

## Tips and stories from Top Largest Team and 2<sup>nd</sup> Highest National Team Fundraisers, Instadogs

We recently spoke with Lauren and Leisha from the largest PAWGUST team in 2018, Team Instadogs, to find out what made (and continues to make as they enter another year!) their team so successful.

### Instadogs

1<sup>st</sup> Place – Largest Team, PAWGUST 2018 – 53 Members

2<sup>nd</sup> Place –National Team Fundraisers, PAWGUST 2018 - Raised \$10,972.56

Lauren and Leisha were initially motivated to join PAWGUST as they both had people in their lives that were living with vision impairment. While they also loved the challenge PAWGUST presented for them and their dogs, they really wanted to support Guide Dogs and create greater awareness of the cause. They both embarked on their PAWGUST journey individually and were utilising Instagram to document their adventures, which led to them being invited to join Team Instadogs.

The pair found that by joining forces with other PAWGUST participants they were able to stay more motivated over the 30 days, and help others with their journey. They also loved that they had a support group that they could bounce fundraising ideas off and come to with any questions that they had. Team Instadogs also has an incredible online community with over 300 posts on the hashtag [#TeamInstadogs](#). Together, the team have created a really fun and loving community that helps participants make the most out of their PAWGUST journey.

Lauren and Leisha share their top fundraising tips:

- **Donate to yourself** and lead by example.
- Offer '**donate for donate**' incentives to other participants i.e. you donate \$10 to someone and they donate \$10 back to you. While all the money ultimately goes to the same place it helps people to achieve their individual fundraising goals.
- Talk to people while out and about on your walks. You can accept **cash donations** by collecting the cash and then depositing the amount with your credit card.
- Organise a **group walk or event** with some of your friends or local dog walkers.
- Send out an office-wide **email asking for donations** very week after payday.
- **Keep your sponsors updated** with your walking and fundraising progress and encourage new sponsors by utilising Facebook and Instagram throughout the month.

