

Every dog has its day— and it's the Southeastern Guide Dogs National Walkathon Day!

It's time again to grab your leash and get out there to celebrate and raise funds for our four-legged friends and the people who need them. This year's Walkathon theme is *Dog's Day Out*, an invitation to dog lovers nationwide to walk in any style. Use the power of social media to share your experiences and encourage fundraising no matter where you live. Because together, we're changing lives—one dog at a time.

Join us on National Walkathon Day: May 1, 2021

So, what's your **Virtual Walkathon style?**
The super-fun, fundraising possibilities are endless . . .

YOU WALK. YOU POST.

YOU CHANGE LIVES!



CREATE YOUR OWN MINI WALKATHON?

Grab the leash, get out there, and have a great time.

WANT TO DRESS UP YOUR POOCH FOR A SOLO TREK AROUND TOWN?

Put on a matching costume and strut your stuff.

GOT A NEIGHBORHOOD PACK THAT LOVES TO HANG TOGETHER (SOCIALY DISTANCED)?

Go ahead and create your very own pet parade.

WANT TO CHALLENGE ANOTHER NEIGHBORHOOD / SCHOOL / CITY TO SEE WHO'S GOT THE BEST PET-CELEBRATION GAME?

Bring it on. Host a lemonade stand, fashion show, dog wash, bake sale, garage sale—the sky's the limit.



**We can't wait to
see how you celebrate
and share!**

Join the fun at [GuideDogsWalkathon.org](https://www.GuideDogsWalkathon.org)

Elanco



Thank You Signature Sponsors



Celebrate your way!

While our traditional Walkathon has always been about getting out with your dogs and gathering together to raise funds, National Walkathon Day turns it all up a notch by inviting you to create the version that works best for you and your community.

Here are just a few ideas of events and activities you can do to get started!



PLAN A WALK IN YOUR NEIGHBORHOOD. There's plenty of room to social distance outside. Invite friends and neighbors to join your team, fundraise, and take a walk on May 1st.

INCLUDE YOUR FUNDRAISING PAGE IN YOUR NEIGHBORHOOD NEWSPAPER OR COMMUNITY BULLETIN.

You'd be surprised how often publishers need content to include. Especially feel-good puppy content! We've got the article already written, all you have to do is submit and include your link to donate. Same goes for church bulletins- reach out to them too!

CONSIDER HOSTING A PIZZA NIGHT WITH YOUR FAMILY/ CLOSE FRIENDS THAT ARE IN YOUR COVID-19-SAFE POD.

Each person donates \$5 to your fundraising page and they get to enjoy a slice or two of his or her favorite pie for a great cause.

YARD SALES CAN BE DONE OUTDOORS, AND SAFELY DISTANCED. You might be able to sell a few raffle tickets while you are at it. All proceeds benefit your fundraising page.

GIVE BACK NIGHTS ARE A POPULAR WAY TO ENCOURAGE LOCAL RESTAURANTS AND BUSINESSES TO GET ON BOARD.

Speak to the manager of your favorite local restaurant or business.

Here's a great example of someone getting creative: **A Tampa man commits to a 60-day walking challenge, covering 556 miles!** He's asking people to support his efforts and all proceeds will benefit Southeastern Guide Dogs.

FACEBOOK FUNDRAISING REALLY DOES WORK. JUST CLICK THE FACEBOOK ICON THAT'S ALREADY ON YOUR FUNDRAISING PAGE. In 2020, Southeastern Guide Dogs raised more than \$40,000 through Facebook alone! If you need some assistance getting started, contact a member of the Walkathon team at walkathon@guidedogs.org and we will be happy to help.

BAKE SALES ARE GREAT. BUT DOGGIE BAKE SALES ARE EVEN BETTER. Try whipping up a batch of dog-friendly treats to sell to your neighbors, friends, and family. Are you a member of a club or organization (even if it's temporarily virtual)?

HOW ABOUT A GOOD, OLD-FASHIONED T-SHIRT SALE. Create a fun, unique shirt for your club to sell.

OFFER TO WALK YOUR NEIGHBORS' DOGS FOR A DONATION. Tell them it's for a good cause (they can even donate directly to your fundraising webpage). Happy Walking!

And finally, lead by example. **DONATING TO YOUR OWN NWD WEBPAGE** sets the stage for others to do the same.

A little goes a long way. [CLICK HERE TO CREATE YOUR VERY OWN PAGE](#)



Frequently Asked Questions



WHAT IS NATIONAL WALKATHON DAY?

National Walkathon Day is a day to celebrate the unconditional love that our four-legged friends bring us with every wag and wiggle. It's a day to build awareness and raise funds for Southeastern Guide Dogs. Dog lovers nationwide are encouraged to join together, individually but united via the virtual power of social media on one special day.

WHEN IS NATIONAL WALKATHON DAY?

May 1, 2021, but you can spread the word and fundraise today!

WILL THERE BE AN EVENT I CAN ATTEND?

Southeastern Guide Dogs will not be hosting an event- it's still unsafe to gather in large crowds due to COVID-19. However, dog lovers nationwide are encouraged to celebrate within your personal circles. What you make of National Walkathon Day is up to you!

HOW CAN I PARTICIPATE?

On National Walkathon Day, participants are encouraged to take to the streets - in your neighborhood, at a local park, or wherever you choose. Lace up your sneakers and grab the leash. Invite your friends, family, and neighbors and host your very own mini-walk! Not a big walker? That's OK too! There are countless ways to participate. You can take your pup to the local coffee shop or restaurant. You can participate by fundraising - plan a bake sale, a garage sale, set up a lemonade stand. Pup parades are always fun - dress up your dog and take lots of photos. Share your photos with us using - [#NatWalk2021](#), [#SEGuideDogs](#) and [#ProgressivePups](#)

SHOULD I REGISTER?

Yes! Everyone who registers will receive a free bandana. Registered fundraisers will also be sent email announcements regarding National Walkathon Day leading up to May 1.

HOW DO I REGISTER?

Visit guidedogswalkathon.org and click on "REGISTER HERE." Under LOCATIONS, you can select "VIRTUAL" if you are not located near any of the listed locations. Then click on the purple "REGISTER NOW."

[CLICK HERE TO REGISTER YOUR PAGE](#)

SHOULD I FUNDRAISE?

Yes, please! Funds raised through Walkathon are imperative to fulfilling the life-changing mission of Southeastern Guide Dogs. You'll also earn fun incentive items like t-shirts and Tervis tumblers.

HOW WILL I GET MY INCENTIVE ITEMS?

Incentive items will be mailed to the address you provide in your online registration after National Walkathon Day fundraising concludes.

CAN I PARTICIPATE EVEN IF I DON'T REGISTER OR FUNDRAISE?

Of course! Spread the word and encourage others to get involved too! Share your National Walkathon Day photos on social media using [#NatWalk2021](#), [#SEGuideDogs](#) and [#ProgressivePups](#)

WILL THERE EVER BE AN IN-PERSON WALKATHON AGAIN?

We sure hope so! For now, let's all stay safe and healthy. We'll get through this together.



Frequently Asked Questions



HOW HAS THE RAFFLE DRAWING CHANGED?

All raffle drawings will take place on the Southeastern Guide Dogs campus on May 10, 2021 and you can watch it in real time as the winning tickets are drawn via Facebook Live! The Walkathon raffle includes five drawings of \$1,000 cash and one grand prize drawing of \$10,000 cash!

Make sure to give yourself plenty of time to mail your tickets in to:

Southeastern Guide Dogs
4210 77th Street East
Palmetto, Florida 34221

NOTE: All tickets must be received by May 7th in order to be entered into the raffle drawing. For more information, [click here](#).

HOW DO I MAKE A DONATION OR TURN IN MONEY?

There are several ways to support our mission:

- You can sign up to fundraise and make a donation to your own fundraising efforts.
- You can search for a team or individual fundraiser and make a donation to their fundraising efforts on our website.*
- Or, you can mail a check to:
Southeastern Guide Dogs
ATTN: Walkathon Department
4210 77th Street East
Palmetto, Florida 34221

**If you'd like a fundraiser or team to receive credit for your donation, include a note with your payment stating the fundraiser's name and/or team name.*

DO YOU HAVE MATERIALS TO HELP ME FUNDRAISE?

Yes! We have collection boxes and collection envelopes that we'd be happy to send your way—just email walkathon@guidedogs.org and a member of the Walkathon team will be in touch. You're welcome to print a copy of the National Walkathon Day flyer, too.



How to share your event via Social Media

The BIG thing about National Walkathon Day is that we're inviting every participant to share their event, no matter where it happens to be, via the powerful channels of Instagram and Facebook. Sounds fun, right? But just how can you see all the great photos and videos created by our many fans and supporters throughout the United States? **In a word: #hashtags.**

If you're a veteran social media hashtagger, let's cut to the chase: please include the following hashtags with any photo or video that you may post:

#ProgressivePups

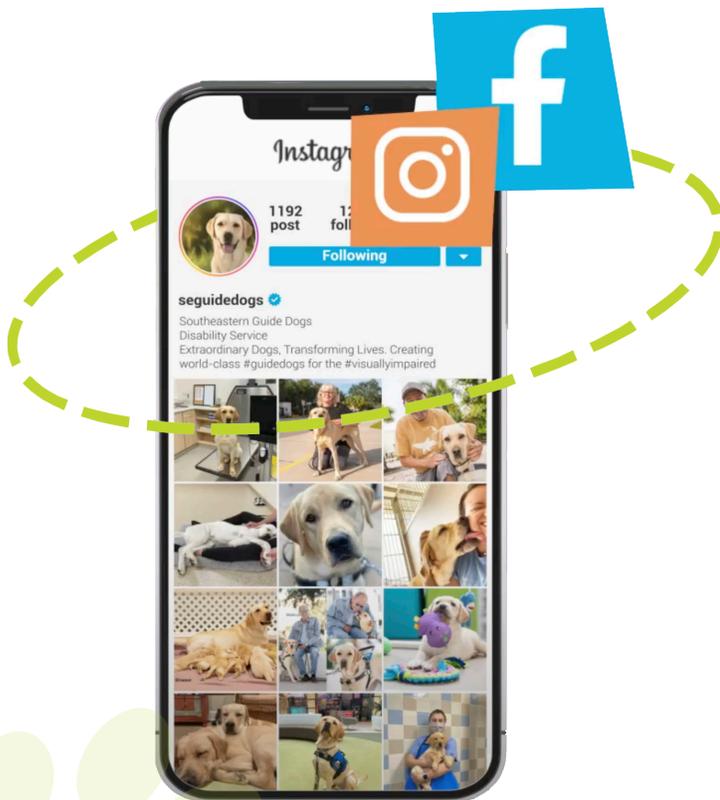
#SEGuideDogs

#NatWalkDay2021

BUT, IF YOU'VE NEVER USED A HASHTAG, HERE'S WHY YOU SHOULD

The # symbol - you might call it a "pound" sign, but in the world of social, it's called a "hash." And a "hashtag?" It's simply a "hash" symbol in front of a word or phrase that enables apps like Instagram to gather every photo that includes one for easy viewing and engagement. The screenshot here demonstrates just how easy it is to see all the photos currently posted with the **#SEGuideDogs** hashtag.

To make sure your National Walkathon Day images show up where everyone can enjoy them, all you have to do is include something like this in the accompanying comment:



We're having such a great time in [HOMETOWN] raising funds for #SEGuideDogs with our [EVENT DESCRIPTION] on #NatWalkDay2021. I love seeing all these #ProgressivePups.

And the thing about hashtags is, they don't have to be a part of the comment itself. You could always just list them at the end like this:

*We're having such a great time in [HOMETOWN] raising funds with our [EVENT DESCRIPTION].
#NatWalkDay2021 #SEGuideDogs
#ProgressivePups*

And the best part? Checking in throughout the day on Saturday, May 1st to see all the fun that's happening throughout the USA.

By using these hashtags, your image or video may be re-shared or used in Southeastern Guide Dogs social media posts or promotions. And if it's easier, you can always email your images to social@guidedogs.org

[CLICK HERE TO SIGN UP TODAY!](#)