

P^{AW}WGUST

PREPAWATION PACK



YOU ARE PAWSOME!

Belly scratches all round! This August you and your pooch have committed to walking 30 minutes a day for 30 days. Together with your supPAWt, we can help raise funds for Guide Dog puppies in training.

MY HUMAN'S ACHIEVEMENTS

To your dog, you are by far the best thing since peanut butter....ok so maybe you vs. peanut butter isn't the best comparison (especially if you know Labradors!)

But.....now is the time to show everyone who donates to you that you are committed to this challenge by completing your 'My Humans Achievements' on your PAWsonal PAWGUST page.



Created a team



Added a profile picture



Told my story



Shared on social media



Increased fundraising target



Donated to myself



Fundraising goal reached



Registered



Logged my first walk

Each achievement will unlock as soon as you've completed the designated activity.





FUN-DRAISING IDEAS

HOW TO FETCH FOR DONATIONS FIRST OFF, FETCH FROM YOURSELF!

Get tails wagging by **donating to yourself** (if you haven't already!). This shows others (including your beloved pooch) how much you truly believe in what you are doing and that you are committed to the challenge. It also helps set the benchmark of future donations to your page. This is the first paw print you can make and is a really imPAWtant step!

SMELL OUT YOUR FURRIENDS ON SOCIAL

Alright time to bring out the big barks and get right up close and personal with that nose because your online networks are some of your most imPAWtant FURiends.

Follow our Social Media Plan provided in this pack for more details.



EMAIL IS MAN'S BEST FRIEND

You know about this one, we don't need to tell you how to do it but the best way to get started is to email. And we mean email, absolutely everyone! Send, send, send!

- Use our email templates – available in your online dashboard
- Don't be shy, ask your friends to email their friends
- Make it easy for them – include lots of links to your page
- Send them multiple emails – weekly is good because life gets busy so they need constant reminding!

DIGGING AROUND FOR MORE BARKING MAD STUFF?

- **In this pack** – Social Media Plan, Postcard stories to share, Calendar for your fridge and your PAWdometer!
- **In your online dashboard** – Soooooo much more stuff! Including email templates, photos and videos to share, posters and Facebook templates.



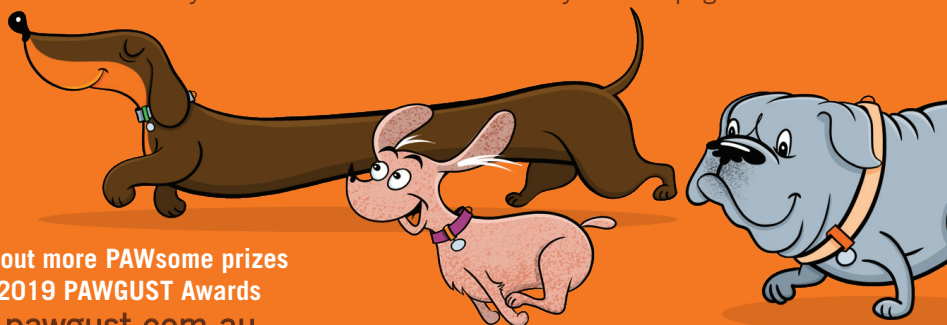
WHAT WILL YOUR PUP BE THIS PAWGUST?

Ask your supPAWters to help Your Pup's Achievements by asking for donations to achieve the following:

PAWsome Pup	Register by 15 July	PAWGUST PAWdometer	✓
Praised Pup	\$80	PAWGUST dog bandana	
Performing Pup	\$175	PAWGUST beanie	
Power Pup	\$290	PAWGUST dog water bowl	
Prestigious Pup	\$525	Personalised PAWGUST treat pouch	

HOW TO BANK YOUR FUNDS

Your PAWsonal PAWGUST page is the best place to bank your funds. Always use your unique URL when sending your FUN-draising page to people sponsoring you. If you collect cash, please bank these funds into your own account and you can make the transfer onto your own page.



Check out more PAWsome prizes
in our 2019 PAWGUST Awards
www.pawgust.com.au