



“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.
- Offer MATCHING DONATIONS! A quick way to inspire donations!
- 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
- Encourage customers to buy one for each pet they have or in memory of pets
- Letting them know how the money will help! [See Talking Points]
- Add the Bowl-4-Animal Rescue Logo to your Web site, simply copy and paste this HTML where you would like it to appear.

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<font size="+2">Proud supporter of</font><br><a href="https://yourbowlingcoach.com/fun-raising-4-animals/bowl-4-animal-rescue/">
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- Include your “Raise A Paw!” promotion in your next email blast, inviting your customers to come to your location to purchase one.

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



Shared across SOCIAL MEDIA, with our pledge drive & event participants & on Bowl4AnimalRescue.org