



# FREQUENTLY ASKED QUESTIONS

Sunday, October 16, 2022 | Fort Adams, Newport, RI | 10:00am – 2:00pm

## What is the Heart & Sole Walk for Animals?

The Heart & Sole Walk for Animals is our annual scenic .75 mile walk and the Potter League's largest fundraising event. It is a celebratory event for you, your dog, your family and friends!

## When is the Heart & Sole Walk for Animals?

The 33<sup>rd</sup> annual Heart & Sole Walk for Animals is on Sunday, October 16, at Fort Adams State Park in Newport, RI. Registration opens at 10:00 am with lots of fun activities. The Walk kicks off at 12:00 Noon. This is a rain or shine event.

## 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 veterinary services, spay/neuter, pet training, financial assistance, wellness clinics and more.

## How do I register for Heart & Sole Walk 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 you will then have the option to personalize your 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.

## Is there a registration fee?

There is no registration fee. All participants can pre-register and donate or raise funds to help homeless animals of our community. You will need an email address and password to register online. Raise just \$50 and you get a free Walk T-Shirt (\$25 for kids). The more you raise the more fun prizes you will earn. Families should register an adult first and then add children.

## Can anyone participate?

Yes, of course! The Heart & Sole Walk for Animals is open to the public. The walk-route is partially paved and handicapped-accessible. Strollers or wagons are no problem. We welcome all to participate.

## 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.



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## 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. Make sure to save your edits!

## 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 the Potter League’s mission and encourages others to join you. After that, we recommend emailing, texting and sharing your fundraising page with 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!

## How do I get interactive on social media?

Share your Heart & Sole Walk 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 Walk for Animals Facebook event to get all of the latest updates.
- Post your photos and videos throughout the day on social media by using **#HeartandSole2022** and **@potterleague** and we may share it!
- Post the “I am walking in the Heart & Sole Walk for Animals to support the Potter League” social media badge on your Facebook or Instagram and let everyone know you are walking.
- Add the Heart & Sole Walk for Animals Facebook profile frame to show your support.

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

Yes! You can connect a Facebook fundraiser to your **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.

## 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.**



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## I am registered but not fundraising online – what do I do with cash and checks that I collect?

Download the offline donation form from the website or use the one included in the brochure and bring it with your donations to the Walk or to the shelter in advance. If you receive cash or checks after the walk, please bring it to the shelter or mail to the Potter League, Attn: Walk for Animals, 87 Oliphant Lane, Middletown, RI 02842. We do not recommend mailing in cash.

## 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. On the day of the Walk, prize redemption will be available at the prize tent.

## 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.

## This is my first time fundraising - do you have tips?

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

## Can I register the morning of the walk?

There is no entrance fee to attend the Walk. We do encourage a donation to the Potter League directly or by sponsoring one of our walkers. Non-registered walkers can check in at the walk-in table.

## What if I cannot attend Walk for Animals but I want to raise funds?

Virtual walkers welcome! If you cannot attend we will miss you but you can register online as a 'Cat Napper' and donate to the Walk or use the website tools to raise funds. Registered 'Cat Nappers' will receive prizes based on money raised following the Walk. All money raised can be brought to the shelter or mailed with offline donation forms to: Potter League, Attn: Walk for Animals, 87 Oliphant Lane, Middletown, RI 02842

## Can I bring my pets to the walk?

Friendly, on-leash dogs who enjoy the lively, celebratory environment are welcome. Dogs must be leashed, up-to-date on vaccinations and in control at all times during the event. We anticipate at least 250 dogs to attend the event. No cats or other small animals. Please do not use a retractable leash.



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## Can I bring my children and can they participate?

The Walk for Animals is a family-friendly event. Parents should register first and then they will be prompted to register their children. Youths 15 years of age and under must be accompanied by an adult. Youths of all ages are welcome and to fundraise.

## Is there food available at the Walk?

A variety of food trucks and concessions will offer up a wide selection of food and beverages. Additional giveaways are provided by our in-kind vendors and sponsors.

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

On the day of the Walk, prize redemption will be available at the prize tent. At check-in, the staff and volunteers will give you your prize level slips once you turn in your donation.

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

Yes, all charitable donations toward the Heart & Sole Walk 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 by email at [SusanR@potterleague.org](mailto:SusanR@potterleague.org) or by phone at 401-846-0592 ext 125.

To get started visit our Walk registration  
and fundraising website at:  
**[heartandsolewalk.org](http://heartandsolewalk.org)**