

**Houston Pets Alive!
Calendar Contest 2021**

Questions? Email fundraise@houstonpetsalive.org.

Guide: aka how it works

Calendar Contest

1. HPA!'s Calendar Contest is open to all pet owners across the globe who want their pet to be featured in HPA!'s 2022 calendar, and possibly even make the cover!
2. It is completely FREE to enter. Entries are accepted via the Calendar Contest webpage <https://houstonpetsalive.salsalabs.org/calendarcontest2021/index.html>.
3. Once registered, you can customize your fundraising page by uploading the photo of your pet you want to compete in the contest. Once the photo is uploaded, it may NOT be changed.
4. Pet photos must be of DOGS or CATS only.
5. When you upload your pet's photo to the website, it will automatically ask you to crop it into a square. Actual calendar photos will be slightly horizontal in layout.
6. Photos should be high resolution (300 dpi preferred). If a winner's winning photo quality is not sufficient for print, HPA! reserves the right to disqualify the winner and open the spot to the contestant with the next highest votes.
7. Contestants will solicit votes (donations) from friends and family from October 15, 2021 at 12:00am through November 15, 2021 11:59pm on their personal fundraising pages.
8. \$1 donated = 1 vote. Online votes (donations) must be made on the contestant's page to count towards the contestant's total.
9. The top 12 contestants with the most votes (donations) by November 15, 2021 at 11:59pm will win a month feature in the calendar. Winners will have the opportunity to choose their preferred feature month in the order of most votes to least votes.
10. The contestant with the most votes (donations) will also win the calendar cover.

Pre-Order a Calendar

1. Final calendars are available for pre-order for \$25. There is no limit to the number of calendars an individual may pre-order.
2. Pre-orders must be received no later than November 15, 2021 at 11:59pm through the event website <https://houstonpetsalive.salsalabs.org/calendarcontest2021/index.html>.
3. Expected availability of pre-ordered calendars is late December 2021.

4. Pickup of calendars will be at HPAI's 2854 Antoine Drive location. Delivery of calendars will be on a case-by-case basis only and is not guaranteed.

Purchase an Ad/Photo

1. Up to forty-eight (48) 2.5"x1" ad or photo placements are available in the calendar's footer for purchase at \$100 each.
2. Photo placements guarantee a pet's inclusion in the calendar regardless of being a top 12 contestant.
3. Ads provide the opportunity to include a message or advertisement by an individual or company.
4. Artwork/photos should be supplied by the purchaser. Some graphic design assistance may be possible on a case by case basis.

FAQs

1. How much does it cost to enter into the Calendar Contest?
 - a. Nothing - entry is FREE!
2. How do you enter the Calendar Contest?
 - a. The direct link to register is
<https://houstonpetsalive.salsalabs.org/calendarcontest2021/index.html?page=register>.
3. How do people vote for my pet?
 - a. Once you've set up your personal page and upload your pet's photo, you can share the URL with friends and family to solicit votes. Votes are donations. \$1 donated = 1 vote. The more your friends and family donate on your page, the more votes you will receive.
4. How do I win?
 - a. The top 12 pets with the most votes (donations) by November 15, 2021 at 11:59pm win a month feature. The pet with the most votes (donations) will win the cover photo.

Entry and Fundraising Page Guide

1. Go to

<https://houstonpetsalive.salsalabs.org/calendarcontest2021/index.html?page=register>

and find the entry option. Click “add to cart.”



Select a Registration Level

Select a registration level below. Once configured, you can return to add additional registrations.

Includes a fundraiser.		
Registration Level	Remaining	Price
Calendar Contest Entry <small>limit 1 per transaction</small>		FREE
Single entry into costume contest. One photo per entry.		
		Add to Cart

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2. Select whether you are registering for yourself or someone else.



1 Registration Details

2 Fundraiser Details

3 Summary

Registration Detail

Calendar Contest Entry (You)
Registration #1 of 1

Who is this registration for?

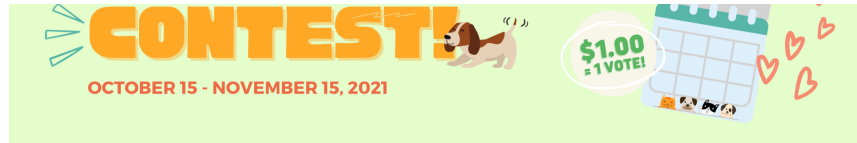
Me

Someone else

Cancel [Next >](#)

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3. Create an account by using your Facebook account or email. Note: if you already have an account set up with HPA! through a different event, the system will let you know and you may need to reset your password to access your account.




1 Registration Details 2 Fundraiser Details 3 Summary

Fundraiser Details

Calendar Contest Entry (marketing@houstonpetsalive.org)
Registration #1 of 1

Log in or create an account to customize the name of your page and set a fundraising goal. Once you're logged in, you'll be able to customize your page with your photos and your personal story.

 Continue with Facebook

Or

Create an Account

Cancel < Back

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- Once logged into your new/existing account, it will give you the initial options to name your page. We recommend something about your pet/their name, etc. You can also change your fundraising goal.

1 Registration Details 2 Fundraiser Details 3 Summary

Fundraiser Details

Calendar Contest Entry (marketing@houstonpetsalive.org)
Registration #1 of 1

Log in or create an account to customize the name of your page and set a fundraising goal. Once you're logged in, you'll be able to customize your page with your photos and your personal story.

Your Account

Email Address *
marketing@houstonpetsalive.org

First Name *
Houston

Last Name *
Pets Alive!

Password * (6 characters minimum)

Password Confirmation *

About This Fundraiser

What would you like to call this fundraising page? *
Fabulous Fido

What is the fundraising goal?
\$ 1000.00

Cancel < Back Next >

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- After hitting Next, you'll review your information and have the option to add another registration (i.e. pre-order a calendar or purchase an ad/guaranteed photo entry). Or, you can simply continue to checkout.

Summary

Please review the information below before you continue.

1 Registration

\$0.00

Calendar Contest Entry (You)			\$0.00
REGISTRATION LEVEL Calendar Contest Entry Price: \$0.00	REGISTRATION DETAILS edit NAME: Houston Pets Alive! EMAIL: marketing@houstonpetsalive.org PHONE: 832-786-9310 ADDRESS: 2800 Antoine Drive, Suite 2854 Houston, Texas 77092 United States HOW DID YOU HEAR ABOUT THIS CONTEST?: HPA!	FUNDRAISER DETAILS edit FUNDRAISING PAGE NAME Fabulous Fido FUNDRAISING GOAL \$1,000.00	Delete
Clear Cart Add Another Registration Go to Checkout >			

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6. At checkout, you can automatically make a donation. This is preselected, so if you do NOT want to make a donation, make sure you Deselect this.

OCTOBER 15 - NOVEMBER 15, 2021





Would you like to donate towards your registration and help save cats, dogs, kittens, and puppies from being euthanized?

☒ Yes! I would also like to make a donation ☐ No, please increase my donation amount to cover fees and ensure Houston Pets Alive! receives the full value of my intended donation.

[\\$25](#) [\\$50](#) [\\$75](#) [\\$100](#) [\\$](#) [Other](#)

Payment Details

Payment Type:
☒ Credit Card ☐ PayPal

Card Number* Security Code*

Expiration Month* Expiration Year*

MM YYYY

Name on Card*

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7. After completing registration, you'll see the button to enter the contestant login.

CALENDAR CONTEST!
OCTOBER 15 - NOVEMBER 15, 2021

Thank you for supporting Houston Pets Alive's Calendar Contest!

If you entered into the calendar contest, please make sure you set up your fundraising page and upload the image you want entered into the contest. Check your email for instructions. If you need assistance, please reach out to fundraise@houstonpetsalive.org.

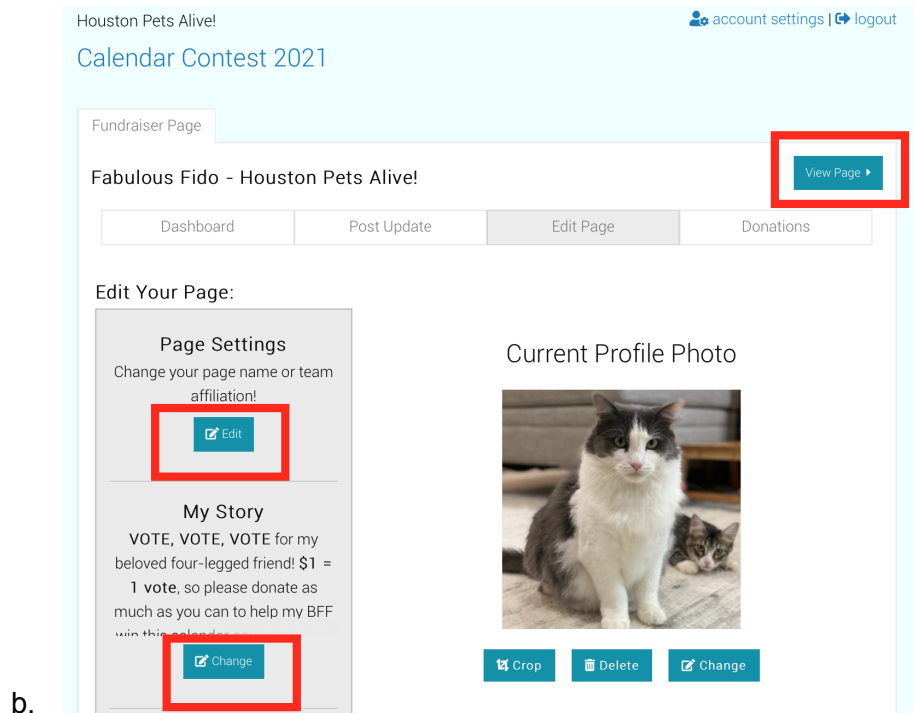
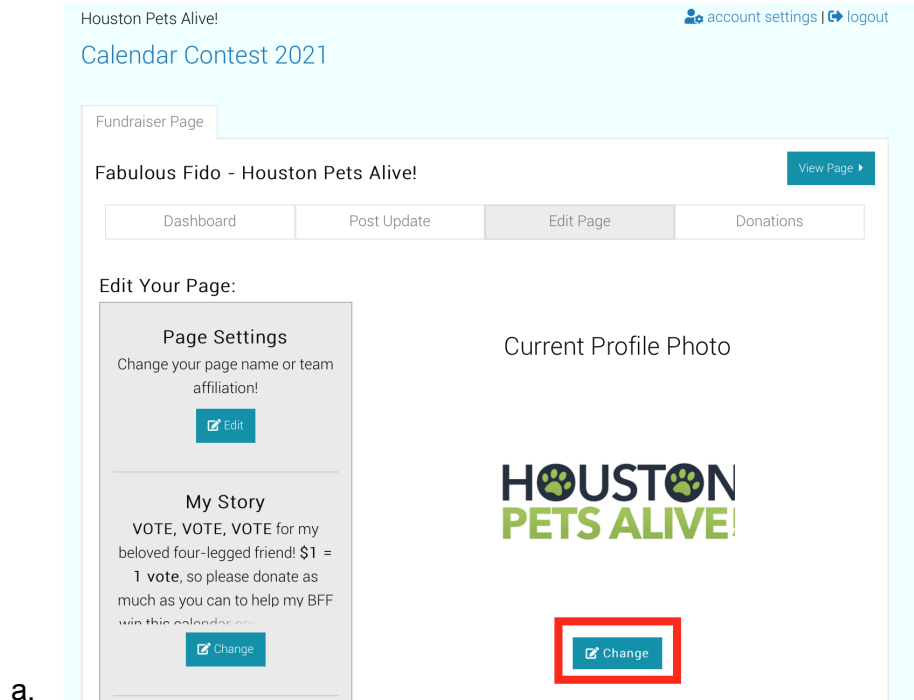
If you pre-ordered a calendar, we will be in contact later this year when they are ready!

If you purchased an ad/photo spot, we will reach out via email soon to obtain your materials.

[Contestant Login](#)

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8. This is where you'll have access to upload your pet's photo for the contest (update profile pic) as well as customize any of the preset text on your personal campaign page or change the page name, etc. The "view page" button will send you to your personal page. This is the page (URL) that you should share with friends and family to get them to vote for you!



Tips to Solicit Votes (Donations)

1. First, vote (donate) on your own page if you can. If people see you've put your money where your mouth is, they will be more likely to do it themselves. Donate as much as you can, or the amount you'd like to inspire others to donate. For most people, that's \$50 (=50 votes).
2. Share your page on your social media account(s). Write a caption (or copy/paste the description) and tag your closest relatives and friends who you think would want to vote for you.
3. Direct message and/or email your closest relatives and friends with your page's URL to make sure they see it. They might miss it on their news feed or in their notifications if you only invited/tagged them.
4. Post fun, captivating, and snappy updates to promote your campaign. Updates spur conversation which in turn raises awareness. When you hit a milestone, post it.
Example: Today is the 20th! I am asking everyone to send me 20 votes!
5. Thank every single person who votes for you with a personal thanks. Houston Pets Alive! will thank all of your voters, too.
6. Ultimately, obtaining the most votes and winning a spot in the calendar will rely on reminding people of your participation and asking them to vote. Updates will get your audience's attention, give them something to share with their own friends, and inspire people to vote.