



“Raise A Paw!” Campaign Tips For Success



It's easy to RAP!

Raise a Paw: *And awareness for this most worthy cause*

Ask: *“Would you like to make a donation to help an animal in need?”*

Proudly Display Paws! *To create goodwill and inspire others to give, too!*

- Get your entire staff on board with a friendly competition to see who can sell the most and provide a fun incentive to the winner.
- Encourage customers to buy one for each pet they have or in memory of pets
- Letting them know how the money will help! [See Cheat Sheet]
- Post photos of your progress on your SOCIAL MEDIA! Don't be afraid to ask customers to take a photo with their paw(s)! #B4AR #Bowl4AnimalRescue
- Offer MATCHING DONATIONS! A quick way to inspire donations!

We'll add you to our Google Map of participating locations!

Shared across SOCIAL MEDIA and on Bowl4AnimalRescue.org

