



FAQs

Kickoff for Canines Campaign Teams

Are you ready to make a difference? Sign up to participate in the [Kickoff for Canines Fundraising Campaign](#) to ensure research to help our canine companions live longer, healthier lives continues into the future. Whether you are a business, organization, club, group, or an individual, you can set up a team (or join someone else's team) and raise funds to help future generations of dogs!

What will donations be used for?

Donations support scientific initiatives, like the Dog Aging Project, that will help scientists better understand health and aging in canine companions and provide insight into ways we can improve their healthspan and lifespan. In addition, what we learn from canine studies will also benefit our understanding of human health and aging. A win for everyone!

How do I sign up to participate in the Kickoff for Canines Campaign?

Go to the [Kickoff for Canines Fundraising Home Page](#) and set up your own team or join another team.

- Select "start a team"
- Select "create a page" and then create your own team. You may also join another team if your company or organization has one set up. People can still credit their donation to you if you are a member of a team.
- Select a team name - it's a good idea to make your name identifiable to friends and family who will want to give you credit for their donations.
- Set a fundraising goal - Aim high! Every dollar counts and helps. The Kickoff will be held until the end of the year, but don't want to start since you want to make sure you have time to spread the word.
- Add your story about why you support the Dog Aging Institute. You can also add photos of yourself, the dog who has inspired you to participate, a company or group logo if you are part of a larger organization, or any image that expresses your reason for participating.

Are there resources to help me get started?

Use the [Participant Guide](#) to help you get started, and find downloadable resources on the campaign page (see below).

How do I let people know I am raising money for the Dog Aging Institute?

- After you set up your fundraising team page and save it, go to your individual team page (make sure your name is in the URL) and select your name under team members. Select the “share fundraiser” button. .
- Share your fundraiser with friends, family, colleagues, friends at the dog park, and anyone who cares about dogs!
- Post on social media, and send emails and texts to let everyone know.
- Raise money in celebration of your birthday, in honor of your canine companion, or for any reason, or no other reason than you care about dogs!

What resources are available to help me with my team fundraising?

- Check out our resources to find downloadable flyers, social media posts, email templates, and more to make it easy to share. Personalize your communications with your story and the reasons you support the Dog Aging Institute.
- If you are a company team, contact Betsy@DogAgingInstitute.org to get a personalized small poster, flyer, and social media post with your company logo.

Are there any activities during the Kickoff event?

Yes, there will be contests with prizes, an opportunity to support the event by purchasing a t-shirt, and more! Make sure you watch for the Institute emails to know what’s going on.

When does the Kickoff end?

We will be holding the Kickoff fundraiser, along with contests and additional activities throughout the Fall and will announce winners and award final prizes after December 31, 2024.

What if I have any questions during the Kickoff?

Email Betsy@DogAgingInstitute.org. We want you to have fun while helping us increase awareness about our organization and raise funds to support this great work!