



[The Animal Shelter Inc. of Sterling, MA](#) Invites YOU and YOUR company (and your dog/s) to Participate in the [2009 Whisker Walk](#) – A Benefit for the Pets and Programs at the Animal Shelter Inc of Sterling, MA Sunday June 7th 2009 11 a.m. – 3 p.m. at the beautiful [Lancaster Fairground, Rt. 117 in Lancaster MA – Home of the Bolton Fair](#)

Shelter adopters/alumni, volunteers, friends, staff and pet lovers join together with animal lovers in a common goal - to raise much-needed funds for our shelter in Sterling. Caring for over 3,000 homeless animals each year is an expensive endeavor.

Here's how YOU can help us! You can join the [Whisker Walk](#) and collect monetary pledges from family, neighbors, co-workers, classmates and friends. To start you own CUSTOM online fundraising webpage simply click here <http://www.firstgiving.com/sterlinganimalshelter> Upload your own pictures and information and forward the link to friends, family and co-workers! Happy fundraising!

Rain or shine, the Walk will be held on Sunday, June 7th 2009 at the [Lancaster Fairground \(Home of the Bolton Fair\) in Lancaster, MA](#). You'll have 35 acres of beautiful, flat wooded trails to frolic on with your furry friend.

If you think this event isn't for you because you don't have a dog to walk, think again....just bring a friend, bring a friend's dog or simply come by yourself – there will be lots of dogs to smooch on!

Here's a sneak peak of some of the coming attractions – Check out www.whiskerwalk.org for updates

- Blessing of the Animals
- VCA Animal Hospital sponsors
 - Ask the Vet Booth
 - Rabies vaccination clinic
 - Low cost micro-chipping clinic
- Agility course – try your pooch on the course!
- Contests/raffles/awards/auctions



- Blue Dog Frisbee Dog performances / Weston Whirlwinds Flyball demos / Northeast Search Dog performances
 - Custom ID Tags available for purchase – all dogs and puppies should be properly tagged in case they get lost!
 - Poop bag raffle – deposit a poop bag and get a raffle ticket to win a great prize – you are welcome to donate as many poop bags as you can collect! Help us keep the grounds poop free and WIN A PRIZE!
 - Vendor booths, rescue organizations and food!
 - Pet portraits and Instant Keychain pictures of YOUR dog
 - And much, much more!
- Please check our website for updates and details <http://www.whiskerwalk.org/>

Come see, do, buy, walk, have fun, help the animals!

Can't walk but want to help? Here's how YOU can help in other ways - if you own or work at a company or business that loves animals - Please ask or consider donating a prize/s to our raffle and silent auction tables. We really need and so very much appreciate donated items to make our raffle a success. Items don't have to be expensive; they can be of every price range and appropriate not only for dogs, but for all types of pets and of course humans! Gift cards or vouchers are also welcome. A good mix makes the day really fun!

If you would like to donate an item for our raffle, email us at leigh13@ix.netcom.com or call us at 978 422 8585. Remember that your donations are tax deductible as a charitable contribution and we would be happy to provide a receipt for your records.

Did YOU Know if You help us Raise:

\$100	You Will have paid for 2 cats or 1 Dog to be neutered
\$500	You Will have paid for one week of Heartworm tests for the dogs in our care
\$750	You Will have treated ONE Heartworm + pet that would otherwise be euthanized
\$1000	You Will have paid to Leukemia/FIV test all our shelter cats for ONE MONTH
\$2500	You Will have paid to run the shelter for one whole day!



\$7500 You Will have protected all our shelter pets from RABIES for ONE YEAR.

Details for the Whisker Walk - a Benefit for the Pets and Programs at the Sterling Animal Shelter

- When: Sunday June 7th 2009 – Rain or Shine
- Event hrs: Event opens to the public at 11 a.m. – 3 p.m. **The Walk starts at noon.**
Visit the vendor booths and raffle tents/tables, see the canine Frisbee dog show, try your hand at the agility course... have lunch, get your dog an engraved ID tag. Stop in at the VCA Animal Hospitals booth and Ask the Vet, get your dog micro-chipped or rabies vaccinated!
- Cost: There is NO COST for admittance – for those walking in the walk-a-thon your pledges and donations can be dropped off as you sign in between 10 a.m. – 11 a.m. – the walk starts at NOON sharp.
- Where: [Lancaster Fairground, Rt 117 in Lancaster, MA.](#) The Lancaster Fairground is centrally located on Rt 117 in Lancaster, MA— just minutes from Rt 2, Rt 190, 495, just 20 minutes from Worcester and less than an hour from Boston!



*FOR PACKS: Sample Flyer for Employees-
Display at workplace or stuff with Payroll Checks
(Please contact us to receive this document via e-mail)*

**Join US (insert company/organization) and the Animal Shelter Inc. of Sterling
as we participate in the 2009 Whisker Walk**

Sunday June 7th 2009 - Lancaster Fairgrounds in Lancaster, MA

LET'S GET STARTED!!!

- 1. Sign Up!** Fill out the pre-registration form in the enclosed walk brochure and give it to the “ABC Company” Pack Leader today! Your friends, family members, and neighbors are also invited to be part of the “ABC Company” Pack. Please ask them to complete a pre-registration form as well and be sure they indicate “ABC Company’s” Pack name!
- 2. Raise Money!** Tell your family, friends and neighbors about the walk and ask them to sponsor you by making a contribution to the Animal Shelter Inc. of Sterling. Strive to raise at least \$250 in pledges to help the “ABC Company” Pack reach it’s goal of raising \$XX,XXX in support of the thousands of homeless dogs, cats, kittens and puppies whom the Animal Shelter Inc. of Sterling needs to find loving homes for each year. Don’t delay – start collecting pledges today!
- 3. Create Your Own Free Web Page!** You can create your own personal web page, in which you can email to all of your friends, family and anyone else you may have an email address for to solicit their support. It’s easy, only takes a few minutes, and it’s a great way to help increase your fundraising dollars! Visit www.firstgiving.com/sterlinganimalshelter for more info and to start your own web page!
- 4. Walk!** Have a great time at the walk with your four-legged friend and the “ABC Company” Pack and enjoy a day filled with entertainment, fun and food for walkers of all ages.



5. Feel Proud! After the walk, feel the pride and satisfaction that comes from knowing you were part of an effort to raise thousands of dollars to help the animals!

*Contact the "ABC Company"
Pack Leader Today For More Information!
(Pack Leader name and contact info)*

*FOR PACKS – Sample Kick-off Flyer
To All Employees
Contact Animal Shelter Inc. to receive this flyer via e-mail*

Learn more about how you can Help the animals!
Join (insert your Company/Group Name Here)
& the Animal Shelter Inc. of Sterling, MA

As we

Kick Off the 2009 Whisker Walk



Sunday June 7th 2009
Lancaster Fairground, Lancaster, MA

Let's Get Started!

Contact the following (insert Company Name)
Pack Leader for more information

(Pack Leader name and phone number or
extensions listed)

FOR PACKS – SAMPLE FUNDRAISING LETTER
Contact [Animal Shelter Inc.](mailto:info@animalshelterinc.com) to receive this flyer via e-mail

Note to all Pack Leaders and walkers: Send or e-mail this letter to associates, friends, family members, pet lovers and everyone on your holiday list.

Dear (insert name);



On Sunday June 7th 2009 I will be walking with the (PACK NAME) Pack in the Animal Shelter Inc of Sterling's [Whisker Walk](#) at the [Lancaster Fairground, Lancaster, MA – home of the Bolton Fair](#). Our pack has set a goal to raise (\$ insert your pack goal) and I am hoping you will join us by doing one of the following:

Take A Leadership Role: Form your own pack. Simply designate a Pack Leader, set a goal, recruit walkers, collect pledges, and then join us on June 7th 2009.

Make a Corporate Contribution: Support our Pack by writing a check payable to the Animal Shelter Inc. and mail it to me at (insert address to mail to)

Walk With Me In My Pack: Collect pledges, get a T-shirt, come share in the camaraderie, and feel great in knowing that you helped find new, loving homes for the many furry friends at the Sterling Shelter.

Donate a raffle/auction item for pets or people! No items/services or products to large or small, the shelter can provide you a tax-deductible receipt for your donation!

Whisker Walk Mission

The primary purpose of the Whisker Walk is to raise money for the [Animal Shelter Inc of Sterling's](#) pets and programs and a public relations campaign to encourage the general public to adopt a homeless pet from a shelter and to demonstrate the wonderful pets that shelters have for adoption.

Caring for over 3,000 homeless, neglected and abandoned animals each year is an expensive endeavor and their shelter and programs are growing yearly, as is the demand their rescue and animal sheltering services. Since the shelter IS NOT funded by the city/state or government every penny really counts! *Their shelter counts on events such as this to help continue their mission to help the animals of our community and beyond.*



I sincerely hope that you will join me and help us reach our goal and if you would like to form your own pack, please contact the shelter organizers [Leigh Grady](#) or [Melissa Snitzer](#) at 978-422-8585 or staff@sterlingshelter.org.

Sincerely, (Your Name)

FOR PACKS – SAMPLE SPONSOR LETTER

Note to all Pack Leaders and walkers: Send or e-mail this letter to associates, friends, family members, and everyone on your holiday list.

Dear XX;

On Sunday June 7th 2009 employees and family members will be walking together as a pack in the [2nd Annual Whisker Walk](#) benefiting the [Animal Shelter Inc of Sterling](#).

I will be walking as a member of the (pack name) team, and my personal fundraising goal is \$_____ (our goal is for each walker to raise a minimum of \$150). I would appreciate any support that you could give me for this very worthwhile cause. 100% of the money we raise will benefit the pets and programs at the shelter.

With your kind support, the Animal Shelter Inc. of Sterling will continue its mission – *to provide shelter, aid and responsible adoptions to animals entrusted in their care, and educate the community about respect and kindness to all animals.*

If you would like to join us in supporting this outstanding event, you can mail your check to my attention. Checks should be made payable to Animal Shelter Inc of Sterling, which is a private, non-profit organization. Your donation is tax deductible and receipts can be provided. You can also donate to my personal fundraising page – simply click here <http://www.firstgiving.com/sterlinganimalshelter>



and CLICK ON <http://www.firstgiving.com/process/participantsearch/default.asp> to find my page or you can also type in my name in the search box!

Thank you for taking time to support a worthy cause I deeply believe in. If you have any questions about the Whisker Walk, or the work of the Animal Shelter Inc. of Sterling, please do not hesitate to call me or the shelter at 978-422-8585.

Sincerely,

(Your Name)

Did you know if I raise

- \$100 I Will have paid for 2 cats or 1 Dog to be neutered
- \$500 I Will have paid for one week of Heartworm tests for the dogs in our care
- \$750 I Will have treated ONE Heartworm + pet that would otherwise be euthanized
- \$1000 I Will have paid to Leukemia/FIV test all our shelter cats for ONE MONTH
- \$2500 I Will have paid to run the shelter for one whole day!
- \$7500 I Will have protected all the shelter pets from RABIES for ONE YEAR.

My goal is to raise \$_____

FOR INDIVIDUAL WALKERS – SAMPLE SPONSOR LETTER

Note to all Pack Leaders and walkers: Send or e-mail this letter to associates, friends, family members, co-workers and pet lovers and everyone on your holiday list.

Dear XX;

On Sunday June 7th 2009 I will be walking together with hundreds of other animal lovers in the [Whisker Walk](#) benefiting the [Animal Shelter Inc. of Sterling, MA](#). My personal fundraising goal is



\$_____ (the average goal is for each walker to raise a minimum of \$150). I would appreciate any support that you could give me for this very worthwhile cause I am dedicated to.

Whisker Walk Mission

The primary purpose of the Whisker Walk is to raise money for the Animal Shelter Inc of Sterling's pets and programs and a public relations campaign to encourage the general public to adopt a homeless pet from a shelter and to demonstrate the wonderful dogs and puppies that shelters have for adoption.

Caring for over 3,000 homeless, neglected and abandoned animals each year is an expensive endeavor and their shelter and programs are growing yearly, as is the demand for their rescue and animal sheltering services. Since the shelter IS NOT funded by the city/state or government every penny really counts! *Their shelter counts on events such as this to help continue their mission to help the animals of our community and beyond.*

I sincerely hope that you will join me and help us reach our goal and if you would like to form your own pack, or if you have any questions please contact the shelter organizers [Leigh Grady](#) or [Melissa Snitzer](#) at 978-422-8585 or staff@sterlingshelter.org.

With your support, the shelter will continue its mission – *to provide shelter, aid and responsible adoptions to animals entrusted in their care, and educate the community about respect and kindness to all animals.*

Enclosed you will find a copy of my Whisker Walk sponsor sheet. If you would like to join us in supporting this outstanding event, please add your name to this sponsor sheet and return it to me by (deadline date). Checks should be made payable to Animal Shelter Inc. of Sterling MA - which is a private, non-profit organization. Also, your donation is tax deductible. Thank you for considering this request for your support.

Sincerely,

Every Nose Needs A Home



www.sterlingshelter.org

Whisker Walk



(Your Name) (Be sure to include Official Pledge Sheet or a link to your online custom personal fundraising webpage www.firstgiving.com/sterlinganimalshelter)