

## Dollars for Dogs

### It's as easy as 1...2...3!

Greetings, Lions:

Thank you for participating in our Dollars for Dogs, a non-event fund raiser!

- 1) **Contact a local business** and ask if they would like to be a part of a Lions and Leader Dog community project. Explain Lions and Leader Dog have been partners for over 80 years together serving people blind and visually impaired in your community and across the country.
- 2) **Give them a "kit"**. Your club will give each participating business a fundraising packet and a bundle of "dog tags". In the kit are a cover letter (fill out the top Lions' portion first!), check out/register signs and a remit slip with envelope.
- 3) **Reach \$500 and symbolically sponsor a future Leader Dog puppy!** If the business raises \$500, they and your club may symbolically sponsor a future Leader Dog puppy! The puppy sponsorship information and a class poster are enclosed.

No matter your goal, the business *and your club* will receive recognition for your donation.

This is a great way to engage employees, customers and Lions to further the mission of Leader Dog and Lions!

Remember to check in with the businesses to see how they are doing. We recommend running the promotion for at least a month. Share on your club's social media and website and give updates. Celebrate the businesses that reach milestones and have fun with it!

Questions? Need more kits? Contact the Lions team at 888-777-5332 or order online at [LeaderDog.org/resources](http://LeaderDog.org/resources). The kits, like our programs, are free of charge.

Together we serve,

Lion Beth Slade

Director of Philanthropy for Lions Engagement

## Frequently Asked Questions

### How many “kits” do I need?

Unless you have already contacted the businesses, we recommend no more than 5 kits (one for each business). A “kit” contains one envelope and bag of “dog tags” per business.



### What’s a “dog tag”?

A printed slip with \$1, \$5 and \$20 denominations. They are shaped like a Leader Dog dog tag. Businesses ask their customers for a donation to purchase. The donor can add their name or a note then post in the business.



### Do we need to return the signed dog tags?

No need to return them but we’d love a picture of the business displaying them! Ask them to share on their social media and that of your club.

### How do we get started?

We recommend having one or two Lions keep track of where the kits are going and who will follow up. Contact businesses you may already know or would like to meet and ask if they would help with our non-event fund raiser. Deliver a “kit” (one envelope and one bag of dog tags). Record who your contact is at the business.

**Fill in your club’s contact information on the cover letter of each kit so your club gets recognition!** If they raise \$500+, your club and that business can turn that into a symbolic puppy sponsorship! The information is in the kit.

Once goal is reached (or beyond!), ask the business to remit the donation total to Leader Dog with the completed remit slip and envelope provided in the kit.

*Fill in your club’s contact information before giving to the participating business!*