my online information secure? Absolutely. We use industry-standard SSL encryption techniques to make sure that your credit card information, passwords, and personal information travel securely over the Internet. We have also installed an encryption engine on our database server so that your data is securely stored. We DO NOT share your name or information with third parties, ever.

18. How can I check in before Walk day? Checking in early means you can enjoy all the festivities without interruption. Early check-in occurs on October 17th, 18th and 19th at the ACT Clinic. See question # 2 above for all the details.

19. What do I need to bring with me to check in? Bring all offline donations and a print out of your online fundraising total. That's it!

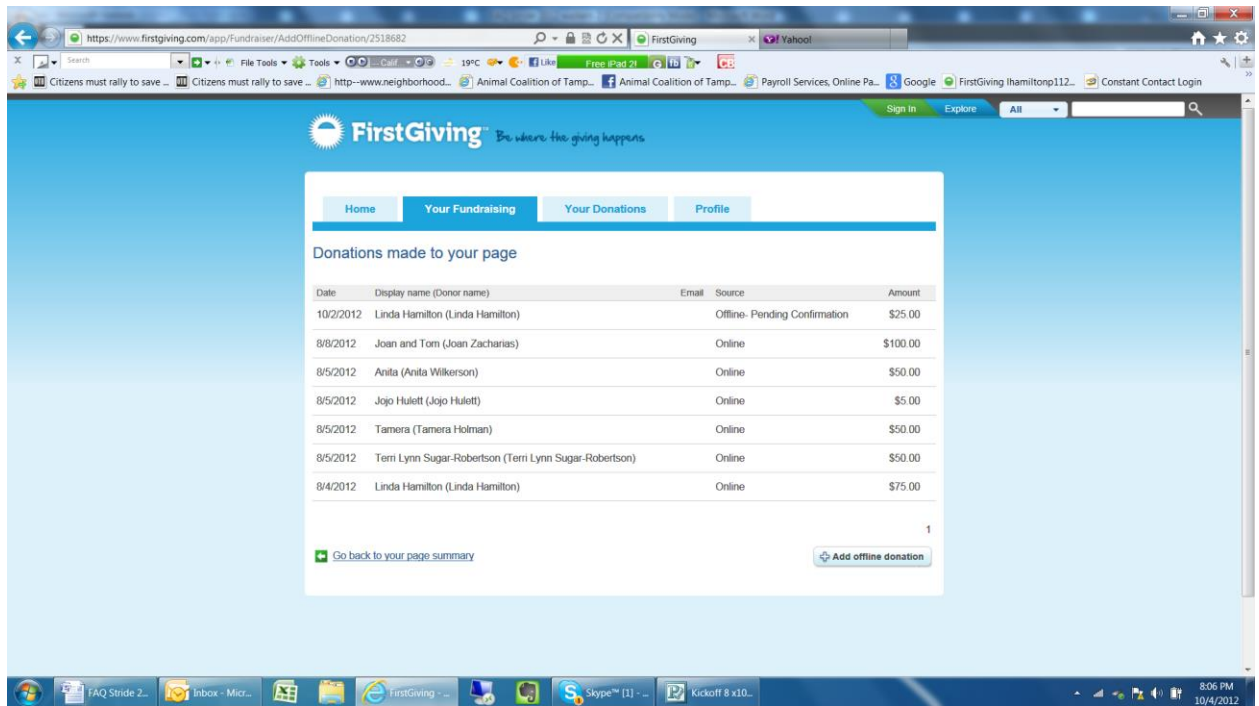
20. What do I need to bring with me to the Walk?

a. If you checked in at the ACT Clinic on October 17th, 18th or 19th;

- i. Wear your Event and Entertainment Wristband you received at Check In
- ii. Wear your Stride t-shirt (optional if you have a company shirt!)

b. If you have not yet checked in;

- i. A print out of your online "See Who's Donated" Level Page under the "Your Fundraising" tab. It will look like this:



- Any matching gift forms.
- Cash and check donations that are in the pending column or not listed at all.
- Personal cash. We will have beer and several food and merchandise vendors at the Walk from whom you may purchase goodies for you and your pet! Some vendors will process credit cards, but many will not so you may want to bring cash. We also offer free water for pets and all vendors have doggie bags to help you keep the grounds clean.
- For information on how to get into your Fundraising Dashboard, see question 6.

Questions about Participation:

19. Who Can Participate in the Walk? You must be registered and have a Registration Wristband (or child with guardian) to join the 3K Pet Walk. Walk route is wheelchair accessible and Walk Day activities include something for all ages! Last year more than 3,000 people and double that number in pets attended the Walk. This year, because the event is at Raymond James Stadium and we have significantly more media coverage, we are expecting between 5,000-7,000 pet lovers.

20. Is There a Fee to Participate in the walk? Yes, there is a \$25 pre-registration or \$30 day of fee per walker to participate in the 3K Pet Walk and participate in the event festivities. This fee includes your commemorative T-shirt, entertainment wristband and will help cover the costs associated with putting on such a fabulous event, including your automated online fundraising interface and dashboard. Pre-registration can be done easily online at www.strideforstrays.org.

21. Do I have to register online? No, but you are encouraged to do so at www.strideforstrays.org. You can also request a registration form (Available August 1st, 2013) and mail it along with your \$25 walker registration fee to ACT: Att: Karen Hubby, Stride for Strays at 502 N Gilchrist Ave, Tampa, FL 33606. Or you can register at the event for \$30.

22. Do I need to register the pets I am bringing to the Walk? No. Only humans need to register. Owning or bringing a pet is not required, you can walk in honor or in memory of a beloved pet! Everyone is welcome at the Stride. Many attendees either do not own pets or have pets that stay home.

23. I don't have a dog, can I bring my cat? Not recommended. Once we had a Walker bring a cat, but the cat wasn't very happy spending the morning outdoors in a carrier. Your kitty would rather stay home, but you'll Walk in his or her honor. Besides, it leaves your hands free to pet everyone else's pooch!

24. How far is the Walk? Do I need to walk the entire distance? The walk is approximately 2 miles. It kicks off at the Raymond James event site (Lot 2 on the MLK side of the stadium) and winds around the a circular path adjacent to the stadium and just to the South of the event site. You do not need to walk the entire distance and may turn around at any time.

25. What vaccinations does my pet need to attend the Walk? While we don't require you to bring proof of vaccinations, we do request you be current with rabies, distemper/parvo and bordetella. No dogs in heat, or unvaccinated puppies, please.

26. Can I drop my child off to do the Walk with our dog? No. All children must be under direct adult supervision at all times at the Walk and on the event grounds.

27. What if it rains? The Walk goes on rain or shine - and no matter the weather we'll have a great time!

28. Where should I park at Raymond James Stadium? You will enter Lot 2 through entrance E4 off of Himes avenue (just before MLK). For a map of the stadium parking areas, visit: <http://goo.gl/dsC38J>

WE STRIDE BECAUSE THEY NEED US! CAN'T WAIT TO SEE YOU THERE!