



202 Tails of Help - Clinics Fundraiser

“202 Tails of Help” in-clinic fundraising campaign

Who is Tails of Help?

Tails of Help is a volunteer driven registered charity focused on helping Albertans in need. Approved by the Alberta Veterinary Medical Association, we help fund essential veterinary care for ill or injured pets of qualified owners experiencing financial hardship.

Our goal is to help keep pets healthy and with their loving families.

Who have we helped?

Since we began accepting applications in November 2013, Tails of Help has assisted over 500 Alberta families in their time of need. Thank you to our generous donors and the veterinary community, Tails of Help have contributed over \$300,000 in aid for pets needing veterinary treatment for a wide variety of illnesses and injuries, including dental diseases, ruptured ligaments, fractures, tumors, anemia, diabetes, and many others.

How can I help?

We are looking for Alberta veterinary clinics to participate in our in-clinic fundraising campaign. Attached is an outline for our in-clinic fundraising plan: “202 Tails of Help”.

By participating in our in-clinic fundraiser you will be helping to increase awareness and public support of Tails of Help, and demonstrating your support for lower income pet owners.

That sounds like fun! How do I get involved?

You can email us for information here: info@tailsofhelp.ca . Please contact Tails of Help with any questions about our program.

You can also contact our Executive Director, Mark Patrick, here: mark.patrick@tailsofhelp.ca

Are there other ways that I can help?

We are looking for **veterinary team members** from all regions of Alberta to help with ongoing fundraising efforts and to help spread the word. Contact us if you are interested in volunteering for Tails of Help. (email info@tailsofhelp.ca)



Tails of Help In-Clinic Fundraising Campaign

This is a fun and easy fundraising campaign that was originally started at the Coach Hill Veterinary Clinic in Calgary, by Jenna Hall (now at Springbank Pet Hospital). They were able to raise over \$500 for Tails of Help from this event, and over \$1000 total including additional money raised from two "Trims for Tails" events that Jenna also organized!



Step 1: Order the “202 Tails” kit from Tails of Help (email info@tailsofhelp.ca) or you can download a kit from our website at www.tailsofhelp.ca/202tails to print in your own office (available now).

Step 2: Place the Tails of Help poster in a high visibility area like the lobby. Add the 101 target number on the poster until your clinic reaches that target. Then change to the 202 target number, and the 303 target number if your clinic keeps adding that many Tails!



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Step 3: Promote the fundraiser through your clinic's Facebook page, Twitter account, website or newsletter.

Step 4: Ask your clients to purchase the "202 Tails" for \$2 each, or 3 for \$5, or 15 for \$20. These amounts can reward clients for higher donations, and can help reduce the need for making change. Clients can elect to write their name (or their pet's name) on the tail.

Step 5: If you would like to offer a prize draw for clinic visitors during the "202 Tails" event, prepare a gift basket with such things as pet treats, grooming equipment, pet toys etc. Clinics can create "gift cards" or client credits for clients to use at their clinics or offer a "Free Nail Trim" certificate or things like that! These items can be bundled together to make 1 or 2 (or more) prize dog baskets or cat baskets. And Tails of Help can provide 1 Tails of Help t-shirt for every 101 Tails sold by the clinic.

Step 6: Print off as many Tails as you need, and print more when you run low. Write numbers on the Tails when you print them, so it is easy to keep track of how many you have sold. You can provide updates on Twitter or Facebook. Clients can write their names on the Tails, and you can add their client number for contacting them later, or non-clients can write their phone number on the back of the Tails. To do a prize draw, tally up your final count of Tails sold, then draw random numbers from 1 to "202" (use your exact number of Tails sold). Or if you prefer, you can email to us (info@tailsofhelp.ca) your final count of tails sold and we will draw a random number for you to choose your winning tail.

We recommend:

- That you run the fundraiser for four weeks or more, and putting your poster and your first sold Tails up on walls in the most visible locations in your clinic.
- If your clinic staff want to start the ball rolling by purchasing the first Tails, that is a great help! The more Tails that are on display during the event, the more your clients will be drawn to ask about them.
- The benefit of running the event for several weeks is that often staff members are uncomfortable asking clients for money or find it difficult to integrate it into conversation. This is when having a large number of tails displayed is a big help because it prompts the clients to ask the staff about it rather than the other way around.
- When the event is over, you can post congratulations to any prize winners on Facebook or Twitter, and thank everyone who participated.
- We recommend leaving the poster and tails in place for an additional two weeks to celebrate your success and contributions for Tails of Help.
- **Invite other clinics** to share their fundraising efforts on social media for added exposure and reach.



QUESTIONS?

How can clinics take donation payments for selling “202 Tails” to staff, clients and visitors?

- **Cash donations:** You can easily collect these in an envelope at the reception or office area of the clinic.
- **Cheques:** You can also collect these in an envelope at the reception or office area of the clinic.
- **Credit Cards (Option 1):** Some clinics choose to allow their clients to add the Tails payment to their veterinary bill, use their regular process for credit card payment, then just keep a list of these payments and later write a cheque to Tails of Help for the total.
- **Credit Cards (Option 2):** You can quickly and easily enter a credit card payment using the Tails of Help website Canada Helps payment page as follows:
 - Go to our web page at <http://tailsofhelp.ca/give/> and click the DONATE button.
 - On the Canada Helps payment page, click the button marked OTHER
 - Enter the amount of the credit card payment
 - for Message type “202 Tails fundraiser – ” and your clinic name
 - Enter the credit card and the cardholder information in the spaces provided, including their email address for the credit card receipt to be sent automatically.
 - Click the button at bottom to “Complete Donation Now”
- **Receipts:** You can get a low cost receipt book from office supply stores if you want to provide immediate receipts for cash or cheque payments. Tails of Help sends out receipts later for any individual cheques over \$15, and for all credit card payments made on our web page.

How can clinics send the collected donations to Tails of Help?

- **Cash donations:** collect cash from the event & record the total amount
- **DO NOT SEND CASH BY MAIL:** keep it and instead write out a personal or clinic cheque in the same amount and make it payable to “Tails of Help”
- **Put this and any other cheques into an envelope** to send to Tails of Help
- **Enclose a note:** giving date, clinic name, staff contact number, signature and amount, and saying that the donations are for the “202 Tails” fundraiser event
- **Send by mail to:**
 - Tails of Help Suite 1260 -5328 Calgary Trail NW,
 - Edmonton, Alberta, T6H 4J8
- **PLEASE — DO NOT MAIL CASH!**

If your clinic is interested in helping with an in-clinic fundraiser, please contact:

info@tailsofhelp.ca