



ABOUT HAPPY TAILS DAY

Thank you for requesting more information about Happy Tails Day! We're all very excited about this brand new, national event for the RSPCA.

Below is a list of frequently asked questions, which we hope will answer your queries.

Otherwise, we look forward to keeping you updated with the latest news and information about Happy Tails Day 2007!

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1. So, what is this Happy Tails Day all about?

We're glad you asked!

Happy Tails Day is a national fundraising event for the RSPCA that is being held for the first time in 2007.

Across Australia, we hope to have as many people as possible wearing plush tails, ears and badges to show they care about animals and support the work of the RSPCA.

The design will change each year: this year's merchandise will be a black and white spotty dog design - so over the years, you can collect them all!

2. When is it?

Happy Tails Day 2007 will be held on Friday 5 October, as part of the annual national RSPCA Awareness Week which runs from 1-8 October.

3. Why is it being held?

The main purpose of Happy Tails Day is to raise much-needed funds to support the RSPCA's work in caring for and protecting Australia's animals.

Each year in Australia, the RSPCA accepts around 135,000 animals from the community and investigates more than 46,000 complaints of animal cruelty and neglect; yet nationally, government funding makes up only around 3% of its income.

That's why the RSPCA depends so much on the support of individuals, businesses and other community groups to continue this vital work.

We appreciate all the donations we receive, but an event like Happy Tails Day serves an even greater purpose. In addition to raising money to help all creatures great and small, we hope Happy Tails Day will encourage more people to become involved with the RSPCA, to learn more about our work and about the important animal welfare issues we deal with.

4. But what's in it for me and my organisation?

You and your organisation can really benefit from being involved with the RSPCA.

The RSPCA has an incredible 98% brand recognition in Australia and was recently found by a national Reader's Digest survey to be Australia's most trusted animal charity.

The RSPCA is one of very few charities that is represented right across the country, in cities as well as rural and regional locations, and which has touched the lives of almost all Australians.

By selling and displaying Happy Tails Day merchandise in your workplace or office, you are demonstrating in a very visible way that you care about animals and support the work of the RSPCA.

It also tells your clients and customers that you are a socially responsible organisation that is part of the community and which cares about giving something back to the community that supports your business.

5. Okay, I'm in! – what can I do?

The best way you can help the RSPCA and support Happy Tails Day is by selling merchandise in your workplace or community. To make this as easy as possible, RSPCA Australia is providing everything you need.

You can order a counter box from us that contains a range of items, all in this year's fabulous black and white spotty dog design! Each counter box measures 37cm long by 13.5cm wide by 14cm high, and contains the following:

Item	Quantity	Retail price
Badges	20	\$3
Pens	20	\$4
Toothbrushes	20	\$4
Magnets	40	\$2

You can also receive a hanging clip strip which holds five sets of spotty ears and five spotty tails, which are sold for \$5 each.

Stock ordered from the RSPCA will be delivered by mid-September and can then be sold at school, work, sport and at other community events; or you could place a counter box in your local shops, clubs and retail outlets!

Each counter box is fitted with a money box to collect funds from product sales; funds can then be transferred to the RSPCA via a simple EFT transaction

And if you have any stock left over, we'll give you an address to which you can return it as well.

6. I really can't sell merchandise – how else can I help?

- Organise a special event

If you really can't sell Happy Tails Day merchandise, then perhaps you'd consider ordering ears and tails for your friends, family and yourself and celebrate on the day with a group event?

For example, you might like to organise a picnic or morning tea at work on Friday 5 October, to have fun with colleagues and show off your tails! Ask everyone to bring a special spotty treat (how about cupcakes with vanilla icing dotted with choc chips? – yum!)

Maybe you can organise a dog walk in the park with friends? Bring your pets or their photographs into the office for show and tell!

You could even ask your local RSPCA to present a talk on their work in your community.

And remember to take lots of photos that you can send to us here at the RSPCA – we'd love to see what you've done!

Get your ears, tails and badges from our RSPCA shelters and our valued supporters at Big W, Bendigo Bank, Peter Alexander, Lush and online at www.rspca.org.au

- Badge your existing event as a Happy Tails Day activity

If you aren't able to organise a special event to mark Happy Tails Day, then consider using an existing event – such as a training course, meeting or lunch appointment - as an opportunity to mention Happy Tails Day and your support of the RSPCA.

Just ask us for a Supporter's Kit and put a poster up on your wall!

Let your friends and colleagues know about Happy Tails Day and point them in the right direction to buy merchandise from Big W, Bendigo Bank, Peter Alexander, Lush or online at www.rspca.org.au .

- Spread the word

Even if you aren't able to organise an event for Happy Tails Day or sell merchandise, maybe someone else in your organisation or social circle can!

Help us to spread the word - include a banner or item about Happy Tails Day on your website or in your electronic or hard copy newsletters. We can provide any artwork you need!

We can also provide you with inspirational stories to help motivate your friends and colleagues to participate, along with some adorable photographs of real-life rescue animals.

- Wear your tail on Happy Tails Day

Last but not least, it's just as important for you to get out and be seen wearing your tail on Happy Tails Day!

Request a copy of our Supporter's Kit and you'll be armed with lots of useful information about why the RSPCA needs your support, to satisfy the questions you'll inevitably receive!

Hey – you won't find a better conversation starter!

7. Where else can I buy my tail, ears, badge and other items?

Happy Tails Day merchandise (including tails, ears, badges, pens, magnets and toothbrushes!) can soon be purchased from our online shop at www.rspca.org.au , RSPCA shelters and from the outlets of our valued supporters including Big W, Bendigo Bank, Peter Alexander (stores and online) and Lush.

8. And if I don't want to wear a tail?

We really encourage you to be brave and wear a tail on Happy Tails Day! After all, it's for a really good cause. If you don't want to go it alone, get your friends involved!

But if a tail is still a little too much for you, or your work or uniform requirements mean you really can't wear one, why not wear a set of ears or even a badge instead?

And if you're really shy, perhaps you could buy a Happy Tails Day pen, magnet or toothbrush? You can never have too many of those!

9. What next?

If you can help the RSPCA by selling Happy Tails Day merchandise, or you'd like to organise a group or event to participate in Happy Tails Day (for example, at your workplace, in your school, or in another community organisation) you can contact us to request a Supporter's Kit.

Your Supporter's Kit will include all the information you need to sell merchandise and to return money and any unsold stock.

The Supporter's Kit also includes a poster as well as lots of tips and ideas on how to promote your involvement in Happy Tails Day.

Keep an eye on the RSPCA website (www.rspcavic.org.au) to find out the latest information on Happy Tails Day. And don't forget to wear your tail on Friday 5 October 2007 – and 'get behind' a great cause!

We really value your contribution, no matter how great or small. If you'd also like to make a donation to the RSPCA,

10. For more information or to request a Supporter's Kit, please contact

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