Fund Raising to Feed Fido

Jim Tedford
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PetSafe
A Little Housekeeping...

“I work for a government agency...we’re not allowed to raise funds.”

At the risk of exposing my Southern Roots....
A few shining examples...

- Fort Wayne (IN) Animal Care & Control
  - Belinda Lewis, Director
- Seattle Animal Care & Control
  - Don Jordan, Director

Both raise funds without a 501(c)(3) not-for-profit auxiliary organization.
What is the first rule of fundraising?

If you don’t ask, they won’t give!
Profile of an Animal Welfare Donor:

- Based upon a study commissioned by Alpha Dog Marketing:
  - 54% have lived in same house for 10+ years
    - Single family dwelling
    - Own their homes (valued $100,000-$150,000)
  - Primarily age 55 and older
  - Upscale mail order buyers, donors, credit card holders
  - Est. household income is $75,000 +
  - Only 6% are single
There are LOTS of ways to ask!

- Make and SHARE a WISH LIST
  - Handy for donation drives
    - Kids, groups, businesses
  - Local Newspapers/Web sites
  - Your shelter newsletter!
  - Civic Organizations
  - Set specific monetary goals
    - Follow up with appropriate recognition
DIRECT MAIL

- Direct Mail
  - Work with an outside vendor
  - Develop a strategy for mailing:
    - Your current donors (0-36 months)
    - Your lapsed donors (37-60 months)
    - Prospects (must stay ahead of natural attrition and grow your donor file)
    - Newsletters
Direct Mail (con’t.)

- One of the most simple and effective means of raising money
- Very simple to outsource
- Requires little staff time/input
- Can be highly personalized
Dee Ms. Sarge.

Squares is packing down and lots of fall is in the air. It’s one of the best times to give out some love, as always. It’s a great time to start getting over the summer blues and thinking about the holidays. I hope you have a great time this holiday season.

Wishing you a happy and healthy fall season.

Best regards,

[Signature]

[Address]
Personal “Thank you” calls and visits

- Often used for cultivation of “Major” Donors (defined by giving level – varies from one org. to another)
- Can be used for donors at all levels, though
- Calls/visits from Board members, volunteers, staff
  - Have script with frequently asked questions
  - Collect information for the donor’s record in your database
- Opportunities for feedback from donors
  - Keeps organization top of mind
Charity Begins At Home

- Non-profit Board Members should lead by example
  - Make New Board Candidates Aware of “giving” expectations
  - Board Leadership should monitor board giving to make sure minimum expectations are met
  - Cannot expect others in the community to give if your board does not!
    - GIVE, GET, or GET OFF!
Use Public Relations opportunities to their fullest potential!

- There’s no better “fund-raiser” than a well-executed cruelty investigation! Donors will support you when they see you doing good work in the community!
- Educates public about specific needs
- Reward funds can generate interest
Dig for Grant Opportunities

- Foundation Center [www.fdmcenter.org](http://www.fdmcenter.org)
- Research Grants that are awarded to animal welfare organizations
  - Some foundations/grantmakers will only give to bricks and mortar while others prefer educational programs...don’t waste your time and theirs!
- Most grants are restricted---honor the restriction!
- Remember that the majority of funding comes from individuals so use your time wisely.
- Look at Challenge Grants
Special Events... emphasis on the SPECIAL

- Require a great deal of planning and preparation
- Limit yourself to a few good events
  - Clearly delineate goals including a BUDGET!
  - Plan carefully using a volunteer/staff/board committee
  - Evaluate Results
- Beware the statement: “We didn’t make any money but we got great PR from the event!”
Successful Special Events:

- Corporate Sponsorships are the KEY
- Offer business sponsors a “menu” of opportunities at the beginning of your year!

Be creative—approach marketing departments and not just the “donations” or “community Re-investment depts.”
Publicize significant gifts

- Use recognition opportunities as an enticement for corporate donors (cause related marketing)
- For major, ongoing relationships offer things like links on your website, banners in newsletters, signage in your facilities
- Issue press releases to alert the community about particularly significant corporate/foundation gifts.
Is your newsletter a fundraising tool?

- Package and mail your newsletter like a direct mail appeal (with a personalized remit slip and a reply envelope) to improve response rate!
- Disseminate information/education AND raise money!
- Only mail it to supporters (3-4 X per year)
“Cottage Parties”

Board or Donor-Driven Cultivation Events

• Small groups of donors/prospects
• The “Ask” is optional
• “Moves Management”

• http://www.fabulousfoods.com/recipes/kitty-litter-cake-for-halloween
Corporate Partnerships

- Shelter feeding programs
- Veterinary Care programs
- Pet Health Insurance
- Exclusivity agreements
- Underwriting opportunities
Naming Opportunities

– Buildings/Fixtures
– Community programs
– Events
On-going Educational Opportunities

- Humane Society of the United States- www.hsus.org
- ASPCA www.aspcapro.org
- Association of Fundraising Professionals www.afpnet.org
- Foundation Center www.fdncenter.org
Questions?

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