



Calgary
Humane
Society

25th Anniversary

DOG JOG

2026 Dog Jog Participant Fundraising Toolkit

Sponsored by



Team Captains

As a Team Captain, you play a key role in rallying your team, keeping everyone motivated, and sharing important updates. Your teammates will look to you for encouragement and maybe even a few fundraising tips. Don't worry, we're here to help!

1. Set a Goal & Make it Achievable

Kick things off by setting a team fundraising goal. A great starting point is \$1,500 but choose a target that keeps your team energized and engaged. Encourage each teammate to set individual goals that contribute to the overall team success!

2. Share the Perks of Fundraising!

Did you know? When participants raise \$150 (adults) or \$75 (youth), they'll earn an exclusive CHS Dog Bandana! A stylish way to showcase your support while helping pets find loving homes.

3. Grow Your Team

The more, the merrier! A bigger team means reaching your goal faster. Think about friends, family, coworkers, and fellow animal lovers who might want to join. Keep a running list of potential teammates and encourage those already on board to invite others too!

4. Add pictures of your cutest furry friends!

Nothing inspires support like adorable pet photos! Add pictures of your cutest four-legged friends to your team page and social media to spread the word and bring in more donations. Remember to tag @calgaryhumane on Instagram, X/Twitter, and TikTok and @calgaryhumanesociety on Facebook and LinkedIn.

Let's make a difference together!

Your Team

When building your team, think big! The more teammates you have, the easier (and more fun!) fundraising will be. Here are some great places to start:

Work Friends or Colleagues

Your co-workers and clients might be excited to join your team! Plus, your company could even consider sponsoring your team or organizing a volunteer day once they see your dedication. It's a great way to rally support while building team spirit!

Neighbours

That friendly neighbor who always smiles at your pup through the window? The one who appreciates your dog's "neighborhood watch" skills? Invite them to join your team as a thank-you for their support of your four-legged protector!

Dog Park Friends

You see them every week, maybe even every day but can never quite remember their names (even though you know their dog's name by heart). Dog Jog is the perfect excuse to finally connect! Get them on your team and take your dog park friendship to the next level with this fun, meaningful 'field trip'.

Friends, Family & More!

Your pet-friendly gym buddies, the owner of your favorite local pet store, doggy daycare pals, the list of potential teammates is endless!

Start reaching out and let's build an incredible team together!

How to Fundraise

Fundraising for the Calgary Humane Society Dog Jog is simple — and seriously impactful!

Ready to get started? Just follow the easy steps below and watch the donations roll in!

1. Set Up Your Fundraising Page

This is where donors will go online to donate to your team. You will have a "giving thermometer" to track progress towards your goal, to encourage your donors to take part in your impact. Make sure to personalize your page with a picture of you and your favorite dog and write a short welcome message to explain why you think animals deserve support.

2. Write Your Fundraising Email

This is your chance to ask. Tell a story, share a few words that make it personal, and give your community the opportunity to have a lasting impact. Keep it clear and short and most importantly, don't forget to include the link to your [personal fundraising page](#) so your team gets the well-deserved credit! (Email template below)

3. Email Each Donor Personally

A personal touch makes all the difference! Mass emails can easily end up in spam folders. Taking the time to personalize each message can make a big impact! When your friends and family see that you reached out thoughtfully, they'll know you truly care — and that makes them far more likely to support you.

4. Spread the Word - Everywhere!

Social media makes it easier than ever to rally support — so let's get loud about your goal!

- Post on social media – Share updates, progress, and cute pet photos to inspire donations. Be sure to tag @calgaryhumane on Instagram, X/Twitter, and TikTok and @calgaryhumanesociety on Facebook and LinkedIn.
- Send an email – A quick, heartfelt message to friends, family, and coworkers can make a big impact (and we'll even help you get started with a template below!).
- Mention it at lunch or dinner – A simple conversation can turn into meaningful support.
- Add it to your email signature – a friendly reminder in every message you send.
- Create a countdown – As event day approaches, build excitement with progress updates and reminders.
- The more people you reach, the greater the impact you'll make — so start sharing today!

5. Say Thank You!

Showing appreciation to your donors is one of the smartest ways to boost future fundraising. These supporters were thrilled to back your walk, so make sure they know how much it meant! A quick thank-you goes a long way in building lasting connections — and sets you up for even more success next time.

Email Template

Hi _____,

I hope this message finds you well! I'm excited to share that I'll be participating in the Calgary Humane Society Dog Jog this year, and I'm reaching out to ask for your support.

As many of you know, I have a deep love for animals and a strong belief in the incredible work that Calgary Humane Society does for our furry friends. This event is not just a walk; it's an opportunity to make a real impact on the lives of animals in need.

I've set a fundraising goal of \$_____ and I would be incredibly grateful for any contribution you can make towards that goal. Every dollar counts and brings us one step closer to preventing animal cruelty. You can donate directly through my fundraising page here: _____.

Remember, a little goes a long way:

- \$10 can feed a dog for a day
- \$30 provides a full day of basic care for a dog
- \$150 funds a body-worn camera for an entire month, a vital tool for documenting and investigating animal welfare cases
- \$500 enables a forensic diagnostic test to uncover evidence and support justice for a victim of animal cruelty.

Join me! If you're in the area, I'd love for you to join me on the walk. It's going to be a fund day filled with wagging tails and lots of smiles. Plus, it's a great way to get some exercise and enjoy the outdoors.

Thank you so much for supporting my fundraising efforts. Together, we can make a difference!

Your friend,

(Include the fundraising link again here, in case they forgot about it up above!)



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