



# **Bark Leaders 2019**

## **Welcome Packet**

**Official Contest Rules**  
**Winning Titles & Prizes**  
**Top 10 Tips for Success**  
**Offline Donation Form**

# Official Contest Rules

## 1. Eligibility

- Entrants must be 18 years or older, or be able to provide written permission from a parent/guardian.
- To be eligible for any Bark Leader Title or accept any prize, owners must send proof of rabies vaccination to [barkleader@aggielandhumane.org](mailto:barkleader@aggielandhumane.org) by the contest deadline.
- If contestants are unable to provide proof of rabies vaccination by the deadline, the title and prize will be awarded to the next highest fundraiser.

## 2. Contest kicks off Friday, July 5, 2019

## 3. Contest ends on Friday, November 1, 2019, at 5:00 PM. Donations made after this time will be accepted, but will not be attributed to any contestant's campaign.

## 4. Offline Donations

- All offline donations must be received by mail or turned in to the front desk at Aggieland Humane Society by Thursday, October 31, 2019, by 5:00PM.
- Offline donations will only be attributed to a specific campaign if they are turned in with an official Offline Donation form (copies are available at the front desk of Aggieland Humane Society and are included in the Welcome Packet)

## 5. Media Activity

- By participating in the contest, entrants consent to disclose total donation amounts raised during the contest
- Aggieland Humane Society has the consent of all contest participants to use any photographs/videos that include participating dogs or dog owners provided by entrants during the contest for use in any public relations efforts (e.g. website, social media, printed materials, etc.)

## 6. All Prizes and T-shirts must be claimed at the front desk of Aggieland Humane no later than Friday, December 20, 2019. The four Bark Leader title winners will have their prizes delivered.

Aggieland Humane Society reserves the right in its sole discretion to disqualify any contestant it finds to be: (1) tampering or attempting to tamper with the entry process or the operation of the Contest; (2) violating the Rules; (3) acting in an unsportsmanlike or disruptive manner, or with the intent to annoy, abuse, threaten or harass any other person or pet. Should a contestant be subject to voluntary or mandatory removal from the fundraising competition, the fundraising efforts made by the contestant will still be contributed to Aggieland Humane Society. Promotional material for the entrant's Bark Leader fundraising efforts should be in good taste and appropriately reflect the values of Aggieland Humane Society. All activities related to participation in Bark Leader should safeguard the health, safety, and general well-being of the contestants. Bark Leader fundraising may not take place at an event where funds are being raised for another organization/cause unless approved in writing by Aggieland Humane and the organization/event host. Entrants must release, discharge, indemnify, and hold harmless Aggieland Humane Society, its agents, servants, and employees from any and all claims, causes of action, or demands due to any injury that may be incurred or sustained by their participation in any and all Aggieland Humane events and media appearances.

## Winning Titles

- Alpha: awarded to the contestant with the greatest total amount of money raised
- Senior: awarded to the contestant with the 2nd greatest total amount of money raised
- Junior: awarded to the contestant with the 3rd greatest total amount of money raised
- Fan Favorite: awarded to the contestant with the greatest number of unique donors.\*\*\*

## Prizes

- The first 25 dogs to **raise \$100** will win a free Bark Leader T-Shirt!
- **Raise \$250** and win a canine enrichment kit with toys dogs love!
- **Raise \$500** and win a training kit with a Martingale collar ordered to fit, leash, training treat pouch, clicker, and tasty treats!
- **Raise \$1,000** and be awarded a personalized plaque for display on the dog kennel of your choice at the Aggieland Humane Society Dog Building for one year!
- **Raise \$5,000** to win an annual subscription to Bark Box!
- Winning titles receive a photo shoot, prize basket, and the prestigious title of Spokes Dog for Aggieland Humane.

\*\*\*The number of unique donors will be determined by both online and offline donations from unique donors. Offline donations turned in without a form designating the donor will not be counted toward the number of unique donors. Title winners are not eligible to receive more than one title. In the event that the Alpha, Senior, or Junior winner has the highest number of unique donors, the title of Fan Favorite will go to the fundraiser with the next highest number of unique donors.

Title winners will have their prizes delivered to them. All other prizes will be announced by email and must be picked up from the front desk at Aggieland Humane Society no later than Friday, December 20, 2019.



# Top 10 Tips for a Successful Campaign

1. Customize your personal Bark Leader fundraising page with pictures, a video, and a creative bio story to showcase your dog's "paw"some personality!
2. Be sure to explain to others why you are raising money for pets in need at Aggieland Humane Society.
3. Jumpstart your campaign by donating to your own page! Leading the pack will excite others to contribute.
4. Send personalized e-mails or messages from your dog to your friends/family. Ask them to donate to rescue pets in need by helping your dog fundraise!
5. Have a "bark" sale or a garage sale with all profits going toward your dog's campaign.
6. Start a collection at your "paw-ffice", local businesses, or other locations that will allow an eye-catching donation box or pet bowl to draw attention to your dog's campaign! You could even set up a candy bowl or baked goods station to entice others to check it out.
7. Host a profit share! Call the Bark Leader Hotline at 979-775-5755 ext 110 or email [barkleader@aggielandhumane.org](mailto:barkleader@aggielandhumane.org) to set up a profit share. Host one alone and 100% of the earnings from the profit share will be attributed to your campaign. Or, you can host one with other contestants and share the earnings.
8. Create an Instagram, Twitter, or other social media account to share stories and pictures of your dog while promoting your dog's campaign! You can share your creativity and find new ideas by using #barkleader.
9. Keep your donors updated! Don't stop with just setting up the page. Keep it updated and SHARE, SHARE, SHARE! Shout it from the "woof"tops.
10. The most important thing is to HAVE FUN! You are em"barking" on a fundraising campaign to help countless pets in need and making your dog feel "paw"sitively special!





# Bark Leader

## Offline Donation Form

Donate to a Bark Leader contestant's fundraising campaign offline with a donation by:  
check, money order, cash, or credit card.

My contribution is supporting \_\_\_\_\_

Name of Dog Contestant

Donation Amount \$ \_\_\_\_\_ Date \_\_\_\_\_

Please Make Checks Payable to Aggieland Humane Society (AgHS)

Name \_\_\_\_\_ E-mail \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Home Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp Date \_\_\_\_\_ Zip Code \_\_\_\_\_

You can leave a special note for the contestant below!

\_\_\_\_\_  
\_\_\_\_\_

Thank you for being a part of Bark Leader and raising money for countless pets in need!  
**All offline donations must be received before October 31, 2019 at 5:00pm to be counted toward a contestant's final total.**

Please complete this form and return it with your donation to the front desk at Aggieland Humane Society  
or mail to the address listed below.

5359 Leonard Road / Bryan, TX 77807 / AggielandHumane.org / (979) 775-5755