



SUMMIT ASSISTANCE DOGS

Creating life-changing partnerships between people and dogs

SUMMIT AMBASSADOR PACKET

UNLEASH YOUR LOVE 2024

JOIN US FOR
UNLEASH YOUR
LOVE 2024!



May 1 - May 31, 2024

summitdogs.org/unleashyourlove



Sam and Quilcene



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Dear Summit Ambassador,

Thank you for joining us for Summit's 2024 Unleash Your Love Campaign! This is our most important fundraising campaign of the year and we are incredibly grateful for your support.

As a Summit Ambassador, you are a key component to the success of Unleash Your Love. By inviting your friends, family, colleagues, and business contacts to support and learn more about the life-changing work that Summit does in our community, you are helping people living with disabilities receive the loving partnership of a service dog for years to come.

This month-long campaign will feature exciting virtual events including training sessions, client interviews, and a tour of Summit's Canine Condo with construction progress updates, as well as two in-person events in the Bellevue metro area and Anacortes, free to attend for our Ambassadors and Love Unleashed Society members.

The following pages serve as a resource for your Summit Ambassador role and include details about Unleash Your Love, directions on how to be a Summit Ambassador and additional resources that might be helpful. Please don't hesitate to reach out to the Summit team if you have any questions!

Again, thank you so much for serving as a Summit Ambassador. Together, we will change lives by providing highly trained service dogs for people living with mobility disabilities in our community.

Sincerely,

Sue Meinzinger
Founder/Executive Director



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About the Unleash Your Love 2024 Campaign

What is Unleash Your Love?

Unleash Your Love is a fundraising campaign to benefit Summit Assistance Dogs. General Information about this campaign can be found at <https://summitdogs.org/unleashyourlove>. Our giving platform is hosted at <https://summitdogs.causevox.com>, where you can not only become a Summit Ambassador to help us fundraise for the event but also learn more about Summit's work and view our events throughout the month.

When is Unleash Your Love?

The campaign runs from May 1st to May 31st, 2024. Throughout the month there will be virtual events, as well as invite-only special events (see below). To view a schedule of the virtual events, visit <https://summitdogs.org/unleashyourlove> or <https://summitdogs.causevox.com>.

What does the Unleash Your Love campaign support?

Unleash Your Love provides the essential funding needed to create life-changing partnerships between dogs and people living with disabilities. Support from our community enables Summit to provide highly skilled service dogs to our clients, at no cost to them. Donations help pay for veterinary care, dog food, training supplies, support for our puppy raising program, instruction in Summit's prison partnership program, advanced training for our dogs on their way to becoming service dogs, client matching, and much more.

When can people start donating to Unleash Your Love?

People may start donating now through May 31st, 2024. Late donations are okay too - we'll keep the campaign open at least a week longer for mail-in gifts or additional online gifts.

What if someone wants to mail their gift?

Gifts can be mailed to: Summit Assistance Dogs, PO Box 699, Anacortes, WA 98221. Please indicate that the gift is for the Unleash Your Love campaign and if the gift is connected to a Summit Ambassador (by name).

What is a Summit Ambassador?

Ambassadors help spread the word about the Unleash Your Love Campaign by setting up a fundraiser page at <https://summitdogs.causevox.com> and sharing it with friends, family, colleagues, and other community contacts.

When should I sign-up to become a Summit Ambassador?

We recommend signing up as soon as you can. Ideally, you'll reach out to your contacts several times over the course of the month-long campaign.

What are the virtual and in-person events?

Summit is hosting a variety of virtual and in-person events throughout May. More information about our virtual events can be found at <https://summitdogs.org/unleashyourlove> or <https://summitdogs.causevox.com>.

Sign up to be an Ambassador for Unleash Your Love 2024 and you will receive an exclusive invitation to attend one or two in-person events, free of charge, where you and your guests can mingle with Summit clients, our staff and volunteers, and maybe cuddle a puppy or two! We'll host one event in the Bellevue metro region and one in Anacortes and your event invitations will be sent in later April.



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Who should I contact if I have questions about being an Ambassador or using CauseVox, the online fundraising platform?

Please contact info@summitdogs.org with any questions.

How to be a Summit Ambassador

1. Sign up as a Summit Ambassador on this website and click “Become a Summit Ambassador”:
<https://summitdogs.causevox.com>.
 - a. **Note:** If you have been a “Virtual Table Captain” or Ambassador for a previous Unleash Your Love Virtual Giving Event, you do not need to sign up again. Instead, click “Login” at the top right of <https://summitdogs.causevox.com> or the “Log in” button on the “Become a Summit Ambassador” page.
 - b. **Recommended:** After you sign up, take some time to customize your personal fundraiser page. We’ve created a page template for you, and if you’d like to add personal touches, you can customize your page by clicking “edit” at the top of your page.
2. Decide to whom and how you will reach out about the Unleash Your Love Virtual Giving Event and your personal fundraiser page. People to reach out to include family, friends, colleagues, business and community contacts – anyone who may be inspired to support Summit’s mission. In-person, phone, email, and social media are all great tools to connect!
3. Reach out to your community and share your personal fundraiser page. We recommend reaching out 2-3 times over the course of the fundraiser, with the purpose of:
 - Contact #1: Inform people about Unleash Your Love and invite people to support you in reaching your fundraising goal and to learn about Summit’s impact.
 - Contact #2: Encourage people to attend some Unleash Your Love virtual events to learn more about what their donations are supporting.
 - Contact #3: Remind people about Unleash Your Love and your personal fundraising page, and remind them there is still time to donate if they wish.
4. Thank people as they donate to your campaign. This can be done through email, phone calls, etc.
 - a. **Recommended:** Within one week after the fundraiser ends on May 31, send an update/final thank you email to everyone who donated to support your fundraising goal. This is a great time to share how much money was raised **in total** for Summit’s Unleash Your Love event, and how much you raised through your efforts.
5. **Note:** To view a list of donations to your fundraiser, change your profile picture, publish updates on your page about your personal fundraiser or the greater Unleash Your Love fundraiser, or edit various aspects of your account: **Make sure you are signed into CauseVox and access this information through your “dashboard.” To go to your dashboard, click your profile photo at the top right of your personal fundraiser page (or on Summit’s main CauseVox website <https://summitdogs.causevox.com>).**



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Additional Resources

Summit's Website

<https://summitdogs.org/>

Summit's Mission

Summit Assistance Dogs is a nonprofit organization that creates life-changing partnerships by providing highly skilled mobility assistance dogs for people living with disabilities in the Pacific Northwest.

By assisting with tasks such as retrieving dropped items, tugging doors open, turning switches on and off, and tugging clothing off, our dogs help their human partners live with greater independence, confidence, and joy. Our dogs also help alleviate depression, anxiety, and loneliness.

Along their journey to becoming canine helpmates, our dogs spend time changing the lives of incarcerated men in our prison program, where they receive much of their training. Our prison program truly offers a Win-Win partnership, providing important life skills for the men there while our dogs receive excellent care and training.

Summit's Social Media Links

Facebook: <https://www.facebook.com/Summitdogs/>

Instagram: <https://www.instagram.com/summitassistancedogs/>

LinkedIn: <https://www.linkedin.com/company/summit-assistance-dogs>

TikTok: <https://www.tiktok.com/@summitassistancedogs?lang=en>

Summit Tag on Social Media

@summitassistancedogs

Social Media Hashtags for this Fundraiser

#UnleashYourLove2024 #UnleashYourLove #UYL24 #SummitsUnleashYourLove

Summit Videos

General YouTube page: <https://www.youtube.com/channel/UCO-S1ZwGhnSiGG4JmQfkDdQ/featured>

About Summit Video

Summit's story: <https://youtu.be/LLpCQsgb28k>

Client Team Videos

Brian & Jacques: <https://youtu.be/Qz9vjTlw8Wc?si=YVUBUBmDLML9NQhI>

Joe & Jamon: <https://www.youtube.com/watch?v=kPAKCuHk4Yo&t=94s>

Brianna & Mabel: <https://www.youtube.com/watch?v=rEFynTTR87g>

Eric & Titus: <https://www.youtube.com/watch?v=8-tfI7QF0Jw>

Prison Program Videos

Leo's Story: <https://www.youtube.com/watch?v=khgmjJgP3k0>