

**DOGTOBER**  
get walking *start talking*



walk  
100km  
in  
october

Your first step to making big changes  
**Fundraising Pack**



**Thank you for signing up for our 100km challenge this Dogtober. This year, we want people to get walking and start talking. At Dogs for Good, we know how much difference our dogs make to enabling us to being able to get out and about, meet new people and helping us to feel more confident and reducing social isolation.**

We want you to enjoy this challenge, have fun with (or without) your dog, start some conversations with friends or with new people you meet and raise some funds to enable us to help more people make life-changing differences through the power of dogs.

# raising money during october

The key to a successful fundraising challenge is in the planning. Here's some great ideas to get you started and help you plan, promote, and take on your challenge.



## Wherever, whenever, and however

- Do your 100km in your own way and at your own pace and wherever you want! You could walk a set number of kilometres every day in October or chose longer or shorter walks, the choice is yours.
- Choose the right target for you – we've suggested 100km, but if you want to do more or less, or tailor the challenge to your abilities, that's totally fine too.
- Once you've decided on your challenge, tell your friends and family – they can help you stay committed and support you.
- There are many ways you can track and share your progress to your friends and family, Strava can be set up and linked to your JustGiving page. You can also download our 25km, 50km and 100km progress updates for you to share with friends and family on your social media channels.
- Remember that our British weather can be unpredictable, especially in Autumn, so plan for the weather! If your walking route gets muddy be prepared and bring your wellies or good quality walking boots!

## Planning and preparation

- Register to take part on our website – enter your details and we'll send you regular updates to help support you through your challenge.
- Visit our Dogtober FAQs page on our website to find out how to set up a fundraising page online – choose a Facebook Fundraiser or Justgiving.
- Set yourself a target, explain why you're doing your challenge and then don't forget to share with friends and family.



## During the month of October

- Post regular updates on social media and share photos. Use the hashtag **#Dogtober** whenever you post.
- Why not invite your friends to join you on your walks? They can help give you moral support and there's nothing like a good walk to catch up on news, have a few giggles or share a problem.

- This Dogtober is highlighting the positive impact that dogs make to our lives in helping us meet new people. You could even count how many people you meet and talk to while you're doing your challenge.

## If you're asking for sponsorship, have you considered:

- Sponsorship is the easiest way to raise money for the charity and as an incentive you could offer a prize from a local business as they are often happy to donate a gift to a sponsor who guesses correctly how long it takes for you to complete your challenge.

### Good tips!

If you are unsure where to go on your walking challenge, you can find ideas on [plotaroute.com](https://www.plotaroute.com)

You could have a dress up theme for your walk to create stand out and this could help you raise more funds



# getting your workplace involved

Want to complete the challenge at work and get your colleagues involved? Here's just a few ideas to help get you started.

*Without Denby we'd be much more restricted in what we can do. I don't feel isolated and stuck in the house anymore.*

Selina, Ty and assistance dog, Denby  
(Dogs for Good autism partnership)



Set a group or team target of km's or £'s and work together to reach it.



Create a bit of a competition around who can walk the furthest or quickest or raise the most money. This could be as teams or individuals and can be mapped with Strava or other activity apps.



Just go for a lunch time walk with colleagues every day – great for wellbeing and time out from the desk.



Choose a day and gather your colleagues and go for a walk and a picnic – perhaps even have a cake sale beforehand to take treats with you – you deserve it!



Organise a family day for your colleagues and their families and enjoy a walk together.



Get a treadmill and take turns in clocking up your km's – how about a team challenge to complete 100k in 24 hours?

*Let us know what you chose to do, send us some photos, tag us on social media and you never know we might come and join in!*



# making a personal donation

walk  
together  
talk  
together

*It's such a joy to take Purdy out to the park and see her racing around and enjoying herself. She is the icebreaker to so many conversations and I've made so many friends because of her.*

Yvonne and assistance dog Purdy  
(Dogs for Good partnership)

If your challenge is simply a personal one and you want to make a donation having completed your challenge, that's fine too. Here's what your donation could support:

**£4.69** will support the cost of a working assistance dog for one day.

**£30** will pay for a puppy class so that one of our future life-changing dogs can learn to socialise with other dogs and learn important skills to help them in their future role.

**£45** will pay for a lead, jacket, ID slip and assistance dog ID book for a working assistance dog.

Every donation you make will help us to enable more people to make life-changing differences.

You can pay online at:  
[dogsforgood.org/dogtober-donation](https://dogsforgood.org/dogtober-donation)



# after the walk

**Don't forget to let the people who have supported you know when you've completed your challenge. Share your thanks on social media.**



## **Paying in sponsorship**

If you have set up a Justgiving page or a Facebook fundraiser, all the donations will be paid directly to us.

However, if you collect cash for your challenge there are several ways in which you can get this to our charity:

- Pay directly into our bank via a local HSBC bank
- Send a cheque to us made payable to Dogs for Good and send to Frances Hay Centre, Blacklocks Hill, Banbury, OX17 2BS – please can you include in the envelope your details along with that you were taking part in Dogtober
- Transfer the funds from your bank account to ours by BACS, please use the reference of Dogtober
- Or you can pay online at **[dogsforgood.org/dogtober-donation](https://dogsforgood.org/dogtober-donation)**

Get in touch **[Dogtober@dogsforgood.org](mailto:Dogtober@dogsforgood.org)** should you have any questions and you can also access our FAQs online at **[dogsforgood.org/dogtober](https://dogsforgood.org/dogtober)**

Whichever way you choose to get the amazing donations to us please let us know so we can track it back to you and make sure you are thanked properly!

**From all of us at Dogs for Good we want to say a huge thank you for taking on this challenge!**

## **Our bank details are as follows:**

HSBC Bank: Dogs for Good  
Account number: 11331558  
Sort-code: 40-26-04





thank  
you

[dogsforgood.org](https://dogsforgood.org)

