

A New Leash on Life

KLA Class of 2019

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- Proven fundraising event guides.
- On-going fundraising options.
- Donor retention program.

Increase AWL exposure.

Allow for preventative education.

Connect with potential adoptive families.

Build a sense of community.

Timeline and Checklist for Event Planning

Event Name:	Christmas Photos
Date:	December 2 nd - 5 th
Location(s):	Paws and Claws
Planner/Prime:	Executive Director/ Appointed Individual
Description:	A generous donation from Ashley Ryman to take Christmas photos of pets for a donation to the AWL. Photos are released digitally for patrons to use.
Time:	By appointment
# of Guests:	Estimated \$5 with donations as payments approx. \$600 previous year - donations

Three to four months before the event

Activity	Person Responsible	Due Date
Contact Ashley Ryman to secure her services		

Two to three months before the event

Create the Facebook link to schedule times for pet pictures.	Ashley Ryman	
Secure media, email and website supporting and spreading the word.		

Timeline and Checklist for Event Planning

Event Name: _____
Date: _____
Location(s): _____
Planner/Prime: _____
Description: _____
Time: _____
of Guests: _____

Three to four months before the event

- Establish responsibilities
- Determine funding and budget
- Contact vendors
- Speak with city about closing

Two to three months before the event

- Create and order save-the-date related materials (i.e. map)
- Write program agenda
- Contact vendors for transportation
- Contact vendors for food/beverage
- Confirm RSVP
- E-Mail save the date tickets to the event.

Engaged Donors

- 3.6x more likely to influence others to support
- 2.5x more likely to help in fundraising
- 2.2x more likely to increase their donations within 12 months

Next Steps



Fundraising Extensions

- Discount Cards
- Round-Up Days



Fundraising Extensions

- **amazon**smile
You shop. Amazon gives.
- Social Media Challenges



Fundraising Gear

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- Mobile CC Reader
- Donation Links/Buttons



[**Donate**](#)



Follow-Up

- Cards
- Phone Calls



Conclusion

- Blueprint for success.
- Unique, Fun and Engaging

Conclusion



Questions

