



Pet Valu Walk for Dog Guides

Here's a step-by-step guide to help you get started.



1. Confirm Date and Venue

- Date: Sunday, May 31 2026 is the national walk date for The Pet Valu Walk for Dog Guides. We highly encourage you to schedule your walk on this date, or one day in the month of May due to the national media coverage.
- Venue: Secure a location for the walk. This could be a local park, community center, or even a large parking lot if the walk is short. Ensure the location is dog-friendly and has enough space to accommodate a large group of people and dogs, and that you have insurance coverage. Please review the Walk Insurance form.

2. Plan the Event Logistics

- Route Planning: Map out the walk route. Make sure it's safe and suitable for dogs and participants. Consider having rest stations with water for both humans and dogs. We encourage you to make sure the location and route are accessible to participants using wheelchairs and other accessibility devices.
- Permits and Permissions: Check if you need permits for the event, especially if it's in a public park or involves road closures.
- Volunteers: Recruit day of volunteers to help with registration, route guidance, and managing any event activities.

3. Promote the Event

- Marketing: We provide all marketing material including flyers, social media posts, and press releases.
- Outreach: Reach out to local and like minded businesses, schools, and community groups to spread the word. We recommend inviting local pet stores, vet clinics, dog trainers and dog walking groups to your walk.
- Engage with Local Media: Try to get coverage from local newspapers, radio or TV stations. This can help increase visibility and attract more participants. Our team is always here to help.
- Leverage Social Media: Create an event page on platforms like Facebook or Instagram. Use hashtags to increase reach.

4. Fundraising Strategies

- Registration: Make sure your walk is registered online!
- Sponsorships: Approach local businesses for sponsorships. Offer to feature their logos on event materials or provide them with a booth at the event.
- Donations and Merchandise: Consider selling event merchandise such as T-shirts or bandanas. Hold local pop-up events and work with local vendors to create merchandise.

5. Event Day Preparations

- Setup: Arrive early to set up registration tables, signage, and any other necessary equipment. Ensure there are disposal stations for garbage, recycling and dog waste.
- Safety Measures: Have first aid kits available and ensure you have a plan for handling emergencies. Ensure you have water for participants and their dogs. We recommend having snacks for humans and treats for dogs as well.

6. Post-Event Follow-Up

- Thank You Notes: Send thank you notes to volunteers, sponsors, and participants. This helps build relationships for future events.
- Feedback: Gather feedback from participants to learn what went well and what could be improved for next time.
- Pledge Sheets: Ensure you send back pledge sheets and money for tax receipts.

By following these steps, you can lay a solid foundation for a successful walk fundraiser. Best of luck with your planning, and if you need more specific advice or help along the way, feel free to ask! Please contact Sara Bawar, National Event Coordinator at 905-842-2891, or 1-800-768-3030 ext 226 or email walk@dogguides.com.