

# FREQUENTLY ASKED QUESTIONS

## When & where is the Heart & Sole Virtual Walk/Run for Animals?

The Heart & Sole Virtual Walk/Run for Animals is happening Sunday, October 18, 2020 wherever you are – because this year, we are going virtual! Join us that day by walking your block, head out to an open park or hiking trail, or get creative and walk on a treadmill or in your backyard to help save lives. We may be walking in our own neighborhoods, but we will still be standing together for the animals.

## What is the Heart & Sole “Virtual” Walk/Run for Animals?

The Heart & Sole Virtual Walk/Run for Animals is our annual walk and the Potter League’s largest fundraising event. It is a celebratory event for you, your dog, your family and friends! Join us virtually by walking with your pet for as far as you like. Here are just a few ways you can participate:

- Head out to an open park or hiking trail.
- Get your steps in at home on a treadmill, in your backyard, or with a fun in-home obstacle course.
- Enjoy your walk with a curated Heart & Sole Spotify playlist!
- Are you more active? Run to support the shelter.
- Get creative and get moving any way you’d like to support Potter League on October 18.

## Is the Walk cancelled?

No! The Walk will go on. That’s right, we’re still walking/running for animals with passionate folks just like you by our sides. However, rather than gathering at Glen Park like usual, we’ll be celebrating this year’s Walk virtually.

## How do I register for Heart & Sole Virtual Walk/Run for Animals?

It’s easy! Just click “Register” on the [heartandsolewalk.org](http://heartandsolewalk.org) website and sign-up as an individual, start a team, or join a team. Pick your registration (adult or youth) and complete the registration form. Be sure to set up a fundraising goal and select your t-shirt size! Then click “Continue” complete your information and payment info, and click “Complete Registration.” You are now registered!

## How do I start or join a team?

Register online at: [heartandsolewalk.org](http://heartandsolewalk.org). Once registered you will be asked if you wish to start or join a team. Fundraising participants will have the option to create a personal fundraising page.

## What does it mean to be a Team Captain?

Team Captains help recruit and organize a team of walkers. With our step-by-step guide to leading your team, being a Team Captain is fun, easy, and incredibly impactful.

## Does my registration fee count toward my fundraising goal?

Yes! When you register, your fee includes our exclusive 2020 Heart & Sole Virtual Walk/Run for Animals t-shirt! There are more great prizes when you raise more!

## How do I set up my fundraising page?

Your fundraising page is automatically created when you register for the Walk. To customize it once you have logged in, click “My Fundraising Tools” where you can select “Edit My Page” or “Fundraising Dashboard” and follow the prompts to update your story, update your details, add a profile photo, create a custom URL, import email addresses and send fundraising emails.

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## I'm done editing my page, what do I do next?

We recommend that you make the first donation to your fundraising page if you haven't already. Making the first donation demonstrates you're invested in Potter League's mission and encourages others to join you. After that, we recommend emailing, texting and sharing your fundraising page to friends, family, coworkers and your social media pages asking them to support you by donating. Use our Fundraising Toolkit for fun ideas to help raise money for the animals!

## Where does the money go?

By participating in the Heart & Sole Walk for Animals, you will be saving lives of animals across Rhode Island and beyond. Your support will help the Potter League for Animals provide an array of programs and services to meet the needs of the communities we serve including adoption, animal rescue, low-cost services, pet training, animal surrender, and transport.

## What is a Virtual Vendor Village?

(Almost) like walking through the Flea-less Marketplace at Glen Park, you can visit a variety of wonderful animal and community-based vendors on our Virtual Vendor Village website. This will be an interactive map to connect you to every vendor "booth." Support these wonderful partners who give back to Potter League in a variety of ways.

## How do I get interactive on social media?

This year is all about staying together while being apart. The best way to do that is to share your Heart & Sole Virtual Walk/Run for Animals fun on social media.

- If you are not already following [Potter League for Animals on Facebook](#), 'LIKE' us today!
- Mark yourself as "Going" on the Heart & Sole Virtual Walk/Run for Animals Facebook event to get all of the latest updates.
- Post your photos and videos throughout the day on social media by using **#HeartandSole2020** and **@potterleague** and we may share it!
- Post the "I am walking in the Heart & Sole Virtual Walk/Run for Animals to support Potter League" social media badge on your Facebook or Instagram and let everyone know you are walking.
- Add the Heart & Sole Virtual Walk/Run for Animals Facebook profile frame to show your support.

## Can I also set up a Facebook fundraising page?

Yes! This year you can connect a Facebook fundraiser to your [heartandsole.org](http://heartandsole.org) fundraising page and your activities will be tracked, in sync, on both pages! But make sure to follow the directions [here](#) to set it up properly. We want to make sure you are able to track your donations in real time on both sites.

## What are the registration fees?

**Adult Registration** (16+): \$30

**Youth Registration** (15 & Under): \$15

Everyone who registers for the Heart & Sole Virtual Walk/Run for Animals receives our exclusive 2020 Heart & Sole Virtual Walk/Run for Animals t-shirt .



[WWW.HEARTANDSOLEWALK.ORG](http://WWW.HEARTANDSOLEWALK.ORG)  
SUNDAY, OCTOBER 18, 2020  
#HEARTANDSOLE2020



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### How will I get my Heart & Sole Virtual Walk/Run for Animals t-shirt?

You can pick up your t-shirt and lawn sign during the weeks leading up to the Walk. On the day of the Walk, we would love to see pictures of you wearing your exclusive t-shirt with your pets! Please check back for pick up dates and times.

### How long do I need to Walk? Is there a requirement?

Whether you walk or run around the block, around the entire neighborhood, or in place on your treadmill, you'll be making a difference for animals. Plus, you'll be part of a virtual movement of animal lovers who are all walking for animals at the same time. A virtual walk means you can set your own pace and distance while making a difference.

### Are there incentives to fundraise?

Yes! We appreciate the time and energy you put into fundraising for the virtual Walk. Our awesome prizes serve as a small token of our immense thanks for helping animals in our community. Plus, leading up to the virtual Walk we'll be hosting an assortment of virtual contests.

### What about the Contests?

We are making the contests virtual as well with online photos and videos featuring a variety of categories. More details coming soon.

### Do I need to have a dog with me to participate?

Not at all! You can walk anywhere and support Potter League with or without your dog. You can even include your cat or other small animal this year! Show your support for all the animals we serve.

### Why should I pay to walk my neighborhood?

The Heart & Sole Virtual Walk/Run for Animals is our biggest fundraiser of the year, with proceeds providing food, shelter, veterinary care, and second chances to the thousands of lost, injured, and abandoned animals who come to Potter League for Animals every year. Your Registration is 100% tax-deductible. (If you register to get a t-shirt, check with your tax advisor on the amount of your final donation that is tax deductible.)

### How are prizes awarded to individuals and team members?

All fundraisers qualify for fundraising prizes based on their individual fundraising efforts. If an individual is raising funds and has also started or joined a team, the total amount raised by the individual will also go towards the team goal. If a team raises money together by hosting a special event or third party fundraising event in support of the Walk, a Potter League staff member can apply the proceeds to the team's fundraising page or the team captain may do so in the donations section of the team page.

### How do I collect the prizes I've earned?

After the virtual Walk, we'll email a prize redemption form to all Walkers who qualified for prizes. After you complete the form, we'll arrange a time and date or we will ship your awesome prizes right to your door. This year, you'll also have the option to donate prizes you don't want or may not need back to PL.

\*Due to staff capacity, it may take us longer than normal to process prizes. We apologize for the inconvenience. We'll make every effort to get your prizes to you in a timely manner.

### How do I print out my gift history list?

Go to your Fundraising dashboard and click on "Reports" on the top toolbar to review and print all your donor history.



[WWW.HEARTANDSOLEWALK.ORG](http://WWW.HEARTANDSOLEWALK.ORG)  
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### **This is my first time fundraising - do you have tips?**

Yes! Download our Fundraising Tips from the resources tab in your fundraising dashboard.

### **How do I add cash and checks to my online total?**

- Sign in using your user name and password and go to your fundraising dashboard
- Click on donations on the left sidebar
- Click on “enter donations of cash and checks”
- Enter the donor information, the amount and print out pledge form for your records
- Amount will be added to your fundraising goal and total. Pledge payments (cash and checks) must be turned into the shelter in advance of or the day of the walk with an online pledge form or donation form to receive credit for prizes.

### **What do I do with any cash or checks that I collect?**

Please mail donations to:

Potter League c/o Heart & Sole Virtual Walk/Run for Animals  
87 Oliphant Lane  
Middletown, RI 02842

Or drop off at the above address, Monday – Sunday between 10am and 5pm

### **Are gifts toward the Virtual Walk for Animals tax deductible?**

Yes, all charitable donations toward the Heart & Sole Virtual Walk/Run for Animals and Potter League for Animals are tax deductible. And as a result of new legislation in the CARES act, you may be eligible for additional tax benefits. Speak with your financial advisor for more information. Potter League for Animals is a 501(c)(3) tax exempt organization. Tax ID#: 05-0301553

### **Who should I contact if I have more questions?**

Please contact Development Manager, Susan Ryan at SusanR@potterleague.org or 401-846-0592 ext 125.