



## Kickoff for Canines Campaign Participant Guide

### Join us in supporting The Dog Aging Institute

Are you ready to make a difference? Sign up to participate in the [Kickoff for Canines fundraiser 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) to help raise money to benefit future generations of dogs!

Donations support important scientific initiatives, like the [Dog Aging Project](#). These studies will help scientists better understand health changes and aging in dogs and gain insight into what we can do to improve their healthspan and lifespan. In addition, lessons learned from canine studies will benefit our understanding of human health and aging. ***A win for everyone!***

### Sign up to participate in the Kickoff for Canines Campaign

- **Set up a fundraising team on the [Kickoff for Canines Fundraising Campaign](#) page.**
  - 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.
  - Create a team name - it's a good idea to make your name identifiable to friends and family who 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 wait to start fundraising 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.
- **Spread the Word:**
  - After you set up your team 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 the team fundraiser link with friends, family, colleagues, neighbors, friends at the dog park, your dog sitter, groomer, and trainer, and anyone who cares about dogs!
- Post on your social media, and send emails and texts to announce your fundraiser.
- 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!
- **Check out our [resources on our campaign page](#)** to find flyers, social media posts, email templates, and more to make it easy to share your team page. Personalize your communications with your story and the reasons you support the Dog Aging Institute.
- **Win prizes and get on our leader announcement board!** While we know you care about raising funds to help out a great organization, we will be holding contests with prizes and giving shout outs on social media, the newsletter, and our website. Make sure you watch for the Institute emails to know what's going on.

## Tips for a successful campaign:

- Customize your fundraising page with a personal photo and tell your family and friends why you are choosing to support the Dog Aging Institute.
- Consider making the first donation yourself to show that you care about this issue.
- Make sure people know that no donation is too small, and it all goes to help further our understanding of canine health and aging so our canine friends are with us longer.
- Remember that the number one reason people don't give to fundraisers is because they weren't asked to donate. Make sure to ask everyone, and it's okay to send reminders.
- Send out a Thank you note to people who have donated, or post a thank you message to "everyone who has contributed" to your fundraiser on social media to help remind others that you are participating and they can also donate.
- Create special posts or emails asking people to donate in honor of your birthday, your dog's birthday, in honor or in memory of their dog, or in honor of a special dog holiday. Check out this [calendar](#) to find many dog holidays. October is pet wellness month, so a great message to use to encourage donations for your fundraiser. Check out our [resources](#) to find some social media templates for special occasions.

Have questions? Email [Donate@DogAgingInstitute.org](mailto:Donate@DogAgingInstitute.org)

**Ready to Make a Difference? [Start Your Fundraiser Today!](#)**