

Coffee Morning – ‘How to’ guide



Casual coffee meet ups and office meetings are almost a thing of the past as, sadly coronavirus and lockdown has put a stop to so many things, however, where there is a will, there is a way. Through the magic of video-links we can definitely still get together.

Social Paws offers fun ways to support Dogs for Good whilst social distancing, and we'd love you to take a moment to pause and have fun with friends, family and work colleagues virtually and raise some much-needed funds to help support us during this very difficult time.

Organise the event

Whether meeting up with friends on Zoom, or with colleagues on a virtual meeting, you can make a big difference and raise some funds.

Schedule a video-link meet up and everyone makes a donation to cover the cost of what you'd have spent if you'd visited a café, brought drinks in or made a round of drinks for everyone.

For something more special – you could organise a virtual Afternoon Cream Tea. And to set the scene, remember to wear your best clothes of course!



Send the invitation

Invite your friends and/or colleagues to join you for a Virtual Meet-Up and ask for a donation to attend. Even if people cannot attend, you can still invite them to make a donation.

Remember to give people enough notice so that they can prepare themselves for whatever type of meet-up you've organised.

Setting up your Virtual Collection Box

We hope you will be able to help. Please follow the below steps if you're able to:

1. Set up your collection page on JustGiving. Simply [click here](#) and then on the orange 'Start fundraising' button to begin.
2. Add our special Dogs for Good frame to your Facebook profile photo by [clicking here](#).
3. Share the link to your JustGiving page on your Facebook page.



Share your fundraiser and make an even bigger impact

Here are some tips for telling your colleagues, friends and family about your Social Paws fundraiser.

- Ask everyone to **share/promote the donation page** - Add the link to email signatures, social media pages and even letters.
- You may find more success when sharing the link to your page on Fridays or around pay-days at the end of the month when your friends and family are probably feeling more generous.
- Follow Dogs for Good on [Facebook](#) and [Twitter](#), and share some of our inspiring, emotional and funny videos and photos.
- Set a fundraising target - Research has shown that pages with a fundraising target raise 46% more. Be brave and tell the world what you are aiming to raise.
- Ask more than once - your friends and family will have good intentions but may need reminding. Don't feel bad about it.
- Use all your contacts – you'll be surprised who might donate if you ask.
- Ask your employer if they would help promote the activity with all staff, or possibly even match give your total raised.
- If you raise money offline, remember to add this to your online giving page so that your sponsors can see your grand total.

Inspire your followers

Let everyone know what their donations could achieve. Here are some examples:

- **£9** could pay for a uniform for an assistance dog in training
- **£15** could pay for a collar for a puppy
- **£30** could cover the cost of one puppy class
- **£45** could pay for a puppy health check

**Feeling inspired to host a virtual Coffee Morning?
Then get started and create your fundraising page today**

Thank You!

How we can support your challenge:

- Posters to promote the activity.
- Inspiring film you can share on-line.
- Dedicated support from your Regional Fundraiser
- Charity official Thank You letter and Certificate on completion of your activity.



Dogs for Good

Registered Charity in England & Wales: 1092960

Registered in Scotland: SC039828



Registered with
**FUNDRAISING
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