

# REACT PET PAGEANT

## Fundraiser Example

- Step 1: Assemble a Team
- Step 2: Select Fundraiser
  - ReACTors will host a community-wide pet pageant at the local high school gym or the town square to bring community members together to celebrate their furry friends and learn about how secondhand smoke affects pets.
  - The competition will have three awards.
    - Best dressed?
    - Best stage walk?
    - Best personality?
- Step 3: Goal Setting
  - Increase community awareness of the reACT program
  - Monetary Donations for services provided
  - Educate on the harms of secondhand smoke, specifically its effects on animals
- Step 4: Create a Budget
  - Venue
  - Booth
  - Stage
  - Sound System
  - Judges- local business owners, city council members, and or teachers
  - Prizes
  - Award Ribbons
- Step 5: Promote Fundraiser
  - ReACTors will create digital and print ads to advertise the event with:
    - 3x Instagram Post
    - 3x Facebook Post
    - LED Business & School Displays
    - Flyers
    - Newspaper Article (Prior & Post Event )
    - Online registration for contestants
- Step 6: Launch Fundraiser
  - Third Saturday of April
  - Time: 12:00 PM – 3:00 PM
  - Location: Town Square/High School Gym (e.g., weather dependent)
- Step 7: Provide a Survey & Review Results
  - Create two surveys: one for contestants and one for attendees given at the end of the event.