



## 2021 TAILS OF INDEPENDENCE

### CAN DO CANINES VIRTUAL HOST PACKET

Tails of Independence *Virtual* Fundraising Event

April 11 – May 11, 2021

Activities throughout the month with finale program on May 11 at 7:00pm

[can-do.link/toi](https://can-do.link/toi)





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## About the Tails of Independence Virtual Fundraising Campaign

### **What is the Tails of Independence Virtual Fundraising Campaign?**

Tails of Independence is a month-long virtual fundraising campaign benefitting Can Do Canines. Information about this virtual fundraising campaign can be found at [can-do.link/toi](https://can-do.link/toi). Your guests can learn more about Can Do Canines' work, view Can Do Canines' May 11<sup>th</sup> finale program, join the fundraiser as a Virtual Host, set up a personal fundraising page and donate to Can Do Canines.

### **When is the Tails of Independence Virtual Fundraising Campaign?**

The virtual fundraising campaign runs April 11–May 11 with the finale shown on May 11 at 7:00pm CST

### **What does the Tails of Independence Virtual Fundraising Campaign support?**

Tails of Independence directly supports Can Do Canines' work to create life-changing partnerships between dogs and people living with disabilities. Donations help pay for veterinary care, dog food and treats, support for our puppy raiser volunteer program, instruction in Can Do Canines' prison puppy raising program, advanced training for dogs, client matching, and much more.

### **When can people start donating to the Tails of Independence Virtual Fundraising Campaign?**

People can start donating now through May 11, 2021. Late donations are okay, too – we will keep the campaign open at least a week for the mail-in gifts or additional online gifts.

### **What if someone wants to mail their gift?**

Gifts can be mailed to: Can Do Canines, 9440 Science Center Drive, New Hope, MN 55428. Please indicate the gift is for the Tails of Independence Virtual Fundraising Campaign and if the gift is connected to a Virtual Host (by name).

### **What is a Virtual Host?**

Can Do Canines Virtual Hosts help spread the word about the Tails of Independence Virtual Fundraising Campaign and Can Do Canines' work by setting up a fundraiser page at [can-do.link/toi](https://can-do.link/toi) and sharing it with their friends, family, colleagues, and community contacts.

### **What are the mini-events in April and finale program on Tuesday, May 11?**

Can Do Canines is hosting Tails of Independence mini-events throughout April, such as virtual puppy training, a virtual tour of our state of the art training facility in New Hope, MN and other events as they are confirmed. On Tuesday, May 11 at 7:00pm CST, the Tails of Independence Virtual Fundraising Campaign will culminate with a finale program. You will get the chance to hear inspiring testimonials from our clients, meet some of Can Do Canines' newest puppies, get the latest update from Can Do Canines' Executive Director, and more.

### **When should I sign up to become a Virtual Host?**

We recommend signing up as soon as you can. Ideally, you will reach out to your contacts several times over the course of a few weeks during the fundraising campaign.

### **Where can people view the mini-events in April and finale program on May 11?**

The events can be viewed [can-do.link/toi](https://can-do.link/toi).

**Who should I contact if I have questions about being a Virtual Host or using CauseVox, the online fundraising platform?** Please contact Kathy Broten at [kbroten@can-do-canines.org](mailto:kbroten@can-do-canines.org).



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## How to be a Virtual Host

- 1) Sign up as a Can Do Canines Virtual Host on this website and click “Become a Can Do Canines Virtual Host”:  
**Note:** If you were a 2020 Virtual Host for the Tails of Independence Virtual Event, you do not have to sign-up again. Instead, click “Login” at the top right of [can-do.link/toi](https://can-do.link/toi) or the “Log in” button on the “Become a Can Do Canines Virtual Host” page.
- 2) Decide on whom and how you will reach out to about the Tails of Independence Virtual Fundraising Campaign and your “personal fundraiser page”. People to reach out to include family, friends, colleagues, business and community contacts – anyone who may be inspired to support our mission.
- 3) Reach out to your community and share your personal fundraiser page. We recommend reaching out 2-3 times over the course of the fundraising campaign, with the purpose of:
  - Contact #1: Inform people about the Tails of Independence Virtual Fundraising Campaign and invite people to support you in reaching your fundraising goal.
  - Contact #2: Remind people about the Tails of Independence Virtual Fundraising Campaign and your “personal fundraiser page”.
  - Contact #3: Encourage people to tune in to the finale program on May 11, 2021 at 7:00pm CST.
- 4) Thank people as they donate to your campaign. This can be done through an email, phone call, etc.
  - **Recommended:** Within one week after the fundraiser ends on May 11, send an update/final thank you email to everyone who donated to support your fundraising goal. This is a great time to share how much money was raised **in total** for Can Do Canines Tails of Independence Virtual Fundraising Campaign. You can also send a personal thank you note. Thank you cards will be provided.
- 5) **Note:** To view a list of donations to your fundraiser, change your profile picture, publish updates on your page about your personal fundraiser or the greater Tails of Independence Virtual Fundraising Campaign, or edit various aspects of your account: **Make sure you are signed into CauseVox and access this information through your “dashboard.” To go to your dashboard, click your profile photo at the top right of your personal fundraiser page (or on Can Do Canines’ main CauseVox website [can-do.link/toi](https://can-do.link/toi).**
- 6) We have provided optional messaging templates for your use on the following pages.
- 7) Optional: Publish updates on your “personal fundraiser page”. These updates can be about progress towards reaching your fundraising goal, the greater Tails of Independence Virtual Fundraising Campaign, etc.
- 8) Tune in for the Can Do Canines’ finale program on May 11 at 7:00pm CST.



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## Templates for Correspondence

The use of templates below is OPTIONAL. Please feel free to modify these messages.

**Email Contact #1:** Inform people about Tails of Independence Virtual Fundraising Campaign and invite people to support you in reaching your fundraising goal.

Hi [NAME],

I'm participating in a virtual fundraising campaign called Tails of Independence and it benefits one of my favorite nonprofits, Can Do Canines. I wanted to invite you to learn more about this impactful organization, and to support me in reaching my fundraising goal. [Why Can Do Canines' cause is important to you.]

Can Do Canines creates life-changing partnerships by providing highly-skilled assistance dogs for people living with disabilities. One of the most inspiring Can Do Canines stories is about a young boy named Draven and his Autism Assist Dog Ginny.

Draven lives with his mother, Katie; twin sister, Willow; older brother, Drake; and pet cats. Draven also lives with Autism Spectrum Disorder, as well as various other conditions that affect his ability to self-regulate and communicate. Katie has watched Draven self-initiate tasks and become more confidently independent since he is becoming aware of his own needs. He is acknowledging his own triggering situations and seeking Ginny for solace. "She helps keep him grounded and for longer periods of time. His outbursts are a lot shorter now," Katie explains. This benefits the whole family since the situation can be navigated quickly. Ginny has helped ease Draven's emotions and is truly a conduit in his sibling relationships, even as a social bridge when Draven plays with Ginny and his siblings. Draven has flourished with the routines and responsibilities that Ginny requires, and every single member of the family has found a new level of thriving, thanks to Ginny. Seeing a light shining on their future is one of Katie's greatest joys because of this extraordinary assistance dog. "The family feels full. It feels whole again."

Will you learn more about this cause on my fundraising page, consider making a donation, and/or help spread the word? Here is the link to my page: [link to your personal fundraiser page]. My goal is to raise [fundraising amount]. All of the money I raise will go directly to training and placing these highly-skilled assistance dogs with people living with disabilities.

Lastly, Can Do Canines' Tails of Independence Virtual Fundraising Campaign will culminate with an inspirational online program on Tuesday, May 11, 2021 at 7:00pm CST. This program is a great opportunity to hear inspiring testimonials and stories from Can Do Canines' clients and Executive Director, meet some of their puppies, and more. You can watch the program here: [can-do.link/toi](https://can-do.link/toi).

Thank you so much for your support!

[Your Name]



# 2021 TAILS OF INDEPENDENCE

**Email Contact #2:** Remind people about Tails of Independence and your “personal fundraiser page.”

Hi [Name],

I hope you are doing well.

May 11 is a big day for Can Do Canines’ Tails of Independence Virtual Fundraising Campaign and it is just around the corner! If you haven’t had a chance to check out my fundraising page, I wanted to invite you again. Here is the link to my page: [Link to your “personal fundraiser page”]

I encourage you to read through my site and to check out the media, as I think you could get as inspired about Can Do Canines’ work as I am!

Also, Can Do Canines’ Tails of Independence Virtual Fundraising Campaign will have an inspiring online presentation, where you will get to hear and see some of their assistance dog teams, pups in training, and more. You can watch the 30 minute program online on May 11 at 7:00pm CST here: [can-do.link/toi](http://can-do.link/toi). I hope you can join me and tune in for this inspiring event!

Thank you again for your support!

[Your Name]

**Email Contact #3:** Encourage people to tune in to Can Do Canines’ program on May 11 at 7:00pm CST.

Hi [Name],

I just wanted to send a reminder about Can Do Canines’ Tails of Independence program, which will be streaming online on Tuesday, May 11 at 7:00pm CST. The 30 minute inspirational program will include inspiring stories from Can Do Canines’ clients and executive director, the chance to meet some of Can Do Canines’ newest puppies, and more. You can watch the program here: [can-do.link/toi](http://can-do.link/toi).

Also, if you’d like to learn more about Can Do Canines before the program, or support me in reaching my fundraising goal for the organization, please visit my fundraising page: [Link to your “personal fundraiser page”].

Thank you!

[Your Name]



# 2021 TAILS OF INDEPENDENCE

**Social Media Contact #1:** *Inform people about Tails of Independence and invite people to support you in reaching your fundraising goal.*

Hi Friends! I'm trying to raise [Fundraising goal amount] for Can Do Canines' Tails of Independence Virtual Fundraising Campaign. Can Do Canines Assistance Dogs is a nonprofit that trains and places highly-skilled mobility, hearing, diabetes, seizure and autism assist dogs for people living with disabilities. The dogs assist with tasks such as picking up items, opening doors, and turning switches on and off. These partnerships are truly life-changing; so many of Can Do Canines' clients have been able to live more independently and confidently because of their assistance dogs. Want to learn more about Can Do Canines and how you can support this wonderful organization by helping me reach my goal?

**Social Media Contact #2:** *Remind people about Tails of Independence and your "personal fundraiser goal".*

Did you know assistance dogs empower people living with disabilities to live on their own, keep their jobs, and attend college? That's one of the reasons why I'm trying to raise [Fundraising goal amount] for Can Do Canines' Tails of Independence Virtual Fundraising Campaign. If you'd like to learn more and make a donation that directly supports the training and placement of assistance dogs, check out my fundraising page here: [Link to your "Personal Fundraising Page"]

**Social Media Contact #3: Encourage people to tune in to Can Do Canines' program on May 11 at 7:00pm CST.**

*\*We suggest posting this the evening of May 10 or the morning of May 11.*

You know the Can Do Canines' Tails of Independence Virtual Fundraising Campaign that I've been posting about? The inspiration finale program will be live on Tuesday, May 11 at 7:00pm CST. If you've been inspired or are curious about the organization, this is a great chance to hear inspiring testimonials from Can Do Canines' clients, meet some pretty cute puppies, and more. You can watch the program here: [can-do.link/toi](https://can-do.link/toi).

Also, if you'd still like to help me reach my fundraising goal for Can Do Canines Assistance Dogs, here's the link to my page [Link to your personal fundraising page]. Thanks!



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## Additional Resources

Below are some additional resources that might be helpful.

### **Tails of Independence Virtual Fundraising Campaign Website**

[can-do.link/toi](https://can-do.link/toi)

### **Can Do Canines Website**

<https://www.can-do-canines.org>

### **Can Do Canines Mission**

The mission of Can Do Canines is to enhance the quality of life for people with disabilities by creating mutually beneficial partnerships with specially-trained dogs.

By assisting with tasks such as retrieving items, opening and closing doors, and turning switches on and off, our dogs help their partners live with greater independence and confidence. These companions can also help diminish depression, anxiety and loneliness.

### **Can Do Canines Social Media Links**

Facebook: <https://www.facebook.com/candocanines>

Instagram: <https://www.instagram.com/candocanines/>

Twitter: <https://twitter.com/CanDoCanines>

### **Can Do Canines Tag on Social Media**

@CanDoCanines

### **Can Do Canines Tag for the Tails of Independence (TOI) Virtual Fundraising Campaign**

#CanDoTOI

#CanDoCanines

### **Can Do Canines Videos**

General YouTube page: [www.youtube.com/user/candocanines](http://www.youtube.com/user/candocanines)

### **2020/Year In Review**

<https://youtu.be/jCxm2BWB2T8>

### **Can Do Canines Prison Videos**

<https://youtu.be/9Vtx4dlE22w>

[https://youtu.be/IR\\_0BvMOnxw](https://youtu.be/IR_0BvMOnxw)