



How to Raise Money with PawZaar's Helping Paw Fundraising Program

PawZaar's Helping Paw fundraising program is a great way to raise money for your own pet's needs or your favorite rescue's needs. You don't have to be a non-profit to join (although rescues and shelters are welcome as well!) There's no fee to join, no inventory to buy, no orders to fulfill. All you do is create a unique link to PawZaar's Helping Paw Collection and then share that link with your family, friends, and social media circles.

Each item in the Helping Paw Collection that's sold through your link earns \$10—so if one person buys three items, that's \$30 for you! (If they hop around the site and also buy other items outside the Helping Paw Collection, you'll also earn 10% on each of those products sold!)

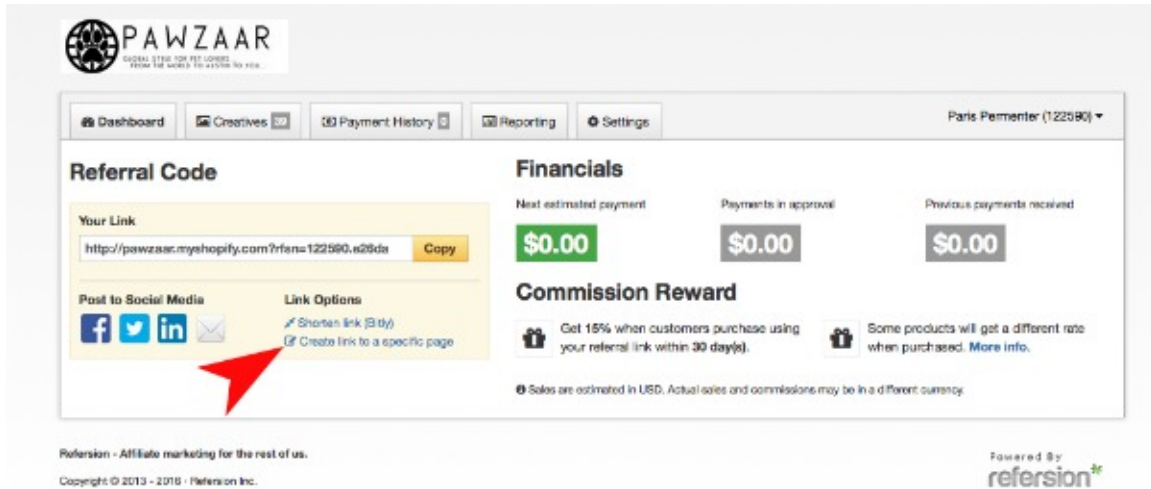
Signing Up

The first step is to sign up for a free account at Refersion at <https://pawzaar.refersion.com>.

Create a link to PawZaar's Helping Paw Collection:

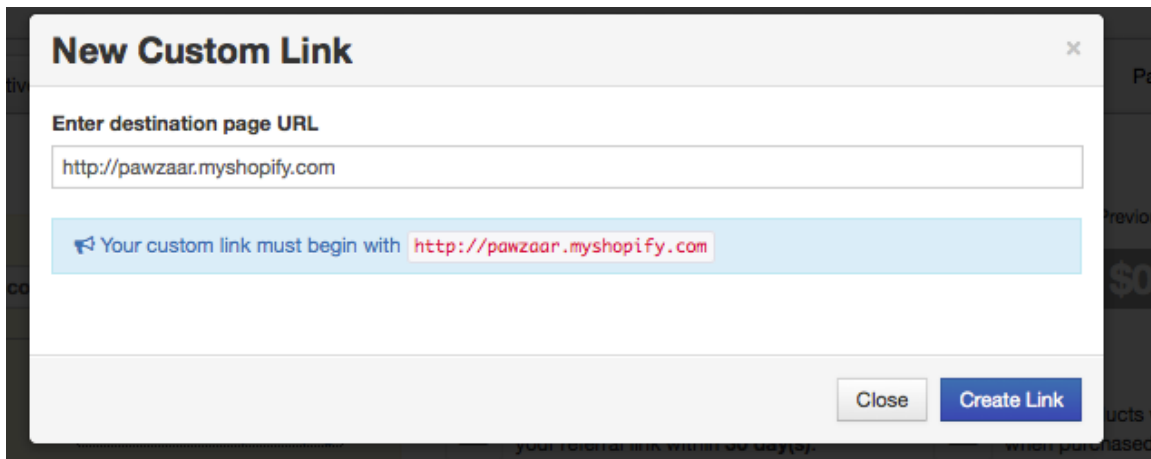
You'll want to point your friends to the **Helping Paw Collection** using your unique link so that we'll know the sale came from you and your account will be credited with the sale. It's easy to do:

First, sign in to Refersion. On your dashboard, choose “Create link to a specific page”

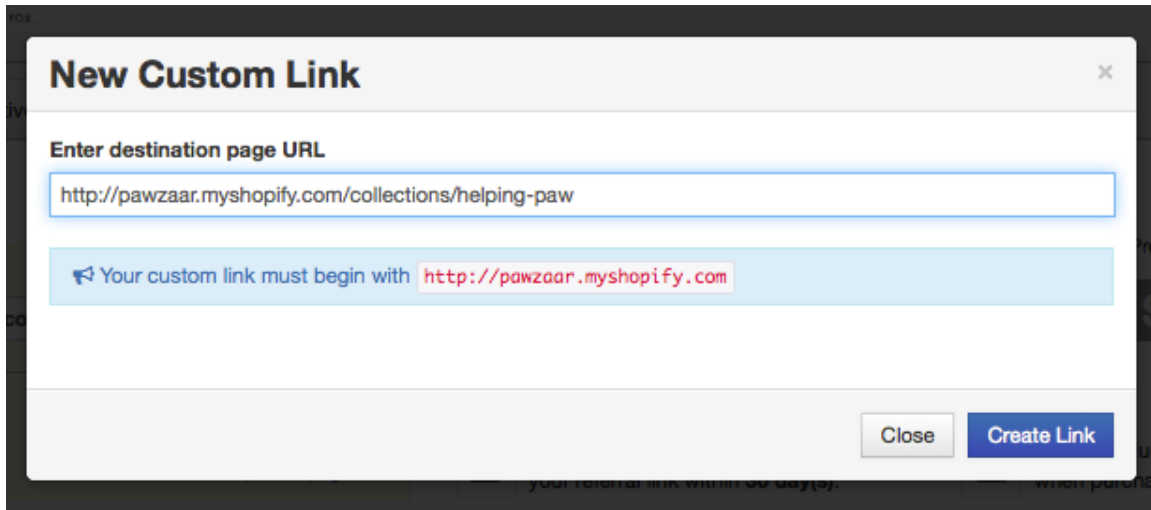


You'll see a popup giving you the option to create a link to any page in PawZaar. We're building your unique link to the Helping Paw Collection. The collection's URL is <http://www.pawzaar.com/collections/helping-paw>

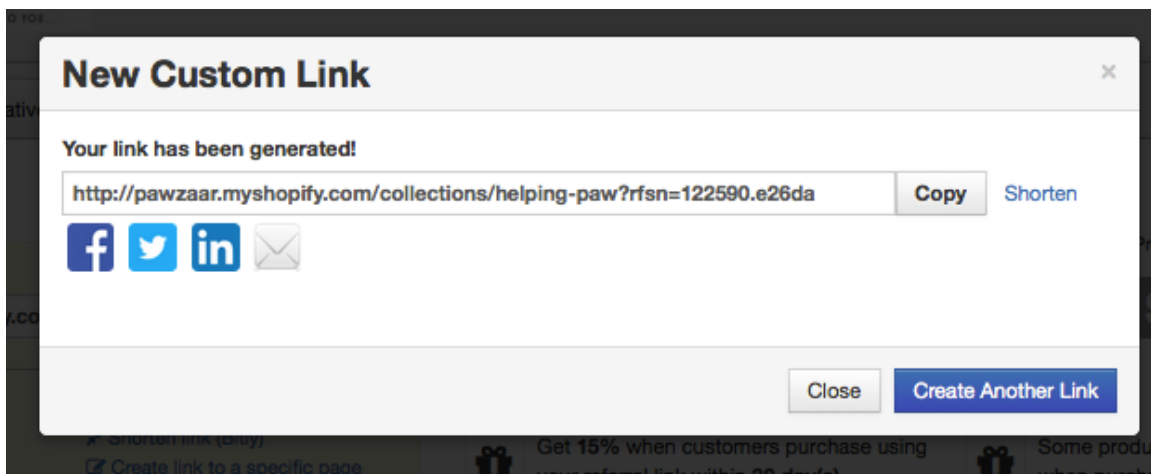
Refersion automatically puts <http://pawzaar.myshopify.com> in the box:



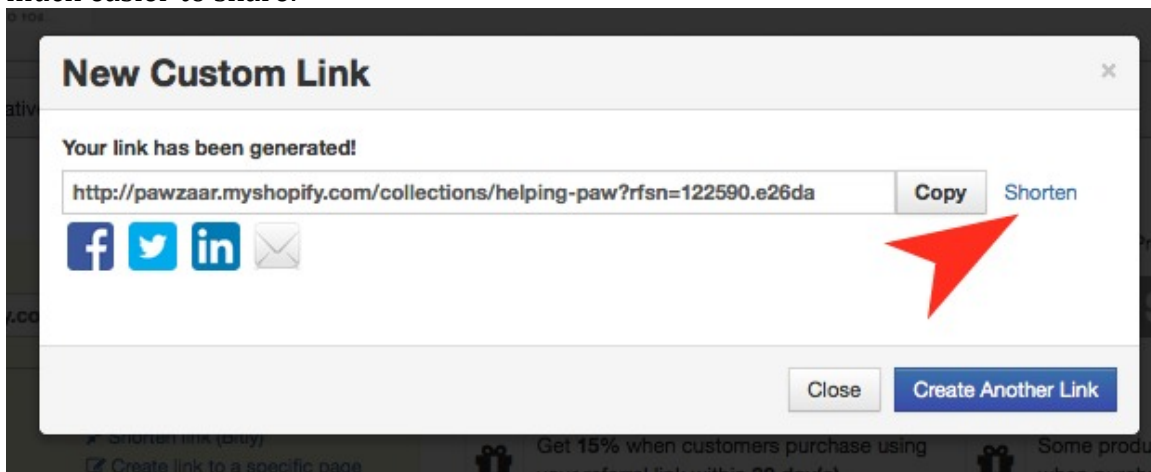
so you want to just add the second portion of the link by pasting this portion of the URL in the box: **/collections/helping-paw**



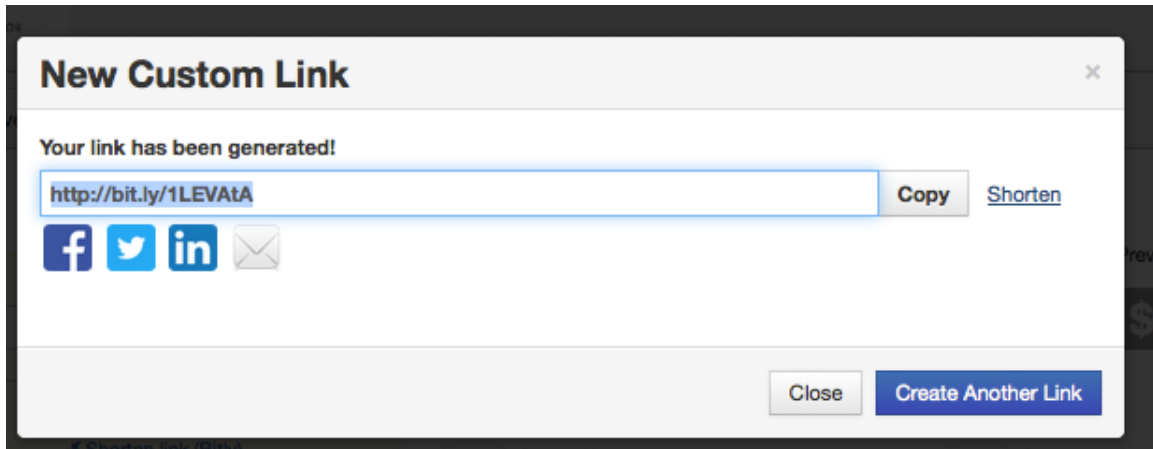
Once that's done, just click "Create Link" and you'll see your unique link:



That long link is your custom link with your unique number. You can now copy this long link or (and this is the easiest option), click "Shorten" to make a short link that's much easier to share:



Now you can share that shortened link with your friends! As you can see, the box comes complete with Facebook, Twitter, LinkedIn, and email links...just click one and you're ready to share!



Copy the link and you can also use it in the future on any of the social media channels or in a newsletter, on Pinterest, Instagram, and elsewhere. This remains your link to this Helping Paw Collection as long as you have your account.

Or create a link to specific products in the Helping Paw Collection

If you like, you can also create a link to any specific product on PawZaar. We recommend checking the [Helping Paw Collection](#) for a full list of the products that include a \$10 per item commission. (You can link to any product but those products outside the Helping Paw Collection just earn a 10% commission.)

For example, let's say you want to make a link to the Rescue Tote. Hop on the Helping Paw Collection page, click the Rescue Tote link, and grab the URL:

<http://www.pawzaar.com/collections/helping-paw/products/rescue-tote-bag>

Now generate a link with your Refersion number by going to the Refersion Dashboard and creating the link. Just like the last link we created, you'll only add the URL starting with /collections:

New Custom Link ✕

Enter destination page URL

<http://pawzaar.myshopify.com/collections/helping-paw/products/rescue-tote-bag>

🔗 Your custom link must begin with <http://pawzaar.myshopify.com>

Close
Create Link

Create your link and shorten it and you're all set to specifically promote the Rescue Tote. When you share that link, it will send people directly to the Rescue Tote. If they purchase the Tote, you'll receive \$10...super simple!

Photos for your social sharing

A photo's worth a 1,000 words, right? Well, it can also be worth quite a few dollars, too, because a photo can help sell products!

Feel free to pull photos from PawZaar.com to use in your emails, Tweets, Instagram posts, Pinterest pins, Facebook status posts and more. You'll also find a whole section of ads and images on Refersion. In the Refersion dashboard, just click the "Creatives" tab:

The screenshot shows the Refersion dashboard for a user named Paris Permenter. The 'Creatives' tab is selected, indicated by a red arrow. The dashboard includes the following sections:

- Referral Code:** Shows the user's link: <http://pawzaar.myshopify.com?rfans=122590.e29da> with a 'Copy' button. Below are social media sharing options (Facebook, Twitter, LinkedIn, Email) and link options: 'Shorten link (Bitly)' and 'Create link to a specific page'.
- Financials:** Displays three metrics: 'Next estimated payment' (\$0.00), 'Payments in approval' (\$0.00), and 'Previous payments received' (\$0.00).
- Commission Reward:** States 'Get 15% when customers purchase using your referral link within 30 day(s)'. It also notes that 'Some products will get a different rate when purchased' with a 'More info' link.

At the bottom, there is a footer with 'Refersion - Affiliate marketing for the rest of us.', 'Copyright © 2013 - 2016 - Refersion Inc.', and 'Powered by refersion'.

This will open up a page of ad creative and photographs:

PAWZAAR
GLOBAL STYLE FOR PET LOVERS
...FROM THE WORLD TO ASSIST YOU...

Dashboard Creatives 39 Payment History 0 Reporting Settings

Creatives

CATEGORIES

- 120x600 (1)
- 160x600 (1)
- 200x200 (2)
- 250x250 (2)
- 300x250 (2)
- 300x600 (1)
- 320x50 (1)
- 336x280 (1)
- 468x60 (2)
- 728x90 Leaderboard (2)
- Bracelet Photos (15)
- HOLIDAY ads (5)
- RESCUE Tote Photos (4)

120x600 Banner

PAWZAAR.COM
GLOBAL STYLE
FOR
CAT LOVERS

SAVE 15% WITH
COUPON CODE
CATS

The ads are arranged by pixel size; the photos are divided by product type. You'll find [photos of the bracelet sets](#) and the [Rescue Tote](#).

What Happens After a Sale?

When a buyer comes in on your link, we receive notice that the sale came through a Refersion link—and so do you. You can check your Refersion account any time by logging in at [Refersion.com](https://www.refersion.com) (you'll log in as an "Affiliate" rather than "Merchant").

You'll see graphs on your referrals, sales, and payment status. We pay accounts that have made sales twice a month: **on the 15th and the last day of the month.**

Your payment will come via PayPal to the PayPal address you used when you signed up.

Would You Like Us to Share Your Story?

Occasionally we highlight fundraisers on DogTipper and CatTipper, the dog and cat blogs of PawZaar. Submit information on your fundraising efforts through our [Google form!](#)

Staying in Touch

Have a question about the program or the products? Just drop us an email at pawzaar@parisandjohn.com and we'll get right back to you! Also, be sure to sign up for [our partner newsletter](#). Once a month, we send out a short e-newsletter with information on new products and promotions!

We want to wish you the best of luck in your fundraising efforts! If there's anything we can do to make the process easier for you, just let us know!

Paris and John