

## STEP 1: ASSEMBLE A TEAM

The ReACT Coalition President/or Advisor will form a fundraiser committee to plan the event. The planning committee must have a minimum of three coalition members, one of whom will provide monthly updates on the project throughout the year.

## STEP 2: FUNDRAISER DESCRIPTION

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: FUNDRAISER GOALS

- Members of the fundraiser planning committee will create four goals for the event including:
- Increase community awareness of the ReACT program.
- Provide all attendees and participants with education about the impact of second hand smoke on animals.

# REACT PET PAGEANT

## STEP 4: FUNDRAISER BUDGET

Members of the fundraiser planning committee will create a budget to include but not limited to the following:

- Venue
- Booth
- Stage
- Sound System
- Judges- local business owners, city council members, and or teachers
- Prizes
- Food
- Set-up Materials

## STEP 5: FUNDRAISER PROMOTION

Members of the fundraiser planning committee will create digital and print ads to advertise the event including but not limited to three of the following options:

- 3x Instagram Post
- 3x Facebook Post
- LED Business & School Displays
- Flyers
- Newspaper Article (Prior & Post Event )
- Online registration for contestants

## STEP 6: FUNDRAISER EVALUATION

Members of the fundraiser planning committee will create two surveys, pre and post event to identify what attendees learned and took away from the event.