

# Draw the Paw – ‘How to’ Guide



## Step 1 – choose your challenge



Firstly you need to decide how you are going to ‘Draw the Paw’:

- What dog-themed shape are you going to achieve, how far do you want to walk or jog and where you are going to do it?
- We’d suggest that you ask people to sponsor you by them challenging you to walk a particular dog themed shape or choose your own route and then ask people to sponsor you when you achieve it?
- The next thing you need to consider is which App are you going to use to map your route to record and share your successes? If you are not sure which app to use please take a look at [Strava](#), [Nike Run Club](#), [Plot a Route](#) and

[MapMyRun](#) to help you decide which is best for you. All of these can be set up on your phone/smart watch.

- Once you have decided which App you are going to use we recommend you do a test to make sure it is all working and syncing correctly. To help you plan your route in advance you can either login to your App account via a computer or laptop. Alternatively you can do your challenge whilst en route by checking your progress on the App on your mobile phone as you go along. Here’s an example of one we did earlier!

## Step 2 – start raising vital funds

Once you’ve decided on your dog-themed route, set up an online giving page, ask your friends to make a donation to Dogs for Good and the challenge is set!



Our most popular online giving provider is JustGiving. Setting up a page is quick and easy - you can start now by clicking [here](#).

If you'd rather use Virgin Money Giving then please do - you can set up your own page by clicking [here](#).



## Step 3 – share your fundraiser

Here are some tips for telling your friends and family about your fundraiser:

- You must **promote your page** - Add the link to your email signature, your 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. Share both the good and not so good images!
- 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 to sponsor you. Don't feel bad about it.
- Use all your contacts – you’ll be surprised who might donate if you ask.
- If you raise money offline, remember to add this to your online giving page so that your sponsors can see your grand total.



## Step 4 – share your progress

During your fundraising challenge share your progress with your friends and family, post on social media and if you tag @DogsforGoodUK and #socialpaws we’ll the repost the best ones. And remember we’ve got a **fantastic prize for your dog** if your route is chosen as the winner!



**Dogs for Good**  
Registered Charity in England & Wales: 1092960  
Registered in Scotland: SC039828

