

# P<sup>AW</sup>WGUST

## SNIFF OUT YOUR PEERS ON SOCIAL

























Your guide to raising money on social media!



TIMELINE	IMAGE	COPY IDEAS	WHEN TO POST?
<b>When you sign up</b>	'Before' photo of you and your dog/s	<ul style="list-style-type: none"> <li>Tell people what you are doing</li> <li>Explain how challenging it will be – especially during winter</li> <li>Include a link to your PAWGUST page and encourage donations</li> </ul>	As soon as you register!
<b>Leading up to 1<sup>st</sup> August</b>	Share videos/photos of your dog doing something funny/naughty	<ul style="list-style-type: none"> <li>Ensure you encourage your friends to share images/videos back with you (ie. Share the most recent photo of your dog on your phone)</li> <li>Always include a reference and link back to your PAWGUST page</li> </ul>	Multiple posts in the lead up to 1 <sup>st</sup> August
<b>Wednesday 31<sup>st</sup> July</b>	Serious photo of your dog and/or photo of Guide Dog puppies	<ul style="list-style-type: none"> <li>Remind people you and your dog are starting this challenge tomorrow</li> <li>Remind people why you are supporting Guide Dogs</li> <li>Encourage a tax deductible donation and provide a link to your PAWGUST page</li> </ul>	Wednesday 31 <sup>st</sup> July in the early evening
<b>Throughout PAWGUST</b>	Share photos/videos of your daily adventures!	<ul style="list-style-type: none"> <li>Give everyone some daily tail wags by updating them on all your adventures!</li> <li>Share something interesting that happened on your walk</li> <li>Share some stats with people – ie. how long you've walked that week, how many paws stepped, how many kms completed</li> <li>Update everyone on how your fundraising is going!</li> </ul> <p>Always make sure you continue to ask people to sponsor your effURts by donating to your PAWGUST page – include a link!</p>	Multiple posts throughout the month of August – suggest 2–3 posts per week
<b>Monday 26<sup>th</sup> August</b>	Share some donation amounts or a PAWGUST story (available from your dashboard)	<ul style="list-style-type: none"> <li>Reminder to sponsor your effURts – 5 more days to go</li> <li>Share how you and your dog are feeling about this challenge</li> <li>Update everyone on how your fundraising is going and how much you need to reach your goal</li> <li>Give people some suggested donation amounts – look at your PAWGUST page for these and include a link</li> </ul>	Monday 26 <sup>th</sup> August in the early evening
<b>Friday 30<sup>th</sup> August</b>	'After' photos of you and your pooch	<ul style="list-style-type: none"> <li>Share some final results with everyone!</li> <li>How many paws stepped, total minutes walked, distance travelled</li> <li>Major challenges you encountered (ie. Worst weather day)</li> <li>Highlights of the challenge</li> <li>And of course, how much you have raised so far – include a link to donate as pages stay open until the end of September</li> </ul>	Friday 30 <sup>th</sup> August mid-morning or mid-afternoon
<b>Sunday 1<sup>st</sup> September</b>	Happy fun photo or video of you and your dog	<ul style="list-style-type: none"> <li>Publically thank each and every person who helped supPAWt you</li> <li>Tag friends in the comments or private message them</li> <li>Remind them your PAWGUST page will stay open until the end of September</li> </ul>	Sunday 1 <sup>st</sup> September in the evening

**Important note:** When sharing your PAWGUST page on Facebook you may be prompted to create a Facebook Fundraiser. Whilst we believe this is a great way to raise funds, unfortunately due to limitations out of our control, we are unable to link any Facebook Fundraisers with PAWGUST. Therefore any donations made through Facebook Fundraisers will not be attributed to your PAWGUST page.



TIMELINE	IMAGE	COPY IDEAS	WHEN TO POST?
<b>When you sign up</b>	'Before' photo of you and your dog/s	<p>  My dog &amp; I have just signed up for PAWGUST 2019!   We will be walking 30 minutes a day for 30 days during August – roughly 60kms across the month! Which is no small feat in the winter weather!   We are doing it to raise vital funds for Guide Dog puppies in training. Please supPAWT us and give today! Link in bio  <b>#PAWGUST2019 #GuideDogsAustralia</b>  <b>Link:</b> Put your PAWGUST page link in your bio         </p>	As soon as you register!
<b>Leading up to 1<sup>st</sup> August</b>	Share videos/photos of your dog doing something funny/naughty	<p>  See how excited my dog gets when he hears the word 'walkies'?!            Does your dog get like this too?   Look what my dog did when I got home today?! What's the naughtiest thing your dog has done?   Always finish posts with – We are getting prepped for PAWGUST 2019 for Guide Dogs Australia! We will be raising vital funds for pups in training and my dog and I will be walking 30mins a day for 30days! Please supPAWT us and give today. Link in bio  <b>#pawgustprep #PAWGUST2019 #GuideDogsAustralia</b>  <b>Link:</b> Put your PAWGUST page link in your bio         </p>	Multiple posts in the lead up to 1st August
<b>Wednesday 31<sup>st</sup> July</b>	Serious photo of your dog and/or photo of Guide Dog puppies	<p>  Pat your paws together PAWlease....here we go!   PAWGUST starts tomorrow!   We're doing this to raise funds for Guide Dogs &amp; support their puppies currently in training who will one day provide freedom &amp; confidence to a member of our community.   Please supPAWT us by giving today! Link in bio  <b>#pawgustready #PAWGUST2019 #GuideDogsAustralia</b>  <b>Link:</b> Put your PAWGUST page link in your bio         </p>	Wednesday 31st July, mid-morning.
<b>Throughout PAWGUST</b>	Share photos/videos of you and your dog on your daily adventures!	<p>  PUPdate! My dog &amp; I are having the best adventures this PAWGUST!   And we feel great knowing we are doing this to supPAWT Guide Dogs Australia!   My dog is loving the attention and today we saw some PAWsome things on our walk (<i>Note: Insert something interesting that happened</i>)   So far we've walked (<i>insert number here</i>) minutes, stepped (<i>insert number here</i>) paws and travelled (<i>insert number here</i>) kms   But, we still have a way to go and we still have more fundraising to do! Please supPAWT us by giving today! Link in bio  <b>#PAWGUST2019 #GuideDogsAustralia</b>  <b>Link:</b> Keep your PAWGUST page link in your bio throughout the whole month         </p>	Multiple posts throughout the month – suggest 2–3 posts / week <b>Extra note:</b> Post Instagram stories too!
<b>Monday 26<sup>th</sup> August</b>	Share some donation amounts or a PAWGUST story (available in your dashboard)	<p>  THIS IS IT! We are so close to finishing! 5 more days to go, can you believe it?!   We are dog tired, it's been a huge challenge but we are doing it for Guide Dog pups in training who will one day provide freedom and confidence to a member of our community   PAWlease will you supPAWT us and the puppies today? Use the link in my bio and give now  <b>#PAWGUST2019 #GuideDogsAustralia</b>  <b>Link:</b> Make sure your PAWGUST page is still in your bio         </p>	Monday 26th August in the early evening
<b>Friday 30<sup>th</sup> August</b>	"After" photos of you and your pooch	<p>  FURfriends, it's the final howl out for help! Get us over the finish line with our tails wagging!   PAWlease give now, we will give you big pats and you'll feel so great knowing you've supPAWted Guide Dog puppies in training. Link in bio  <b>#PAWGUST2019 #GuideDogsAustralia</b>  <b>Link:</b> Make sure your PAWGUST page is still in your bio         </p>	Friday 30th August mid-morning
<b>Sunday 1<sup>st</sup> September</b>	Happy fun photo or video of you and your dog.	<p>  A huge tail wagging, cheek licking, belly scratching THANK YOU for your supPAWT this PAWGUST!   We've walked (<i>insert number here</i>) minutes, stepped (<i>insert number here</i>) paws and travelled (<i>insert number here</i>) kms this PAWGUST and it's been PAWsome   Knowing we had your supPAWT really kept us going! Thank you from the bottom of our paws.   Our PAWGUST page is still open so if you haven't already, PAWlease give today! Link in bio  <b>#PAWGUST2019 #GuideDogsAustralia</b>  <b>Link:</b> Make sure your PAWGUST page is still in your bio         </p>	Sunday 1st September in the evening

TIMELINE	IMAGE	TWEET	WHEN TO POST?
<b>When you sign up</b>	"Before" photo of you and your dog/s.	I'm taking part in PAWGUST for Guide Dogs Australia & I need your help! This August my dog & I are walking 30 mins a day for 30 days, which is tough in winter! It's a big challenge but I'm doing it to raise funds for Guide Dog puppies. SupPAWt me today <i>(insert page link)</i> . <b>#PAWGUST2019 #GuideDogsAustralia</b>	As soon as you register!
<b>Leading up to 1<sup>st</sup> August</b>	Share a video of your dog doing something funny/naughty	My dog and I are doing PAWGUST this year! Here's the most recent video of us getting ready for the challenge! Tweet me back with the most recent video of your dog on your phone! Don't PAWget, I'm doing this to raise funds for Guide Dog puppies. Please supPAWt me today <i>(insert page link)</i> . <b>#PAWGUST2019 #GuideDogsAustralia</b> <b>Extra notes:</b> Throughout this time always ensure you encourage your friends to share images/videos back with you	Multiple tweets in the lead up to 1 <sup>st</sup> August. Friday's are great days and morning tweets are better
<b>Wednesday 31<sup>st</sup> July</b>	Serious photo of your dog and/or photo of Guide Dog puppies	Don't PAWget, my dog & I start the PAWGUST challenge TOMORROW! We're doing this to raise funds for Guide Dogs & support their puppies currently in training who will one day provide freedom & confidence to a member of our community. Please supPAWt me by giving today! <i>(insert page link)</i> . <b>#PAWGUST2019 #GuideDogsAustralia</b>	Wednesday 31 <sup>st</sup> July 2019 between 9am and 12noon
<b>Throughout PAWGUST</b>	Share photos/videos from your walking adventures!	DAILY TAILWAG! Today my dog & I walked in the pouring rain for PAWGUST 2019 & we're so glad we did! Not only cause we had fun but because we know we are supPAWting Guide Dog pups in training! Our PAWGUST page is looking PAWsome but we'd love some more supPAWt! PAWlease donate <i>(insert page link)</i> . <b>#PAWGUST2019 #GuideDogsAustralia</b> <b>Extra notes:</b> Throughout this time change up your tweets between positive walking days and tougher days. Share some stats ie. how long you've walked that week, how many paws stepped, how many kms you've done	Multiple posts throughout the month of August – suggest 2–3 posts per week
<b>Monday 26<sup>th</sup> August</b>	Share some donation amounts or a PAWGUST story (available from your dashboard)	Woof! We're so close to finishing PAWGUST 2019! 5 days to go! My dog & I are dog tired, it's been a challenge but we are doing it for Guide Dog pups in training who will one day provide freedom & confidence to a member of our community. PAWlease supPAWt us & the puppies, give now <i>(insert page link)</i> . <b>#PAWGUST2019 #GuideDogsAustralia</b>	Monday 26 <sup>th</sup> August between 9am and 12noon
<b>Friday 30<sup>th</sup> August</b>	'After' photos of you and your pooch	FURiends, it's the final howl out for help! Get us over the finish line with our tails wagging! We've walked <i>(insert number here)</i> minutes, stepped <i>(insert number here)</i> paws and travelled <i>(insert number here)</i> kms this PAWGUST and it's been PAWsome. But don't hang up your leads yet, PAWlease give now and supPAWt Guide Dogs <i>(insert page link)</i> . <b>#PAWGUST2019 #GuideDogsAustralia</b>	Friday 30 <sup>th</sup> August between 9am and 10am
<b>Sunday 1<sup>st</sup> September</b>	Happy fun photo or video of you and your dog.	A huge tail wagging, cheek licking, belly scratching THANK YOU for your supPAWt this PAWGUST! Knowing we had your supPAWt really kept us going! Thank you from the bottom of our paws. Our PAWGUST page is still open <i>(insert page link)</i> . <b>#PAWGUST2019 #GuideDogsAustralia</b> <b>Extra notes:</b> In the comments on your tweet make sure you tag all your friends who donated making sure you PAWsonally thank them for their donation	Sunday 1 <sup>st</sup> September between 9am and 12noon

