

IT'S YOU TO THE RESCUE

Walk, run, or roll 56km from
18-31 October and help save
animals from cruelty.



YOUR GUIDE TO FUNDRAISING



THANK YOU FOR JOINING THE RESCUE RUN!



It's time to save our best furry, four-legged friends.

Our goal, like yours, is to end cruelty to animals. When you run, walk, or roll 56km from 18-31 October, you will help our teams save animals from cruel situations, improve animal welfare education and most importantly, keep people and animals together, happily.

To help you achieve your goals, and go even further, we've prepared this fundraising guide to get you started. Head over to your fundraising dashboard for extra tips and resources, or reach out for some more tailored support if you have any questions.

Once you're up and running – we'd love to see your achievements!

When you post on social media, don't forget to use the hashtag #RSPCARescueRun so we can share your updates, videos and gorgeous animal pics.

Animals deserve our protection and respect – they make our lives full and remind us what it means to live humanely.

IT'S YOU TO THE RESCUE!



56,000

reports of animal cruelty received by the RSPCA each year



4,364Km

travelled by each of our pawsome Inspectors monthly to run to the rescue of animals in need



126

Inspectors coming to the rescue across the country



can provide a kennel, bath and meals for a neglected dog that has been rescued by our inspectors



can help pay for the transport of multiple animals to other shelters, increasing their hopes of being adopted



can help keep one of our brave inspectors on the road fighting animal cruelty



KEEP THE MOMENTUM



SET YOUR GOALS HIGH

You've got two weeks to get moving on the daily – make it count. Whether it's the full 56km, a little less, or even more, set yourself an ambitious target and see how far you go!



EXPLAIN YOUR AIM

Let others know that you're doing the Rescue Run! Share your love for animals and their welfare – it's always great to let people know why you're taking part.



SHARE YOUR PROGRESS

Keep yourself accountable by sharing images and videos of you taking part in the Rescue Run – we love to see your photos too!



FITNESS TIPS & TRICKS



RUN WITH A FRIEND OR PAW PAL:

It's always easier to keep yourself motivated when you've got a friend to keep you on track. Or, even better, a four-legged paw pal to race you along the way.



SET YOUR PACE:

56km can seem like a lot but remember, you've got two weeks to complete it. Set yourself the challenge of walking to and from work each day, or go for some lunch time zoomies if you're working from home!



BE PREPAWED:

Make sure you've got everything you need to run to the rescue. Water, sunscreen, some pawsome fitness gear and a load of stretches to keep you from cramping up - downward dog anyone?



TOP TIPS FOR RAISING FUNDS



SUGGEST AN AMOUNT

People feel more comfortable when they have a guide on how much to donate. It's a great idea to let them know how much you are hoping to raise.



SHOW THEM THEIR IMPACT

Check out your fundraising dashboard to find out more about how your fundraising can help rescue animals from cruelty. There's stories to share, so share them proudly!



MAKE IT EASY

Share the link to your unique fundraising page over email and social media – there's even a special Rescue Run email signature banner you can use and link to your fundraising page – make tech your fundraising friend.



CONNECT WITH YOUR COMMUNITY



SPREAD THE WORD

Think about the best way to ask people and businesses around you to support your challenge. Is it by email, phone call, text, social media – or face-to-face?



REMIND AND REPEAT

Even people with the very best intentions can forget. It's okay to gently remind your friends and family to donate. Follow-up emails are your friend!



SHOW YOUR GRATITUDE

It's easy to say thanks via your fundraising dashboard! Share the love on social media, tag businesses that share their support – and it can act as a reminder to anyone who hasn't donated yet.

It's nice to post updates here and there to also let people know how you're going. Your heartfelt thanks to each of your supporters will make you both feel good about rescuing animals.



IF YOU CAN'T MEET
IN PERSON, PHONE
CALLS ARE A
GREAT OPTION.

ROUTE PLANNER



Ever heard the saying “a goal without a plan is just a wish?”

Keep yourself on track to reach your fitness goal with this handy tracker.

RUN 1
Date _____
km _____

RUN 2
Date _____
km _____

RUN 3
Date _____
km _____

RUN 4
Date _____
km _____

RUN 5
Date _____
km _____

RUN 6
Date _____
km _____

RUN 7
Date _____
km _____

RUN 8
Date _____
km _____

RUN 9
Date _____
km _____

RUN 10
Date _____
km _____

RUN 11
Date _____
km _____

RUN 12
Date _____
km _____

RUN 13
Date _____
km _____

RUN 14
Date _____
km _____

GETTING STUCK INTO IT!

HALFWAY THERE!

DON'T GIVE UP, YOU'RE NEARLY THERE!

YOU'VE COMPLETED THE RESCUE RUN!
Total km _____