

Raising Funds for Step Up For The Pups

Thank you for registering step up for the pups and choosing to help the dogs! 🐾🐾 Get ready to make a paw-some impact as we lace up and step out for our furry friends! Join us for an unforgettable fundraising event where every dollar raised helps tails wag and hearts soar. Together, let's unleash compassion and support for our beloved pups.

If you want to reach out to friends and family for sponsorships with your email, text and social media, please remember to copy your page URL into your messages. You'll find your fundraising page URL under the **Welcome** tab on your page. Below are some guidelines to assist with fundraising and social media prior to and during the event. If you have any questions, please reach out to contest@speakingofdogs.com.

Donations can be made online from your page through Canada Helps with MasterCard, Amex, Visa and PayPal.

Social Media Presence

We really appreciate your help in getting the word out about Step Up for the Pups! We encourage you to use your social media network to promote this fundraiser before and during the walk:

- **Instagram:** Tag @speakingofdogsrescue in your stories and posts and use the #stepupforthepups2024 .
 - Consider adding your fundraising page URL (link) from Canada Helps in your profile to make it easier for people to donate. See directions below.
- **Facebook:** Tag @Speaking of Dogs in your Facebook posts about the fundraiser and include your fundraising page URL from Canada Helps in your post.

You can 'share' our posts about the walk and about the dogs from our Facebook and Instagram pages.

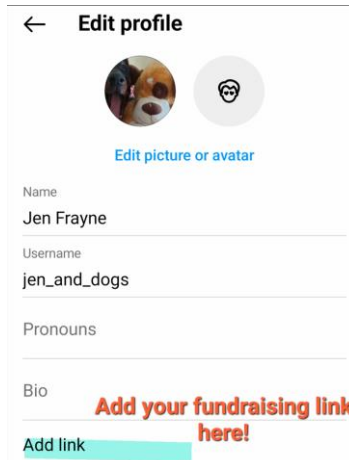
You could tell your friends how you're preparing for the walkathon on June 22 and share stories about your rescue dog or about dogs we've helped (see the Canada Helps page for the walk which contains information about dogs that we recently assisted).

You could even challenge other participants to a friendly competition! The sky's the limit. There's even a prize for best social media engagement. (See prize information at <https://www.speakingofdogs.com/fundraising-events/step-up-for-the-pups/>)

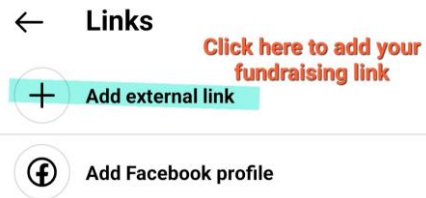
Please note that your fundraising page cannot be found through a general search on Canada Helps. You'll need to provide the direct link for your page.

How to add a link to your Instagram page

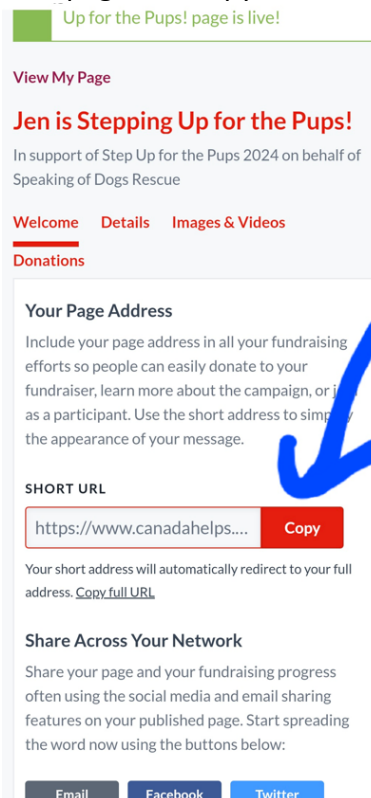
- 1) Click on your profile picture
- 2) Click "add link"



- 3) Click "add external link"



- 4) Go to your Canada Helps personal page and copy the URL of your fundraising page



5) Paste that link in the URL in Instagram.



6) The link is now available for your followers to click on your fundraising page!



Examples of Social Media Posts from Previous Years

