



***FOR PACKS: Sample Flyer for Employees-***  
*Display at workplace or stuff with Payroll Checks*  
*(Please [contact us](#) to receive this document via e-mail)*

**Join US (insert company/organization) and the Animal Shelter Inc. of Sterling  
as we participate in the 1st Annual Whisker Walk**

**Sunday June 8<sup>th</sup> 2008 - Lancaster Fairgrounds in Lancaster, MA**

**LET'S GET STARTED!!!**

- 1. Sign Up!** Fill out the pre-registration form in the enclosed walk brochure and give it to the "ABC Company" Pack Leader today! Your friends, family members, and neighbors are also invited to be part of the "ABC Company" Pack. Please ask them to complete a pre-registration form as well and be sure they indicate "ABC Company's" Pack name!
- 2. Raise Money!** Tell your family, friends and neighbors about the walk and ask them to sponsor you by making a contribution to the Animal Shelter Inc. of Sterling. Strive to raise at least \$250 in pledges to help the "ABC Company" Pack reach it's goal of raising \$XX,XXX in support of the thousands of homeless dogs, cats, kittens and puppies whom the Animal Shelter Inc. of Sterling needs to find loving homes for each year. Don't delay – start collecting pledges today!
- 3. Create Your Own Free Web Page!** You can create your own personal web page, in which you can email to all of your friends, family and anyone else you may have an email address for to solicit their support. It's easy, only takes a few minutes, and it's a great way to help increase your fundraising dollars! Visit [www.firstgiving.com/sterlinganimalshelter](http://www.firstgiving.com/sterlinganimalshelter) for more info and to start your own web page!
- 4. Walk!** Have a great time at the walk with your four-legged friend and the "ABC Company" Pack and enjoy a day filled with entertainment, fun and food for walkers of all ages.
- 5. Feel Proud!** After the walk, feel the pride and satisfaction that comes from knowing you were part of an effort to raise thousands of dollars to help the animals!

**Contact the "ABC Company"  
Pack Leader Today For More Information!  
(Pack Leader name and contact info)**

*FOR PACKS - Sample Kick-off Flyer  
To All Employees*

*[Contact Animal Shelter Inc.](#) to receive this flyer via e-mail*

**Learn more about how you can Help the animals!  
Join (insert your Company/Group Name Here)  
& the Animal Shelter Inc. of Sterling, MA**

**As we**

**Kick Off the  
Whisker Walk**

**Sunday June 8<sup>th</sup> 2008  
Lancaster Fairground, Lancaster, MA**

**Let's Get Started!**

*Contact the following (insert Company Name) Pack Leader for more information*

2008



*(Pack Leader name and phone number or extensions listed)*



**FOR PACKS – SAMPLE FUNDRAISING LETTER**  
Contact [Animal Shelter Inc.](#) to receive this flyer via e-mail

Note to all Pack Leaders and walkers: Send or e-mail this letter to associates, friends, family members, pet lovers and everyone on your holiday list.

Date

Name

Address

City, State Zip Code

Dear (insert name);

On Sunday June 8<sup>th</sup> 2008 I will be walking with the (PACK NAME) Pack in the Animal Shelter Inc of Sterling's 1<sup>st</sup> Annual Whisker Walk at the Lancaster Fairground, Lancaster, MA – home of the Bolton Fair. Our pack has set a goal to raise (\$ insert your pack goal) and I am hoping you will join us by doing one of the following:

**Take A Leadership Role:** Form your own pack. Simply designate a Pack Leader, set a goal, recruit walkers, collect pledges, and then join us on June 8<sup>th</sup>.

**Make a Corporate Contribution:** Support our Pack by writing a check payable to the Animal Shelter Inc. and mail it to me at (insert address to mail to)

**Walk With Me In My Pack:** Collect pledges, get a T-shirt, come share in the camaraderie, and feel great in knowing that you helped find new, loving homes for the many furry friends at the Sterling Shelter.

**Donate a raffle/auction item** for pets or people! No items/services or products to large or small , the shelter can provide you a tax-deductible receipt for your donation!

### **Whisker Walk Mission**

The primary purpose of the Whisker Walk is to raise money for the Animal Shelter Inc of Sterling's pets and programs and a public relations campaign to encourage the general public to adopt a homeless pet from a shelter and to demonstrate the wonderful dogs and puppies that shelters have for adoption.

Caring for over 3,000 homeless, neglected and abandoned animals each year is an expensive endeavor and their shelter and programs are growing yearly, as is the demand their rescue and animal sheltering services. Since the shelter IS NOT funded by the city/state or government every penny really counts! *Their shelter counts on events such as this to help continue their mission to help the animals of our community and beyond.*

I sincerely hope that you will join me and help us reach our goal and if you would like to form your own pack, please contact the shelter organizers Leigh Grady or Melissa Snitzer at 978-422-8585 or [staff@sterlingshelter.org](mailto:staff@sterlingshelter.org).

Sincerely, (Your Name)



**FOR PACKS - SAMPLE SPONSOR LETTER**

Note to all Pack Leaders and walkers: Send or e-mail this letter to associates, friends, family members, and everyone on your holiday list.

Date

Name

Title

Company

Address

City, State Zip Code

Dear XX;

On Sunday June 8<sup>th</sup> 2008 employees and family members will be walking together as a pack in the 1<sup>st</sup> Annual Whisker Walk benefiting the Animal Shelter Inc of Sterling.

I will be walking as a member of the (pack name) team, and my personal fundraising goal is \$\_\_\_\_\_ (our goal is for each walker to raise a minimum of \$150). I would appreciate any support that you could give me for this very worthwhile cause.

With your kind support, the Animal Shelter Inc. of Sterling will continue its mission - *to provide shelter, aid and responsible adoptions to animals entrusted in their care, and educate the community about respect and kindness to all animals.*

If you would like to join us in supporting this outstanding event, you can mail your check to my attention. Checks should be made payable to Animal Shelter Inc of Sterling, which is a private, non-profit organization. Also your donation is tax deductible and receipts can be provided.

Thank you for considering this request for your support. If you have any questions about the Whisker Walk, or the work of the Animal Shelter Inc. of Sterling, please do not hesitate to call me or the shelter at 978-422-8585.

Sincerely,

(Your Name)

**Did YOU know - If you help Us Raise:**

- \$100 Will have paid for 2 cats or 1 Dog to be neutered
- \$500 Will have paid for one week of Heartworm tests for the dogs in our care
- \$750 Will have treated ONE Heartworm + pet that would otherwise be euthanized
- \$1000 Will have paid to Leukemia/FIV test all our shelter cats for ONE MONTH
- \$2500 Will have paid to run the shelter for one whole day!
- \$7500 Will have protected all the shelter pets from RABIES for ONE YEAR.



FOR INDIVIDUAL WALKERS - SAMPLE SPONSOR LETTER

Note to all Pack Leaders and walkers: Send or e-mail this letter to associates, friends, family members, co-workers and pet lovers and everyone on your holiday list.

Date

Name

Title

Company

Address

City, State Zip Code

Dear XX;

On Sunday June 8<sup>th</sup> 2008 I will be walking together with hundreds of other animal lovers in the 1<sup>st</sup> Annual Whisker Walk benefiting the Animal Shelter Inc. of Sterling, MA. My personal fundraising goal is \$\_\_\_\_\_ (the average goal is for each walker to raise a minimum of \$150). I would appreciate any support that you could give me for this very worthwhile cause.

**Whisker Walk Mission**

The primary purpose of the Whisker Walk is to raise money for the Animal Shelter Inc of Sterling's pets and programs and a public relations campaign to encourage the general public to adopt a homeless pet from a shelter and to demonstrate the wonderful dogs and puppies that shelters have for adoption.

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I sincerely hope that you will join me and help us reach our goal and if you would like to form your own pack, please contact the shelter organizers Leigh Grady or Melissa Snitzer at 978-422-8585 or [staff@sterlingshelter.org](mailto:staff@sterlingshelter.org).

With your support, the ASI will continue its mission - *to provide shelter, aid and responsible adoptions to animals entrusted in their care, and educate the community about respect and kindness to all animals.*

Enclosed you will find a copy of my Whisker Walk sponsor sheet. If you would like to join us in supporting this outstanding event, please add your name to this sponsor sheet and return it to me by (deadline date). Checks should be made payable to Animal Shelter Inc. of Sterling MA - which is a private, non-profit organization. Also, your donation is tax deductible. Thank you for considering this request for your support. If you have any questions about the Whisker Walk, or the work of the shelter, please do not hesitate to call me or the shelter at 978-422-8585 or visit their site [www.sterlingshelter.org](http://www.sterlingshelter.org).

Sincerely,

(Your Name) (Be sure to include Official Pledge Sheet or a link to your online custom personal fundraising webpage [www.firstgiving.com/sterlinganimalshelter](http://www.firstgiving.com/sterlinganimalshelter)