

CHALLENGE CALENDAR

Sunday

1 - Selfie Time!



Share your first walk!

Share your first walk with the world on social media with a selfie and #MillionPawsWalk! Kick off the challenge by reminding your friends what you're up to with your furry friend this month - and how they can support!



Monday

2 - Log walk!

Remember to log your walkies so we can cheer you on!

Unlock your first Walkies badge and start the habit of logging muddy adventures every day.



Tuesday

3

Log your walk!

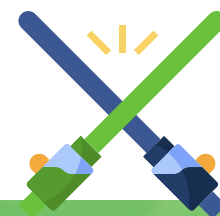


Wednesday

4 - May the 4th

We have a super powerful surprise for you today — check out the FB group for more details!

and... may the fourth be with you today!



Thursday

5

Log your walk!



Friday

6 - DM time!

Direct message is a powerful way to encourage donations.

Email, SMS, message or WhatsApp your friends and family. Keep it personal and include a picture of your walks so far with your best bud!



Saturday

7 - Check in

Check-in with other walkers and share your favourite route this week in the Facebook group!

Did you discover any new nooks, quiet coves or doggie havens? We'd love to hear about them - and see where you've been walking.



8 - Mother's Day

Add some quality family time to your walkies today!

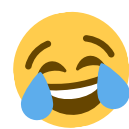
Bring mum along or another family member to help raise awareness - or walk with your kids.



9 - Pawsome Pun-day

Yep... it's Monday, I mean Pun-day!!

Share your best poochy pun below and show your suPAWt for RSPCA!



10

Log your walk!



11 - Go for Goal!

Already reached your fundraising goal?

Today's the day to raise it!

Set the bar higher with your four-legged friend - the more you raise, the more animals we can help find happy homes!



12 - Work it!

We'd love to see your pets modelling their bandanas!

Let's see some fashionable pooches up on the Facebook group!

Raise just \$100 to get one for your furry friend.




13

Log your walk!



14 - Treat?!

Congratulations! We're nearly halfway through this month of walkies!

Surely that means it's time for a treat? 

Make sure you give your best walking pal something special today - and treat yourself too!



15 - Messiest Muttt

By this point in the month you're bound to have some muddy, sandy, sopping wet stories!

We'd love to see some of the mischief up on the Facebook group - who's got the muckiest walking pal?

Join the competition.



16 - Trainer

Get your questions answered with our RSPCA trainer who will be around on Facebook for some #MondayMotivation to help with all your dog walking questions!



17 - 10 for 10

Reach out to 10 friends or family members, old colleagues or school mates - the animal-lovers in your life. Ask them for \$10 each - a quick way to make an extra \$100!

That alone will earn you a Top Dog bandana!



18 - Celebrate

Last year, 30,000 dogs passed through our doors - and we're working to help them recover and find happy homes.

We know many of you will be walking with a rescue this month - so today, share their story - or share a rehoming story from our social pages.



19

Log your walk!




20 - Share

What's been key to your fundraising success this year?

Share your hard-learned pointers with those on the Facebook group - and help others raise even more! Every \$ helps us reach even more animals in need and build better futures for all of them.



21 - Tag a mate

Who've you been walking with this month? 

Give a shout out to the four-legged and human superheroes who've been out every day on this journey with you! Tag them on social or drop them a text with a note of appreciation!



22

Log your walk!



23 - Tell me...

Tell me you love your pooch without telling me you love your pooch...

And go!

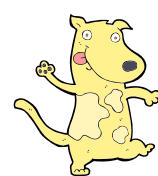
Hint you could totally use one of our social tiles to post about your May walkies challenge



24 - Silly GIF

We're sure you've caught some pretty pawsome action shots this month!

We'd love to see some silly GIFs of your best video clips up on the Facebook group!



25

Log your walk!



26 - Share!

We'd love to see just how far and how fast you and your furry pals walked this month!

Share your stats in the Facebook group and on social - they may inspire donations from impressed friends



27 - The Chase

It's nearly the last weekend - and time to get scratching at those final doors!

Send out a personal reminder to those who haven't managed to support you yet. Last-minute donations might get you to your goal, or hitting another treat-winning badge!



28 - May Montage

What a month!

Let's see how yours went with a compilation of pics and vids of you and your super pooch!

Share your muddy highlights with the Facebook group.



29 - Paw Power

Today is THE day of the #MillionPawsWalk - not only are our virtual challengers out walking and wagging - five big walks are happening across the country. That's thousands of paws on the ground!

Show your support!!



30 - Thank you

We're getting to the end! Just a few more walks to go!!

Take time today to share some thank yous with your cheerleaders and generous donors - you could even get crafty and make thank you cards with doggie paw prints!



31 - YAY!!!

WE DID IT! 

Amazing work. We'd love to see some doggie high fives from your four-legged walking buddies up on Facebook.

And remember to log your last walk!



RSPCA 
Million Paws Walk 