



# Dog Days of Summer

YOUTH FUNDRAISING CHALLENGE GUIDE  
JULY 3 - AUGUST 11



# CANINES FOR SERVICE

Hey there CFS Pack!

We are so excited that you've taken on the challenge and will dedicate your Dog Days of Summer, July 3 to August 11, to support our mission!

In order to support your fundraising efforts, we've put together this guide to make it as easy as possible. Within the packet you will find sample letters, printable resources, and tons of fundraising ideas!

As you know, we are on a mission to inspire Veterans through life-changing canine partnerships. The service dogs we train at Canines for Service not only change the lives of our Veterans clients, but for their family and friends too. Your support through this challenge will help change a life - how amazing is that?

We're challenging you to raise \$500 this summer, which we know seems like a lot. Just imagine 25 people donating \$25, or 10 people donating \$50 and you'll reach your goal!

Thank you for stepping up to the challenge and best of luck in your fundraising efforts!

Sincerely,

A handwritten signature in black ink that reads "Bethany Leighton".

Bethany Leighton

Executive Director

A handwritten signature in black ink that reads "Alyssa Kardatzke".

Alyssa Kardatzke

Director of Development

P.S. all of these resources can be found online at [caninesforservice.org/dogdays](http://caninesforservice.org/dogdays)

## **GETTING STARTED**

1. If you haven't already, sign up as a participant at [caninesforservice.org/dogdaysregister](http://caninesforservice.org/dogdaysregister)
2. Flip through the fundraising challenge guidebook to gather ideas for your fundraising efforts
3. Start fundraising! Be sure to log all of your donations using the Donations Log within this packet
4. Turn in all of the funds you raise using the instructions below
5. Collect your prizes!

## **Collecting the Money & Turning It In**

To keep all of your hard earned fundraising efforts safe and secure, it is important to follow the steps below.

1. Find a safe place you plan to store the donations during the challenge. We suggest an envelope, cash pouch, or lock box.
2. After each fundraiser or donation, update your donation log and place the money or check(s) into your safe place.
3. Donations can be dropped off at or mailed to the CFS office:

Canines for Service  
221-1 Old Dairy Road  
Wilmington, NC 28405

Be sure to include a copy of your donation log when you turn in the money and checks. If you run out of donation log space, make a copy of the page or contact [akardatzke@caninesforservice.org](mailto:akardatzke@caninesforservice.org) for another copy.

If someone would like to give online, they can do so at [caninesforservice.org/dogdays](http://caninesforservice.org/dogdays)

Just remind them to leave your name in the notes!



# DOG DAYS OF SUMMER CHALLENGE PRIZES

For each milestone you reach during the fundraising challenge, you will receive the following prizes! As you reach each level you will qualify for each prize, those raising \$500+ will receive every item. Prizes will be provided at the conclusion of the challenge and once all funds have been turned in.

# \$500

Invitation to our Dog Days of Summer  
Pup Party at Canines for Service



# \$250

Canines for Service Plushie



# \$100

Canines for Service T-Shirt



# \$50

Canines for Service Cup



# \$25

Canines for Service Keychain

**TRACK YOUR PROGRESS**

*Dog Days of Summer*



# Sample Messaging

Use the drafts below to send to friends and family, asking them to make a donation to your Dog Days of Summer fundraising efforts. Be sure to change anything in **RED** as this is a custom part of the message. Customizing the message makes it more personable and relatable to your friends.

## Letter or Email

Dear **[insert name]**,

I'm writing to you to share some exciting news. I'm participating in a Dog Days of Summer challenge in support of Canines for Service's mission to inspire Veterans through life-changing canine partnerships.

Canines for Service is a 501(c)(3) nonprofit, and the longest operating, internationally accredited (ADI) service dog provider in North Carolina. CFS provides highly trained service dogs, at no cost or fundraising obligation, to Veterans from all conflicts with service-connected mobility challenges, PTSD, MST, and/or TBIs. Since its founding, CFS has placed over 80 highly trained service dogs with Veterans across the country.

In the last year, Canines for Service has had a 57% increase in Veteran applications. CFS currently has 9 Veteran clients awaiting placement of their service dog and more than 10 additional Veterans in various stages of the application process.

Due to the high costs often associated with receiving a service dog, less than 1% of Veterans needing a service dog receive one. That is where **WE CAN HELP** play an important role, **CFS needs our support** to continue this important work.

I am participating in the Dog Days of Summer fundraising challenge to support Canines for Service because **[insert why you support CFS]**. Will you support me and this amazing cause by making a donation?

Sincerely,

**[insert your name]**

## Text Message

Hey **[insert name]**! I'm participating in a Dog Days of Summer challenge in support of Canines for Service's mission to inspire Veterans through life-changing canine partnerships. I'm trying to raise \$500 this summer for Veterans waiting for a service dog. Would you be willing to donate?

# Host Your Own Fundraisers

Below you will find a list of fundraising ideas you can use to further your impact during the Meet the Need campaign. The goal is to make it fun and get your whole family and your friends involved. All of these ideas are completely customizable and there are so many ideas out there – get creative!

## Host a Movie Night:

Gather friends and family for a movie night and ask for a \$5-10 donation. Provide concessions such as popcorn, candy, and drinks for additional donations.

## Have a Car Wash:

Grab some sponges and rags, soap, buckets, and a hose and host a neighborhood car wash. Advertise a suggested donation of \$10 and watch the funds roll on in!

## Babysit:

Offer to babysit for family and friends and share with them that you will be donating your proceeds to Canines for Service.

## Dog walking:

Start walking dogs for family, friends, and neighbors. Hang signs around the neighborhood and provide flyers to everyone advertising your dog walking services.

## Sell Homemade Dog Treats:

Make them ahead of time or take orders for dog treats. Sell bundles of the treats for \$5-\$10 each. Find our favorite recipes at the back of this packet!

### **Lawn Work:**

Offer to help with lawn work for family, friends, and neighbors. To spread the word, you can hang signs and pass out flyers to advertise your lawn care services.

### **Lemonade Stand:**

Stir up some lemonade and set up a stand in your neighborhood. Be sure to gather cups, napkins, and somewhere to store the money you collect. Sell cups of lemonade for \$1 each.

### **Yard Sale:**

Gather your old toys, books, and clothes and host a yard sale. Organize the items ahead of time and mark each price. Advertise with flyers and signs around the neighborhood before the yard sale.

### **Host a Bake Sale:**

Bake some cookies and cupcakes and set up a bake sale in your neighborhood or your favorite local business. You can also sell baked goods by taking orders ahead of time.

### **Host a Talent Show:**

Gather all of your friends and family for a talent show. Ask all attendees for a suggested donation of \$5-\$10 and sell concessions like popcorn, candy, and drinks

For additional help or tips with your fundraising efforts, contact  
[akardatzke@caninesforservice.org](mailto:akardatzke@caninesforservice.org)



# 25 Giving 25

Ask 25 friends & family members to donate 25 to reach your \$500 goal!

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\$25	\$25	\$25	\$25

# Who Will You Ask?

Use this page to come up with ideas of who you will ask to support your fundraising efforts? Think of parents, grandparents, aunts and uncles, neighbors, and friends.

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# Donation Log

Be sure to keep a log of all the donations you receive throughout the challenge.

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# **Additional Information about Canines for Service**

## **What does CFS do?**

Canines for Service trains and provides service dogs for Veterans with service-connected mobility challenges, PTSD, MST, and/or TBIs. CFS provides these service dogs at no cost and without any fundraising obligation.

## **Who does CFS serve?**

Canines for Service serves all Veterans, nationwide, and from all conflicts.

## **How do Veterans apply for a service dog?**

Veterans in need of a service dog can apply online at [caninesforservice.org](http://caninesforservice.org) or begin the process by speaking with a member of our team by phone at 910.362.8181

## **How are Veterans selected for a service dog?**

Veterans applying for a service dog must complete an application and provide the necessary documentation (such as a DD214) which is then reviewed by a committee of CFS staff and board members along with fellow Veterans and mental health providers.

## **What happens to dogs who don't complete service dog training?**

If a dog is not able to complete service dog training, we call that a Change of Career. CFS makes it a priority to find a purposeful placement. Some of CFS's change of career dogs have gone on to work with police departments and the state Department of Natural Resources.

## **How much training do the service dogs receive?**

By the time CFS service dogs complete their roughly 2,000 hours of comprehensive training, they are valued at roughly \$40,000

## **Can people volunteer with CFS?**

Yes! There are lots of volunteer opportunities at CFS. From dog walking, kennel assistance, to fostering - there are plenty of ways to get involved with CFS! Anyone interested in volunteering can learn more and sign up at [caninesforservie.org/volunteer](http://caninesforservie.org/volunteer)

# Homemade Dog Treat Recipes & Tips

## YOGURT PEANUT BUTTER BANANA NO BAKE DOG TREATS

32 ounces Plain Yogurt

3 Tablespoons Peanut Butter (make sure it contains no xylitol which is toxic to dogs)

1 Large Banana, sliced

1 Tbsp Honey

1. Put all ingredients into a food processor or blender and blend until creamy
2. Fill a silicone mold or an ice cube tray
3. Freeze at least 2 hours
4. Pop out of molds and serve.

Keep leftovers in an airtight container in the freezer.

## HOMEMADE PUMPKIN DOG TREATS

2 ½ cups Whole Wheat Flour

2 Tablespoons Peanut Butter

2 Eggs

¾ Cup Pumpkin Puree

1 Tablespoon Water

Bone Shaped Cookie Cutter (3.5 inches long)

1. Preheat oven to 350 degrees
2. Mix all ingredients together in a bowl until dough forms. Add more water in small increments if needed.
3. Roll out dough on a well-floured surface about 1 inch thick. Cut out shapes and place on cookie sheet.
4. Bake at 350 degrees for 15-16 minutes until slightly browned

Let cool and store in a covered jar or container for up to 2 weeks. Yields 90 treats.

## TIPS FROM THE CFS TRAINING TEAM

- flavors like pumpkin and banana are things dogs like but are really more appealing to people, add beef liver or bone broth for the taste and smell that dogs crave
- Dehydrated treats are popular because a lot of dogs have many allergies and single ingredient treats are safer