



Fundraising and Awareness for Friends of the Four- Legged and Furry

English 304 Proposal

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EXECUTIVE SUMMARY

Below is the executive summary of the fundraising and awareness proposal for Friends of the Four-Legged and Furry (FOTFLAF).

PURPOSE:

The purpose for this proposal is to help create an increase in the funding and public awareness for FOTFLAF. By increasing the awareness through PR events, PSA, and monthly flyers the outcome of people can increase greatly. By creating a fundraising event for each month of the year, the funding could potentially increase dramatically.

BACKGROUND:

Friends of the Four-Legged and Furry is a non-profit organization that helps to alleviate animal suffering by holding permanent adoptions for cats and kittens. The problems occurring are that few people are now attending the adoptions, the cats and kittens living conditions are crowded and hard to keep clean, which in turn makes it difficult to maintain the cats/kittens health. In addition, there are no funds to get the vaccines and medications for the cats/kittens to keep them healthy before adoption as well as get them spayed/neutered.

CALENDAR EVENTS:

April –A public service announcement (PSA) about FOTFLAF, and a gathering of sponsors

May – Kit for Kitty’s much like “Toys for Tots”

June - A litter drive much like a “Boot Drive”

July - A car wash

August - A 5K run

September - A candy drive

October - A cat show

November - A Benefit dinner for all sponsors and donators

* Flyers and donation bins will be distributed every month. Flyers will contain upcoming fundraising events for FOTFLAF.

COST ANALYSIS:

Flyers will cost approximately .06¢ per page. The candy for the candy drive will depend on the type of candy bought, but will most likely cost anywhere from \$100-\$130. The Benefit dinner if held at Yesterday’s or a similar restaurant could cost around \$50 to rent the room and approximately \$20-\$30 per plate.

CONCLUSION:

We believe our proposal will successfully allow the organization to have sufficient funds throughout the year. With a month-to-month solutions plan the organization can choose fundraisers to participate in to raise money and awareness. In addition, the costs as shown in the aforementioned information will be minimal and the benefits will outweigh the costs. Through successful PSA’s, flyers, donation bins, car wash, “Litter Drive,” “Kits for Kitties,” cat show, and candy drive; the organization will be able to maintain funding throughout the year.

Introduction

This report proposes a solution to help build funds for Friends of the Four-Legged and Furry (FOTFLAF) through different fundraising techniques and mediums. Lack of funding impacts the work the organization is able to do. By building funds through monthly fundraising events, FOTFLAF will be able to grow and provide more services to cats.

Fundraising holds no boundaries, other than costs of different mediums. To maintain current funds, the proposed mediums will be virtually free. The fundraising events will begin in April 2010 and continue monthly throughout the year, ending in November 2010.

The benefits to year round fundraising are huge for FOTFLAF. By having constant fundraisers, the organization will have a constant flow of income for medical supplies including dewormer, flea medications, ear mite medication, and flea shampoos, supplies including food, towels, blankets, kennels, milk replacer, and toys, and other necessities including bleach and cleaning supplies to provide proper and comfortable living environments for the cats.

Background and Problem Opportunity

Friends of the Four-Legged and Furry is a non-profit voluntary association founded February 2, 2007. The mission of the organization is to help alleviate animal suffering in Preston County. Although located in Preston County, FOTFLAF actively works in Morgantown to find permanent homes for cats and kittens in need. Frank and Rachel Stevens founded the organization and together with foster families and their own house take-in and find homes for kittens and cats that would otherwise be euthanized.

Currently, there aren't fundraisers that reach the general public. Currently, there are cat calendars, a donation jar, and cat treats available during adoptions. Due to the fact that adoptions are held Sundays at PetCo in the University Town Center in Morgantown, these options are only reaching customers of PetCo or interested adopters that come to Sunday adoptions. We propose to increase fundraising to the general public to increase funds and awareness of the organization.

By increasing fundraisers to the general public, FOTFLAF will be able to maintain sustainable funds throughout the year in order to successfully continue the organization's work. Since we are directly connected to the organization, we understand how huge funds are for the organization. Without funding, the organization isn't able to successfully follow their policy and keep the kittens/ cats well before adoptions. Lack of funding affects every aspect of the organization. Without funding, FIV/Leukemia testing is unable to be done, spay/neutering is unable to be done, the correct medications aren't able to be given, and necessities aren't able to be supplied.

Although fundraising requires work by all volunteers involved in the organization, the benefit of fundraising is unbelievable. There are multiple options, such as benefit 5K runs, car washes, candy sales, etc. that will increase funds for the organization. Other options will have minimum cost to the organization. We recommend a calendar of solutions that include PR and fundraising to increase awareness of the organization and increase funding.

Our solutions calendar has a different fundraiser or PR activity for every month from April until November. Our solutions include gaining sponsorship and donations from local businesses including Home Depot and Lowes, "Kits for Kitties," a fundraising equivalent to "Toys for Tots," a litter drive

equivalent to the “Boot Drive,” a car wash, candy drive, a 5k run, and a cat show. Our final event is a benefit dinner for all volunteers, sponsors, and donors.

Solutions

Since there isn't funding currently for FOTFLAF, this proposal incorporates many different options and ideas that cost little for the organization and will benefit the organization immensely. There is a fundraising option for every month from April until November, with some options overlapping into more than one month. Although there are many different options and it looks like a lot of work, all the solutions are realistic for the organization and FOTFLAF will be able to successfully complete most if not all of the different fundraising events.

Before Fundraising

Before fundraising begins, we recommend writing a Public Service Announcement (PSA) to describe the organization, state when adoptions are, and upcoming events. PSAs are an excellent way to reach large numbers of people. A well made PSA will motivate people to take action to improve their communities. To write a successful PSA it should build awareness, reinforce positive beliefs, change negative behavior, and initiate dialogue. Successful PSA's include three main points; grab attention, hit the public with the message, and get the public to act (Public Service, n.d.)!

Flyers will also be distributed around town in order to raise awareness of the events to come throughout the year. Flyers should be constructed in a colorful, attention grabbing manner. Flyers are promotional materials intended to catapult audiences into sampling the goods that are being offered. Flyers can be used to encourage audiences to purchase to increase sales (San Gaspar, 2010). They will be posted monthly to include the month's event and the event for the upcoming month.

To have a successful flyer that stands out from other flyers, there are a few features that need to be included. Flyers need to stress the values of the organization, be direct, and have limited text. Flyers also need to be bold and stunning to grab the attention of the public by using rich colors and defined graphics (San Gaspar, 2010).

Donation bins will also be distributed throughout the community and WVU campus. These donation bins will be available until the month of November to collect toys and supplies for the organization. The bins will be checked monthly and any supplies will be removed and recorded to keep an accurate number of donations. Anyone that donates can provide contact information on the donation in order to be put into the raffle drawing at the benefit dinner in November. The bins will be placed around WVU main campus and other local stores, including Cheat Lake Animal Hospital, Paw Prints, Exotic Jungle, PetCo, and Kroger.

Fundraising Month by Month

April- Since April is the beginning of kitten season and there will be an outrageous number of new kittens being brought into the organization and foster homes, the best way to start the fundraising is to actually find sponsors and businesses willing to donate to the organization financially or with supplies. April will also be the start of flyers and donation bins around town.

Home Depot and Lowes are two options for donations of supplies in order to build a new habitat for the cats at the home of the organization's founders. A habitat will provide more room for each cat brought

into the organization, as well as providing better health benefits for both the cats and the home owners. These benefits include maintaining illness to one animal instead of spreading to more cats, which is currently happening, and allowing the owners to spend less time cleaning and sanitizing in order to keep the cats healthy.

Currently, there is not a habitat for the organization. Cats and kittens that are taken in from the pound and public are held in the Stevens’ house as well as some being placed with foster families. This puts holds on the organization, because some cats are unable to be rescued due to overcrowding and lack of room in the Steven’s home and foster houses.

After speaking with Rachel through e-mail about the habitat, this is what she said about the pros and cons of having more space. “The financial upkeep is about the only con I can think of,” Rachel said. There are numerous pros according to Rachel, including sanitation, ventilation, reduction of overcrowding, place that the public can visit to see cats, isolation areas, separate areas for kittens/adults/seniors/nursing moms, and access for volunteers.

By successfully gathering sponsors and donations of money and supplies, FOTFLAF will be able to better provide a temporary home for the cats, as well as gaining networks and new sponsors who will continue to support the organization. Other options for sponsorship or donations are PetCo, Exotic Jungle, Ace Hardware, Sams, Wal-mart, and Target. To persuade businesses to donate to the organization, raffle tickets will be given to any donor or sponsor. The raffle tickets will be redeemable at the benefit dinner at the end of the year.

May- “Kits for Kitties” will be held May 7 through May 9, 2010. This will be organized the same way “Toys for Tots” is organized. Instead of toys, the public can donate cat toys, litter, litter boxes, bowls, cleaning supplies, food, brushes, beds, scoopers, etc.

According to the audit information for the Marine Toys For Tots Foundation, in 2007 they received (in total) \$24.6 million in cash and cash equivalents, \$6.6 million in investments, and \$390,000 in promises to give. In 2008, the numbers were \$30.4 million for cash and cash equivalents, \$4.9 in investments, and \$386,000 in promises to give (Marine Toys, 2008). Although these numbers represent a yearly statistic and contain all donations in the U.S., the numbers represent how successful this fundraiser is in communities. Table 1 shows these amounts.

Table 1 “Toys for Tots Contributes”

Assets	2008	2007
Cash and Cash Equivalents	\$30,400,000	\$24,600,000
Investments	\$4,900,000	\$6,600,000
Promises to Give	\$386,000	\$390,000

In order to successfully advertise for this event, an announcement will be sent to all major radio stations. All donations will be collected at PetCo at the University Town Center. The event will take place both Saturday and Sunday in order to provide the most donations. Donations will be taken from 10am until 5pm both days. The benefit to this fundraiser is that the public can donate supplies or funds without leaving their car.

June- June will provide the organization with money donations. On a specified Sunday during the month, volunteers will hold the first “Litter Drive” to collect donations. The “Litter Drive” will be similar to the annual “Boot Drive” that local and national fire departments participate in to raise funds for the department and other charity organizations. According to Norwich Bulletin, the Norwich Fire Department collected \$2,000 in the year of 2009 and \$2,200 in 2008.

Mr. Douglas Fair of Rochester, New York said through a phone interview his fire department participates in an annual boot drive to raise money. He stated that in 2009 his department raised between \$10,000 and \$20,000 dollars. Since Rochester is a much larger city than Morgantown, they are expected to raise much more through the boot drive.

The Star City Volunteer Fire Department participates in boot drives throughout the year when it is seasonable. According to John Hubber of the Star City Volunteer Fire Department, the dollar amounts vary, but they can raise between a couple hundred to nearly a thousand dollars for each drive. Since this happens at the University Town Center, this number is an accurate estimate of what FOTFLAF can raise with a fundraiser similar to the boot drive. Mr. Hubber also mentioned that the drives can sometimes be shut down by the Department of Highways, so we recommend contacting the department to make sure the “Litter Drive” is allowed and permitted according to the Department of Highways and Safety.

There is great potential for this type of fundraising. The public isn’t required to do anything other than donate from their vehicles. The litter boxes will be used to collect money from the public and will also advertise the adoptions that will be taking place that day. Donors will also be given a raffle ticket for the benefit dinner in November 2010. The event will start at 12pm and will continue until 3pm.

July- A simple car wash will be held to raise money for the organization. A car wash is an easy way to make money for an organization. People are very likely to get a car washed and pay for it if the money is going to a good cause. The car wash will be held Saturday July 10, 2010. Normally, banks are a great place to hold these fundraisers because they aren’t open on Sunday and have access to water for hoses. Volunteers can participate in the car wash and pictures and information about upcoming events, cats that need adopted, and donation jars will be available.

August- August will provide one of the largest events, a 5K run. Most charity 5K runs set the price to enter the race between \$5 to \$20 dollars per entry. For the purpose of this proposal and since the run would be the first one held, we suggest the price being \$15 per entry. Through research, we should expect 100 to 300 participants. Through research of charity 5K runs, we expect to make between \$100 dollars to a couple thousand between sponsorship and participants.

According to Karen Kiley (2008) of WBOY-TV, a WV sorority organized a 5K run to support the Ronald McDonald House. Around 100 people entered and participated in the race raising close to \$1,000 dollars.

Another 5K event held in Shepherdstown, WV had 361 participants. The Freedom’s Run had participants from 36 states and four countries to participate in the events. This was the turn-out for a first-year event, which is exceptional (Mason, 2009)! Huntington, WV has a Bun Run, which brings large crowds also. For the 5K run in 2008, there were 400 runners and 350 participants that finished the race (Traylor, 2008). Through research, the average West Virginia turnout for a 5K charity run is 250 participants.

To organize this race, we recommend that the race be held August 14, 2010. The race will begin at 9am and continue until all participants finish the race and all awards are presented. To organize this event, we have five steps to follow to ensure a successful run.

1. Contact local running stores; most of them would be more than happy to help.
2. Find out what kind of permits or insurance, if any, are necessary in order to have a 5k event.
3. Find sponsors—approach local businesses with the idea that it's for a good cause and it will get their business publicity and advertising.
4. Advertise the race to attract participants—place flyers around town and distribute brochures to local businesses who are participating and ask them to hand them out to customers, contact local TV stations and try to create a commercial or ask local TV news personalities to talk about the 5k, advertise in local newspapers, also list the event on popular running websites and publications.
5. Important things to remember—start advertising well in advance of date. Find reliable volunteers to help organize the event, and solicit the help of local running/athletic stores who may have experience in these events.

For businesses that sponsor the event and participants that donate, there is a hierarchy of sponsorship and donations to follow. Platinum is \$500 dollars or more, gold is \$400 dollars, silver is \$300 dollars, and bronze is \$250 dollars. These sponsors will receive the business name on T-shirts and business information on flyers, brochures, and race information. Businesses can also sponsor the starting and finish lines for \$300 dollars which will display their business name on the banner. Finally, businesses can sponsor the registration table and water stops for \$300 dollars (Rodenbucher, 2010).

September- A candy drive will be done to increase sales for the organization. Candy fundraising is a simple transaction between the supplier and organization. Candy is an easy sell because candy fundraising companies will provide the product and the supporting materials needed to help successfully sell candy (How Successful, 2010). Candy is an easy way for the organization to make money because of numerous volunteers still in high school and college. Volunteers can each take a box of products and have the month of September to sell the product. One box will also be available at adoptions on Sunday.

October- As cat lovers, we believe that cats don't get enough attention. For that reason, we propose a cat show for this month. Any cat of any age and size may enter the contest and the entry fee will be \$10 dollars. Since this will take place in October, costumes are encouraged. Participants will be judged by Frank Stevens, David Pitcher, and Bev. Once all participants have finished, adoptable cats will be showed off to the public. There will be prizes for winners coming in 1st, 2nd, and 3rd. Prizes will be a cat tree, food/litter, and toys. All prizes will be donated by PetCo.

November- To conclude the year, a benefit dinner for all sponsors, donors, and volunteers will be held. At the dinner thanks to all sponsors and donors will be made, as well as the raffle drawing for all participants in any of the fundraisers throughout the year. This will also be a time for sponsors and the audience to donate again for the following year. We propose this dinner because it is a casual setting to network and raise awareness for the organization.

Cost Analysis

Although most of the fundraisers don't have a cost to the organization, some have a slight cost. Flyers will cost approximately .06¢ per page. For the candy sale, cost varies depending on what type of candy is sold and where the candy is bought. From an organization, the cost can range from \$100 to \$130 (Easy Fundraising, 2007). Although this cost seems high, the profit is great. According to Table 2 and 3 from Easy Fundraising this is the estimated cost and profit.

45-Count Carrier – United We Stand

Cases Bought	Cost Per Case	Selling Price	Your Profit \$	Your Profit %
100 and up	\$90.00	\$180.00	\$9,000.00	50%
50 - 99	\$94.50	\$180.00	\$8,464.50	48%
25 - 49	\$99.00	\$180.00	\$3,969.00	45%
11 - 24	\$103.50	\$180.00	\$1,836.00	43%
1 min	\$108.00	\$180.00	\$72.00	40%

Table 2

52-Count Carrier – America's Variety

Cases Bought	Cost Per Case	Selling Price	Your Profit \$	Your Profit %
100 - up	\$104.00	\$208.00	\$10,400.00	50%
50 - 99	\$109.20	\$208.00	\$9,781.20	48%
25 - 49	\$114.40	\$208.00	\$4,586.40	45%
11 - 24	\$119.60	\$208.00	\$2,121.60	43%
1 min	\$124.80	\$208.00	\$83.20	40%

Table 3

The other event that will cost money is the benefit dinner in November. This will have a cost due to the fact that a venue must be rented for the event. Some restaurants will give a discount to rent space and will offer certain menu items for the event as part of the price. Mountainlair Ballrooms will also rent a room for an event at a cheaper price. All other fundraisers are free other than time from the volunteers. After speaking to Yesterday's restaurant in Northpointe Plaza, the cost to rent a room is \$50 and can hold up to 70 guests. For food, a buffet ranges from \$20-\$30 dollars per person, and there is also an option to have a set price limited menu.

The money for both the benefit dinner and the candy sales will come from the organization's funds. The reason we propose the benefit dinner is to raise awareness and show appreciation for everyone that helped throughout the year. We propose that the benefits of the dinner will outweigh the costs.

Schedule

This is a detailed schedule of the events and when announcements need to be made. The PSA will need to go to the radio stations by April 5, 2010. Most radio stations will air the PSA during non busy hours for free. Flyers will be distributed on the first of every month beginning April 1, 2010. Donation bins will be placed April 10, 2010 and collections will be made the first of every month beginning May 1, 2010. April is also the month to begin finding sponsors to provide supplies for the habitat and to sponsor the 5K run. May 7-9 will be the “Kits for Kitties” drive. June 20, 2010 from 12pm-3pm will be the “Litter Drive.” July 10, 2010 from 12pm-3pm will be the car wash. August 14, 2010 beginning at 9am will be the 5K run. October 23, 2010 beginning at 3pm will be the cat show. The month of September will be the candy drive, and November 13, 2010 beginning at 6pm will be the benefit dinner.

Conclusion

We believe our proposal will successfully allow the organization to have sufficient funds throughout the year. With a month-to-month solutions plan the organization can choose fundraisers to participate in to raise money and awareness. Through successful PSA’s, flyers, donation bins, car wash, “Litter Drive,” “Kits for Kitties,” cat show, and candy drive; the organization will be able to maintain funding throughout the year.

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