

2020

Virtual Happy Hour Fundraising Toolkit



5287 Covington Highway
Decatur, GA 30035
(770) 593-1155



TABLE OF CONTENTS

WHY HOST A VIRTUAL HAPPY HOUR?	2
ABOUT PAWS ATLANTA.....	3
OUR 2019 IMPACT	4
THE POWER OF OUR REACH	5
VIRTUAL HAPPY HOUR IDEAS	6
STEP BY STEP GUIDE TO HOSTING	7
SOCIAL MEDIA CONTENT.....	8
SETTING UP YOUR FUNDRAISER.....	9
HOW DO I VIDEO CHAT IN MESSENGER.....	10
OTHER WAYS TO HELP.....	11
CONTACT INFORMATION.....	12

47,000

lives saved

since 1966

WHY HOST A VIRTUAL HAPPY HOUR?

PAWS Supporters! We need you now more than ever. Are you willing to host a virtual happy hour fundraiser to help us get the funds we need to cover the cost of critical care while we do our part to slow the spread of the virus? We are blown away by our PAWS Atlanta community and their dedication and support to ensure PAWS remains strong through these uncertain times.

Even if you are stuck at home you can still see your friends. How? Host a Virtual Happy Hour! Now we can all raise a glass to that. Most guests will want to come and support you and help donate, there's no way that you can lose out on this. Just have a good time!

TOOLKIT

This toolkit has been designed to help you setup your Virtual Happy Hour. Please see below for fun ideas, step by step guides and all the tools you need to setup your fundraiser. We suggest minimum donation of **\$25** to attend the Happy Hour or you could ask people to join our [Guardian Angel Program](#), we can provide support along the way. Let's get started!



ABOUT PAWS ATLANTA

We believe that people and pets bring out the best in each other. Therefore, our mission is to build a community of caring, by people helping pets and pets helping people. To accomplish this vision, we offer:

PROGRAMS:

- Adoption
- Fostering
- Volunteering
- Summer Camps
- Wags N' Walks
- Holiday/Summer Lovin'
- Puppy Therapy

SERVICES:

- Bi-monthly Pet Wellness Clinics
- Discount Health Preventatives
- Pet Food Bank
- Senior Support & Pet Matching Assistance
- Community Outreach and Education

PAWS Atlanta is governed by a Board of Directors and a small, but dedicated, staff who cares for the animals in our free-roaming cat cottage, small and large dog area, isolation area for sick pets, and our animal intake areas. We also have a lovely 3.5 acre walking trail and off-leash area where you can get to know us and our pets a little better. We invite you to visit PAWS Atlanta to see what we have to offer!

NO KILL PHILOSOPHY

Our no-kill philosophy is very simple. It means that we give all of the animals in our care, the time, medical attention and behavioral training they need and deserve to thrive. Only terminally ill, where quality of life is suffering, or extremely aggressive animals who have been evaluated as such by independent, certified trainers will be euthanized. PAWS Atlanta never euthanizes a cat or dog due to space constraints.

OUR 2019 IMPACT



849

ADOPTIONS



1,082

ANIMALS HOUSED



2,225

ANIMALS VACCINATED



551

ANIMALS
SPAYED/NEUTERED



3,326

VOLUNTEERS



140

FOSTER HOMES

THE POWER OF OUR REACH



15,000

ANNUAL VISITORS



4,541

WEEKLY WEBSITE VIEWS



21,164

EMAIL SUBSCRIBERS



13,327

TWITTER FOLLOWERS



43,670

FACEBOOK FOLLOWERS



22,666

INSTAGRAM FOLLOWERS

VIRTUAL HAPPY HOUR IDEAS



MAKE A SIGNATURE COCKTAIL.

A simple way to elevate your happy hour is by making an elegant drink. Get everyone on board with a simple recipe and make it together. You can vote on who styled theirs the prettiest and who tweaked the recipe the best. Do you know any bartenders? Ask them to show you and your pals how to make a Puptini or Pawstail Mule (and make sure to tip them for their work through their favorite payment service such as Venmo or PayPal).



ASK A MUSICIAN TO PLAY A PRIVATE CONCERT.

Live music can make a night at the bar so much more fun — and the same thing applies to virtual happy hours! If you know any musicians, ask them to play a private concert for you and your friends (and make sure to tip them for their work through their favorite payment service such as Venmo or PayPal). This is a great way to support the arts while many venues are closed.



WATCH A MOVIE.

Take your solo Netflix and chill up a notch by inviting friends along! Extensions like [Netflix Party](#) allow you to sync your video playback so a movie pauses and resumes at the same time on everyone's screen.



MAKE IT A GAME NIGHT.

Your regularly scheduled game nights don't have to end. Play a game that requires minimal equipment — something like Pictionary or Heads Up. You can also play an online trivia game and show off your trivia knowledge.

STEP BY STEP GUIDE TO HOSTING

STEP 1 - PICK YOUR THEME

Before sending out invites, decide on what type of happy hour you're hosting. Is it a beer tasting? A cocktail hour? A dinner party? Picking a theme will provide structure, as well as help those who are new to virtual hangouts navigate this new world.

STEP TWO – SET UP YOUR FUNDRAISER AND INVITE YOUR GUESTS

Set up your fundraiser using the steps on Page 9 and start to promote your happy hour. Treat it like a party! You can do things like create online invites through Paperless Post, Evite, or Punchbowl to send out to your friends or set a fun dress code so your attendee's show up in their finest attire. Remember, this is for a great cause so pull out all the stops.

STEP THREE – HOST AND HAVE FUN

Like any good host, the moderator of the happy hour sets the tone. Welcome people and have a central theme or agenda of how you want the event to run. Guide your guests through the journey and give them something interesting to think about once they've left your happy hour. You can setup fun games to play throughout the night and tie them into the PAWS fundraising. If your dog barks you have to donate \$5 or if you have to leave your screen it's \$10.

SAMPLE AGENDA

7:00pm Welcome and Introductions

7:20pm Why your hosting a Happy Hour for PAWS Atlanta

7:30pm Bartender teaches cocktail recipe

8:00pm Reviews of cocktail's and chat



SOCIAL MEDIA CONTENT

POST OPTION 1

Friends, want to join me in supporting a good cause? This (ENTER DATE AND TIME) I will be hosting a virtual happy hour benefitting PAWS Atlanta. PAWS is near and dear to my heart because (ENTER WHY PAWS IS SPECIAL TO YOU). They need our help to get the funds they need to cover the cost of critical care while they do their part to slow the spread of the virus. For a small donation of (ENTER DONATION AMOUNT) you can join me for a fun night of (ENTER THEME). Sign up here: (ENTER FACEBOOK FUNDRAISER LINK) and let's get this virtual party started!

POST OPTION 2

Anyone miss Happy hour? I do! PAWS Atlanta needs our help to get the funds they need to cover the cost of critical care while they do their part to slow the spread of the virus. PAWS is near and dear to my heart because (ENTER WHY PAWS IS SPECIAL TO YOU). This (ENTER DATE AND TIME) I will be hosting my very own (ENTER THEME) virtual happy hour benefitting PAWS Atlanta. For a small donation of (ENTER DONATION AMOUNT) you can join me, so sign up here: ENTER FACEBOOK FUNDRAISER LINK) and let's celebrate and support a great cause together!

IMAGES

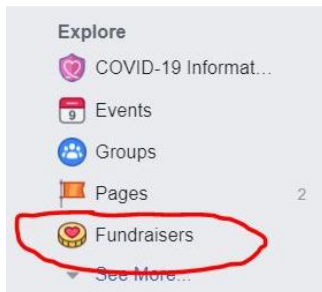
Included in your toolkit are:

- 2 Virtual Happy Hour Dog Facebook Cover Photos
- 2 Virtual Happy Hour Cat Facebook Cover Photos
- 1 Virtual Happy Hour Dog Social Post Photo
- 1 Virtual Happy Hour Cat Facebook Cover Photo
- Photobank with 7 PAWS Pet Photos

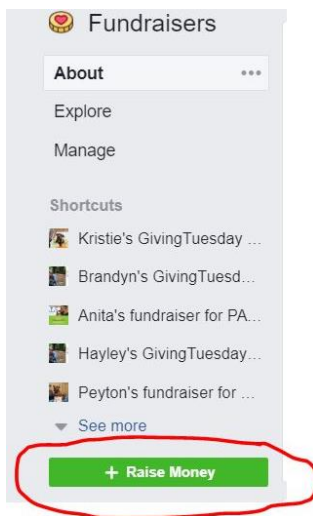
SETTING UP YOUR FUNDRAISER

HOW DO I CREATE A FACEBOOK FUNDRAISER FOR PAWS?

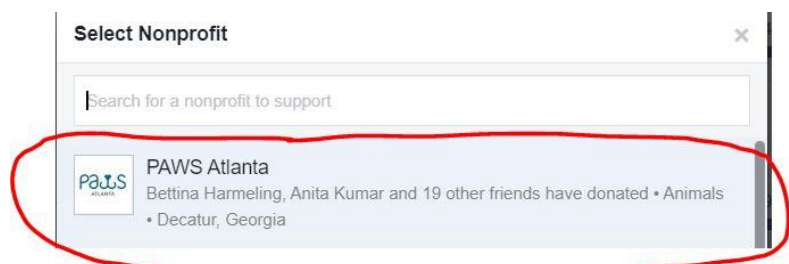
1. Click Fundraisers in the left menu of your News Feed.



2. Click Raise Money.



3. Select a charitable organization, choose a cover photo and fill in the fundraiser details.



5. Click Create and get started!



HOW DO I VIDEO CHAT IN MESSENGER

If video chatting is available in your area but you're having trouble using it, try updating to the newest version of the Messenger app. Messenger video chatting is not available in all countries, and certain Internet access providers and mobile carriers may restrict access to this service.



You can video chat with just one person, or with a group of people.

Keep in mind, placing calls through the Messenger app for iPhone, iPad or Android may use your existing data plan. Please contact your mobile operator if you have questions about data charges for calling.



ANDROID, IPHONE AND IPAD:

1. From  Chats, open a conversation with the person you want to video chat with.
2. Tap .

To video chat with a group:

1. From  Chats, open a group conversation with the people you want to video chat with.
2. Tap .

Desktop App:

1. Open the conversation with the person or group you want to video chat.
2. Click .
3. To end a video call, tap .



OTHER WAYS TO HELP

PAWS WISH LIST

Help PAWS Atlanta animals by donating items from our wish list. We will provide an in-kind tax donation receipt for your donation. Items ordered from our list will ship directly to us from Amazon. Please be sure to include your name and mailing address in the comments section of your order, so that we can thank you and provide an in-kind donation receipt for your generous gift.

[SHOP NOW](#)

ONLINE STORE

Need a cute top for those pajamas during your next Zoom meeting? Our new online store is LIVE! That's right, our pop sockets, car magnets, tumblers, coffee mugs, and cute tees can now be delivered directly to your front door. Saving lives in style has never been so convenient!

[SAVE LIVES IN STYLE](#)

BECOME A GUARDIAN ANGEL

Giving monthly provides the reliable income PAWS Atlanta needs to care for our animals during these uncertain times.

[LEARN MORE](#)

ADOPT VIRTUALLY

Did you know it costs \$150 per month to provide for each animal under our care? Our shelter may be closed to the public due to COVID-19, but thanks to YOU, providing for our animals never stops. Will you help cover the cost of critical care while we do our part to slow the spread of the virus?

[TELL ME MORE](#)

CONTACT INFORMATION

Harriet Ribbons

Marketing and Event Coordinator

hribbons@pawsatlanta.org

(770) 593- 1155 ext. 15

Suzie Sloan

Director of Development

ssloan@pawsatlanta.org

(770) 593-1155 ext. 14

