

“I want to be a fundraiser when I grow up!”



Said no one, ever.

# WELCOME

## The One Man Band Guide to Fundraising

Erika Mathews  
Officer of Philanthropic Giving  
Animal Legal Defense Fund  
[emathews@aldf.org](mailto:emathews@aldf.org)



WINNING  
THE CASE  
AGAINST  
CRUELTY



# WHAT'S YOUR MOTIVATION?



Please, Sir.  
May I Have Some More?



Don't be afraid to ASK!

# GRANTS

- Follow the directions
- Follow the directions
- Follow the directions



# MAKE A PLAN

- Budget
  - How much do you need? Staff, adoptions, spay/neuter, medical, food, education
- Calendar – Keep track of all fundraising!



## ■ Marketing

- Direct Mail
- Major Donors
- Newsletter/Eblasts
- Social Media
- Website
- Friends Asking Friends
- Shop



# DIRECT MAIL

- Donor file
- Charity registration
- Register in your state  
<http://www.nasconet.org/>
- National Association of State Charity Officials
- List rentals – investing in the future
- Non-profit indicia
- Good story – know your audience
- Good photos



# LIST RENTALS

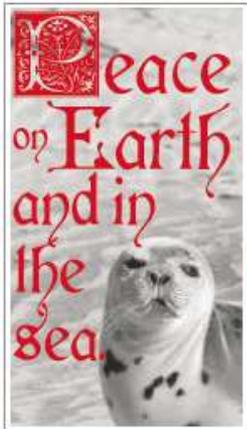


<u>Expense</u>				
Atlantic List Company (10,000 names)				\$1,140.00
American Printer				\$2,793.77
Designer (envelope)				\$60
Edmunds Mail House				\$760
Postage				\$1,429.10
Total				\$6,182.87
<u>Income</u>				
HSUS List				\$1,568.00
Defenders of Wildlife				\$2,897
Total				\$4,465.00
NET				-1717.87
New Members				175

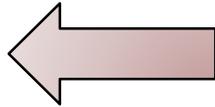
# DONOR FILE

- Who – What- When-Where-Why
- Name, Address, Phone, Email
- Gift Amount – Date – Reason for Gift
- Referral or Donor History/Notes
- Keep a clean donor file
  - Excel
  - Donor Perfect – For larger list





MARINE MAMMAL  
STRANDING CENTER  
PO Box 773  
Brigantine, NJ 08203  
(609) 266-0538  
www.MMSC.org  
mmsc@verizon.net



Special holiday logo



Non Profit  
U.S. Postage  
PAID  
Permit No. 34  
Atlantic City, NJ  
08401

Non-Profit Indicia –  
mails from specific post office  
<http://pe.usps.com/businessmail101/misc/nonprofitApplication.htm>





# RESPONSE ENVELOPE/RESPONSE DEVICE



The Marine Mammal Stranding Center (MMSC) is dedicated to the rescue, rehabilitation, and release of stranded or otherwise distressed marine mammals and sea turtles along the 1,800 mile New Jersey coast. MMSC is further committed to the preservation of our oceans and the education of the next generation through public information and internship programs.

The MMSC is the only organization of its kind in New Jersey – the only organization doing hands-on rescue and rehabilitation of our precious marine mammals, and we proudly serve our mission 24 hours a day, seven days a week.

Yes, I am committed to helping the Marine Mammal Stranding Center in rescuing, rehabilitating and releasing marine mammals and sea turtles.

\_\_\_ \$25 \_\_\_ \$35 \_\_\_ \$50 \_\_\_ \$100 \_\_\_ Other

My check is enclosed payable to:  
Marine Mammal Stranding Center  
[www.mmsc.org](http://www.mmsc.org)

MMSC is a private 501(c)(3) charity. All donations are tax-deductible to the fullest extent of the law.

DMP10



NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_ ZIP \_\_\_\_\_

EMAIL \_\_\_\_\_  
(sign up for informative email updates!)

PHONE \_\_\_\_\_

(Note: MMSC will not share your information with other organizations)

Please send me information about including MMSC in my will.

Since 1978, the MMSC has been dedicated to the rescue, rehabilitation and release of stranded or otherwise distressed marine mammals and sea turtles. Since its inception, MMSC has responded to 2,597 animals across the region, with a success rate of 90% in live-seal strandings.

Marine Mammal Stranding Center  
[www.marinemammalstrandingcenter.org](http://www.marinemammalstrandingcenter.org)

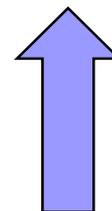


Return Address

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Marine Mammal Stranding Center  
PO Box 773  
Brigantine, NJ 08203

Thank You  
For  
Paying  
Postage



*Thank you for your support!*

Response Envelope & Response Device – one insert saves money!



# NOTECARDS – FOR SMALLER LISTS

*This card was sent to you by a volunteer  
using a donated stamp.*

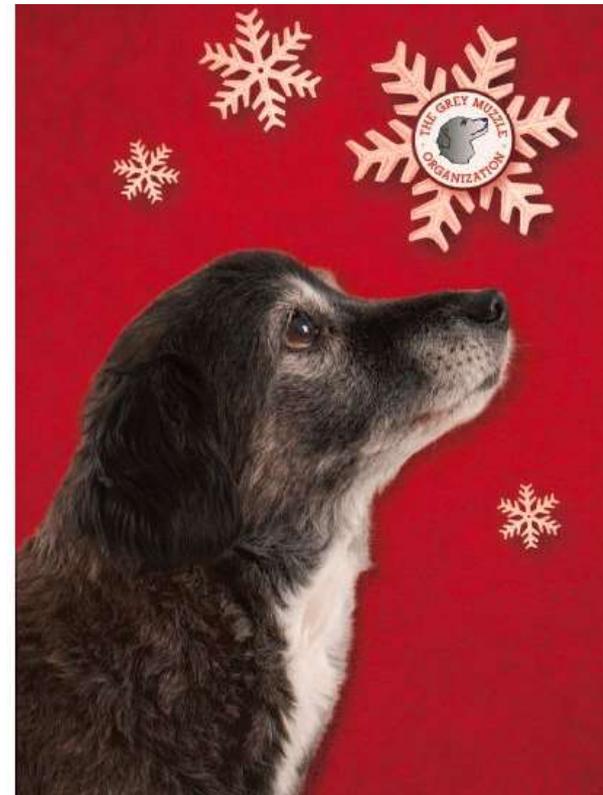


[www.greymuzzle.org](http://www.greymuzzle.org)

The Grey Muzzle Organization improves the lives of at-risk senior dogs by providing funding and resources to animal shelters, rescue organizations, sanctuaries, and other non-profit groups nationwide.

Another great way to help is to shop for your holiday presents in our online gift shop, where all proceeds benefit homeless senior dogs.

[store.greymuzzle.org](http://store.greymuzzle.org)



- Hand addressed
- Hand written p.s.
- Live signature
- Live stamp – Use a Stamp Drive
- Ask volunteers to each send to 5 additional people

# MAJOR DONORS



- Keep in touch – hand written cards, emails with photos
- Exclusive opportunities
  - Private tours
  - Invitations to Major Donor functions
  - Special letters from the President

# MONTHLY GIVING

## Take a Long Ear to Lunch - Sponsorship Program

Please consider our new sponsorship program which enables you to sponsor a donkey or mule for as little as \$10 a month. Your generosity can make a huge impact on the life of an animal. Your consistent donation every month will help feed and care for a donkey or mule in the rescue. All of our animals are examined by a veterinarian upon intake, they are vaccinated, have blood drawn to ensure a negative coggins and are given any medical care they might need. All the animals have their hooves trimmed every seven weeks and are dewormed as needed. They are all fed according to their needs and are given supplements to make sure their vitamin and mineral needs are addressed. All of this costs money which is why we are offering not only the ten dollar a month level of sponsorship but \$15, \$20, \$25 and \$50.



### Sponsorship Options

Long Ear Lunch 1 : \$10.00USD - monthly



We greatly appreciate all of our wonderful donors who have helped us get to where we are today. We are proud to say that we have placed over 135 donkeys and mules in permanent, loving homes since our inception. We could not have done it without your ongoing support!

# NEWSLETTERS

- Mail in an envelope
- Include letter and response device
- Keep to regular schedule
- Do not interfere with other solicitations



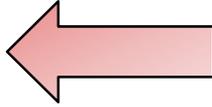
## **EBLASTS**

- Vertical Response – Free for non-profits up to 10,000 emails per month
- [www.verticalresponse.com](http://www.verticalresponse.com)
- Constant Contact – easy to use – fee based on # of emails
- [www.constantcontact.com](http://www.constantcontact.com)
- Newsletter, Press Release and Invitation templates available

# TARGETED EBLASTS

Urgent: Help Feed Starving Horses |

ASPCA to you [show details](#)



Catchy subject line

To view this email as a [web page](#).

ASPCA  
Hay  
Bale-Out  
Program

No  
Scrolling  
For  
DONATE  
Button!



**Help us feed horses now—before it's too late.**

Debbie Coburn's heart sank this week when she read a local farmer's sign: Hay Sold Out. "I thought, 'Oh God, no.' I really depended on him." Amid a punishing drought and skyrocketing hay prices, Coburn's Four Corners Equine Rescue and countless others in the same position are struggling to find a way to feed their horses this year. They are running out of options fast, and they need our help.



Maddie's Institute

# Chew

## On This...



### 3 fundraising mistakes animal organizations should avoid

What shelter or rescue group couldn't use more money?

Unfortunately, many of them make these common mistakes in their email outreach:

**1. Trying to do too much.** Every fundraising email needs to have one absolutely clear request for action. This email can't catch followers up on what your group has been doing, ask for help in getting more adoptions, serve as a newsletter, or anything -- other than ask for a donation and explain why they should give.

**2. Not reinforcing your email on your website and social media.** If you send out an email asking for donations, the same message -- with the same language and call to action -- should be on your website and shared through social media. People are much more likely to give if they see the same message in multiple places!

**3. Forgetting your past donors.** Your past donors will always donate more easily than new donors. Make sure you tell them what you did with their past contributions, acknowledge that you couldn't do your good work without them, and make them feel they made a difference.



# FRIENDS ASKING FRIENDS

- Walks/5k
- Birthdays
- Memorial
- Virtual Events
- Be Creative!!



**KICKSTARTER**



## Charity Fundraising

*Our charity fundraising websites ensure that the money you raise goes directly to your favorite non-profit.*

## Crowdfunding for Everyone!

The World's #1 Personal Fundraising Websites.

Over \$210M Raised!



# 4, 14 & 40 – BIRTHDAY PAGE

## Erika, Willow and Zoe's Birthday Fundraising Page

Hi Everyone!

It's that time again, but this time its even more special.

Willow will be 4, Zoe turned 14 and I will be 40! Let's celebrate by helping old dogs!

In lieu of birthday gifts, we are hoping to raise \$1,500 for senior dogs in need. I can tell you first hand the great work of grey muzzle - funding senior dogs in blind dog rescue, helping large urban shelters dedicate funds to increasing senior dog adoptions, and helping 2 very senior pit bulls taken from a cruelty case, who never knew love or comfort and supporting their hospice care. And sending orthopedic beds to shelter dogs so they don't have to sleep on cold cement floors. It all matters.

If you have ever known the love of an old dog, please honor them by making a donation today.

Thanks from the 4's! Erika, Willow and Zoe

[www.grey muzzle.org](http://www.grey muzzle.org)

Donating through this website is simple, fast and totally secure. It is also the most efficient way to support my fundraising efforts.

Many thanks for your support -- and don't forget to forward this to anyone who you think might want to donate too!



*Willow and Zoe ready to party!*

Supporters

Total  
**\$1,209.94**

Donate





Get Inspired

How It Works

Start A Booster

Search live campaigns...



### T-shirt Campaigns

- ✓ No inventory to buy or setup fees
- ✓ Just design your shirt and promote it
- ✓ We handle the shipping and payments

New: Collect donations by supporters at checkout

Start a T-shirt Campaign

Learn more »



### Donation Campaigns

- ✓ Your own social fundraising page
- ✓ Fast, easy and free setup
- ✓ Perfect for causes, projects, group or individuals in need

No minimums to meet from supporters

Start a Donation Campaign

Learn more »



# Angels of Animals Booster Campaign

Raise Money. Awareness. Spirits. [Contact Us](#) [FAQs](#) [Your Boosters](#)

**Booster** [Get Inspired](#) [How It Works](#)

We Did It! Our Booster Campaign Has Closed  
Interested In Fundraising With Custom T-Shirts? [Start Your Own Campaign](#)

## Angels of Animals - EVERY LIFE MATTERS!



### Help us help homeless animals!

Angels of Animals believes that every life matters - from the disabled, injured, and abused animals that are our core mission, to community cats in need of TNR (trap, neuter, return), to healthy cats and kittens in need of loving homes, we are there to provide love, medical care, rehabilitation, and adoption services.

Please [contact](#) the organizer with any questions.



All funds raised will go directly to **ANGELS OF ANIMALS INC.**

79 shirts | \$1210 raised

Thanks to our supporters!



Next Level Juniors Jersey T-shirt | Sizes: YXS - XXL | [View Sizing Line-Up](#)



# VIRTUAL WALK FOR ADOPT A SENIOR MONTH



The Grey Muzzle Organization

Helping homeless senior dogs



## 1 Virtual Old Dog Walk 2011

Oct



Julie Dudley and 69 others like this.



Join Now

\$2,476

raised so far

Essentials Fundraisers (12)

## Virtual Old Dog Walk 2011

JOIN TEAM GREY MUZZLE! (Virtually)

In honor of November's Adopt-a-Senior-Dog Month, The Grey Muzzle Organization is hosting a Virtual Old Dog Walk on November 19th for senior dogs!



**Date**  
Saturday, October 01, 2011 at 12:00 AM  
--to--  
Sunday, November 20, 2011 at 12:00 AM



**Location**



# MASCOT PAGE!

Story

Nonprofit

Event

## Virtual Old Dog Walk 2011

Every team needs a mascot. Meet Thomas, a Grey Muzzle grant recipient from Blind Dog Rescue. He's about ten years old (but who's counting?), a little deaf, partially blind, but there's nothing wrong with his heart (literally or figuratively). He's full of love and good with dogs, kids, and cats. So who better to represent and inspire the Grey Muzzle team?

Please give in honor of Thomas, and for all senior dogs just like him who are waiting to be loved again.

Thank you!



Supporters

Total  
**\$857.55**

Donate

# SOCIAL MEDIA

- Facebook
- Post direct links to wish lists (Amazon)
- Post Fundraising pages often (remind your supporters to post their pages daily!)
- Twitter
- Instagram

# SOCIAL MEDIA – TARGETED ASKS



**Chimp Haven, Inc.**

January 20

Around this time each year, we order some beautiful organic roses for the chimpanzees for Valentines week. It's usually best for our pocket books to order after Valentine's Day itself - the chimpanzees LOVE the roses, they eat the flowers, leaves, and stems. Please let us know if anyone would be interested in donating to help defray the costs of the roses! You can contact us through our website or at (888) 982-4467 (888-98-CHIMP)!

Like · Comment · Share

14 3



**Chimp Haven, Inc.**

January 20

One of the photos from last year - you can see more in our photo gallery.



# WISH LISTS

Paper  
Online  
Amazon  
Widgets  
YouGiveGoods



MORMOUTH COUNTY  
SPCA



## WISH LIST ITEMS

PLEASE NOTE - ITEMS MARKED WITH AN ASTERISK (\*) ARE MOST NEEDED.

### DOGS

- \* NATURAL BALANCE ROLLS (BEEF, LAMB OR TURKEY)
- \* PEDIGREE/HISHTY DOG CANNED FOOD
- \* DOG TOYS
- \* KONGS (MEDIUM & LARGE)
- \* NEW LEASHES & COLLARS (BUCKLE, NOT SNAP)
- \* EZ WALKER HARNESSES (MEDIUM & LARGE)
- \* GENTLE LEADERS (MEDIUM & LARGE)
- \* PILL POCKETS
- \* RAW HIDES
- \* DOG TREATS

### CATS

- \* FRISKIES GROUND CANNED FOOD
- \* FANCY FEAST
- \* WORLD'S BEST CAT LITTER OR
- \* ANY SCOOPABLE CAT LITTER
- \* NEW SMALL PLASTIC CAT CARRIERS
- \* CAT TOYS - MICE, BALLS ETC.
- \* CAT TREATS AND CATNIP
- \* CANS OF TUNA & SARDINES
- \* PILL POCKETS
- \* CAT BEDS

### SHELTER

- \* PAPER TOWELS
- \* LAUNDRY DETERGENT
- \* DRYER SHEETS (LAVENDER SCENTED)
- \* BRILLO/S.O.S. PADS
- \* CLOROX DISINFECTANT & WIPES
- \* TISSUES
- \* 30+ GALLON SIZE GARBAGE BAGS
- \* LIQUID HAND SOAP

### KITTENS

- \* KMR KITTEN FORMULA
- \* KITTEN BOTTLES
- \* KITTEN CANNED FOOD
- \* JARRED BABY FOOD (TURKEY, BEEF, CHICKEN)
- \* PLAIN YOGURT
- \* HEATING PADS/DISCS
- \* HOT WATER BOTTLES
- \* STUFFED ANIMALS

### OFFICE SUPPLIES

- \* HP INK CARTRIDGES (HP 96 AND 97)
- \* WHITE AND COLOR COPY PAPER
- \* POSTAGE STAMPS
- \* FILE FOLDERS
- \* CARDSTOCK PAPER
- \* ADDRESS LABELS (EVERY 5160 COMPATIBLE)
- \* #10 ENVELOPES

### OTHER

- \* WASHABLE BLANKETS, TOWELS, SHEETS
- \* WILD BIRD FOOD
- \* SMALL ANIMAL TREATS, HOUSES, TOYS
- \* NEW SMALL ANIMAL CAGES
- \* CARE FRESH
- \* GIFT CARDS - PETSMART, PETCO, SHOPRITE, CVS, WALGREENS, ETC.

MORMOUTH COUNTY SPCA • 260 WALL STREET • EATONTOWN, NJ 07724 • 732.542.0040 • MORMOUTHCOUNTYSPCA.ORG



# AMAZON WISH LIST



**Barbie 28" Doll**  
★★★★★ (2)  
\$33.30 ✓Prime  
Only 1 left in stock—order soon. Offered by MysticBeauty.  
35 Used & New from \$22.01

*"We use this toddler-sized doll to help in our behavior evaluations!" -Liberty Humane Society - LHS*

Added January 30, 2015

Add to Cart

[Buying this gift elsewhere?](#)



**Libman Precision Angle Broom**  
★★★★☆ (155)  
\$19.99 ✓Prime  
In Stock. Offered by BenStores.  
6 Used & New from \$11.45

Quantity: 10 Has: 7

Added January 19, 2015

Add to Cart

[Buying this gift elsewhere?](#)



**Dynarex Isolation Gown Fluid Resistant; Yellow Full Back - MS89540 (10)**  
\$9.40  
In Stock. Offered by Treasure Zone.  
2 Used & New from \$9.40

*"We use these in our isolation rooms to ensure we don't spread any germs through our facility. Every time we clean a room we use a fresh, new gown, but that means we go through a lot of them!" -Liberty Humane Society - LHS*  
Quantity: 5 Has: 1

Added January 9, 2015

Add to Cart

[Buying this gift elsewhere?](#)

# YOU GIVE GOODS



[how it works](#) [explore](#) [start](#)

Enter Keyword



[log in](#)



#GIVINGTUESDAY™

## Giving Tuesday Donation Drive

Raising goods for Mt Pleasant Animal Shelter, NJ

November 23, 2014 to December 31, 2014

Mt. Pleasant Animal Shelter's  
#GIVINGTUESDAY™  
Donation Drive



*Let's celebrate the  
spirit of giving!*

0



in Share



Tweet 8



+1 0



Like



Share 0

\$1,464.49

of \$2000



🕒 Drive has Ended!



YouGiveGoods will deliver all items.  
Donations are eligible for tax deduction.

♥ This Drive

✉ Share With Others

🏠 Visit Campaign Page

**ADOPT**  
MT. PLEASANT  
ANIMAL SHELTER  
www.njshelter.org

Meet the Team

Forget Black Friday or Cyber  
Monday, Giving Tuesday is the



# WEBSITE WIDGETS

- Make giving easy with widgets
- Kuranda Beds and Thundershirts shipped directly to your shelter



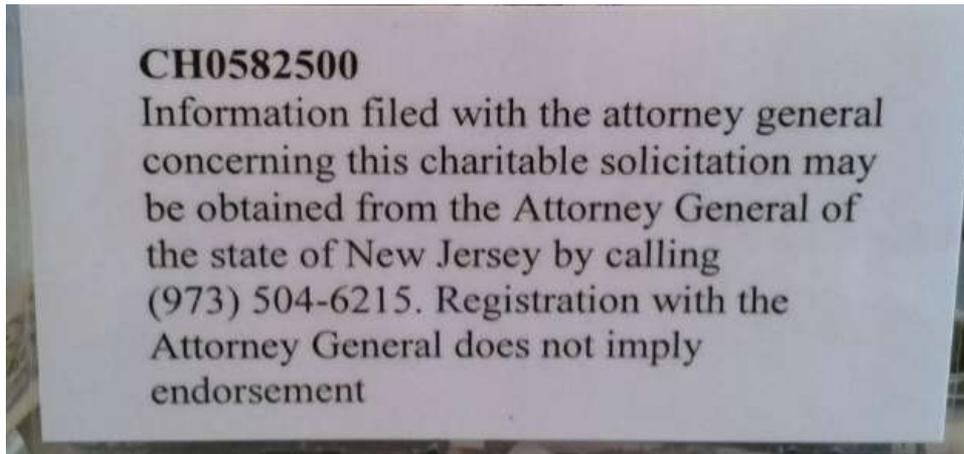
# DONATION JARS

## ■ Legal Language on all jars

Information filed with the attorney general concerning this charitable solicitation may be obtained from the Attorney General of the state of New Jersey by calling (973) 504-6215. Registration with the Attorney General does not imply endorsement.

## ■ Charity Registration Number

<http://www.state.nj.us/lps/ca/ocp/charities.htm>



# DONATION JAR WEBSITE PAGE

## Donation Bank Program

### HELP SAVE LIVES! DONATE NOW!

Help Homeless Pets by sponsoring a Donation Bank at your business

Sponsoring a donation bank for the Animal Rescue League of Iowa (ARL) at your business is an easy way to help the animals! Coffee shops, gas stations, deli's and businesses with high check out traffic are great spots for an ARL donation bank.

Donation bank sponsorship will increase awareness of

- Homeless animals the ARL cares for
- Your support of our efforts

The funds donated will be used to provide food, shelter, and veterinary care for the more than 18,500 animals the ARL cares for each year.

**Questions?** Email Lora Rogers at [rogers@arl-iowa.org](mailto:rogers@arl-iowa.org) or call (515) 473-9119. Thank you to our current donation bank sponsors who are helping to increase awareness of the homeless animals the ARL cares for by placing an ARL donation bank at their business.



## Current Donation Bank Sponsors

Anani Salon	Ankeny Animal & Avian Clinic
Ankeny Auto Spa	McManus Automotive



# GIFT SPONSORSHIPS – ALL OCCASIONS!



**Send a Valentine Valentine Gift Sponsorship**

Your recipient will receive a special Valentine's card announcing your gift along with a certificate of sponsorship and a short biography of their rescue horse.

Select the value here with your donation of \$10 (minimum) which includes Personalized Address. Please check only one of the following boxes:

Large    Medium    Small  
 Large    Medium    Small

Valentine's will include a special form to send to the recipient by Valentine's Day, or mail that request by February 28th.

I'd like to find a replacement horse (see request form below)

**Send to school:** \_\_\_\_\_






Recipient's Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Send Personalized message (please limit to 40 words or less):

\_\_\_\_\_  
 \_\_\_\_\_

Sponsor's Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Please (if not box sponsored) ( ) \_\_\_\_\_

City, State, Zip: \_\_\_\_\_



**Wylstone Equine Rescue**  
 127 Middlefield Road • Midbury, VT 05751 • 802-885-8888 • [www.wylstone.org](http://www.wylstone.org) • [info@wylstone.org](mailto:info@wylstone.org)  
 10000 Route 100 • P.O. Box 100 • Wylstone, VT 05751



# Facebook Promotions



**Beyond Breed**

January 31 at 3:53pm · 🌐

Our Valentine's Day cards are a hit: we've sold more than 1,000 cards to people around the USA!

The proceeds support the families in our Ruff Riders project, which helps pet owners in under-served areas of Brooklyn and NYC (learn more at <http://beyondbreed.com/ruff-riders/>).

Every Valentine's Day card you buy helps us pay for veterinary care, spay/neuter, vaccinations, and other pet-related expenses for the people and pets we serve.

To order Valentine's Day cards and spread love to our Ruff Riders families, visit: <http://beyondbreed.com/spread-love-its-valentines-day/>



# SYMBOLIC ADOPTIONS

- Create Adoption Certificate
- Purchase stuffed animals
- Charge enough to cover costs
- Send with organizational brochure



# PLANNED GIVING

- Promote on mailings
- Website
  - Sample Language
  - Tax ID Info
- Advertise
  - On own materials
  - Outside publications
  - Social Media
  - Front of direct mail response device
  - Monthly giving = target audience
- Sharpe Group – Custom brochures
  - [www.sharpenet.com](http://www.sharpenet.com)



# Bequest info on website

## ALDF as Beneficiary

You can designate ALDF as the beneficiary of a portion of your estate, of your residual estate (the remainder after payment of other bequests), or of specific assets.

How do I make ALDF a beneficiary? Simply provide the following information in your estate plans or to your financial institution:

- ALDF's full legal name: Animal Legal Defense Fund
- ALDF's permanent mailing address: 170 E. Cotati Ave, Cotati, CA 94931
- ALDF's federal tax ID number: 942681680

Other ways to include ALDF in your estate plans include Charitable Gift Annuities and Charitable Remainder Trusts which can provide income for you and/or a beneficiary. You can also give through your life insurance policy or retirement plan. Outright gifts include cash, stock and real estate.

*We strongly suggest that you consult with your attorney or other independent professional adviser to make sure that your bequest complies with all state and federal laws.*

The Animal Legal Defense Fund is a nonprofit charitable organization recognized under section 501(c)(3) of the Internal Revenue Code, tax savings resulting from a bequest can be substantial.

The animals represented by the Animal Legal Defense Fund can't speak for themselves. By supporting ALDF with a legacy gift, you are raising your voice to put a stop to animal abuse—for good. ALDF works tirelessly to protect animals from cruelty, abandonment, torture and neglect.

For more information on estate planning, please contact Erika Mathews at [emathews@aldf.org](mailto:emathews@aldf.org) or call 707-795-2533.



# MEMORIAL GIFTS

- For people and animals
- Acknowledge immediately!



# ACKNOWLEDGMENT LETTERS

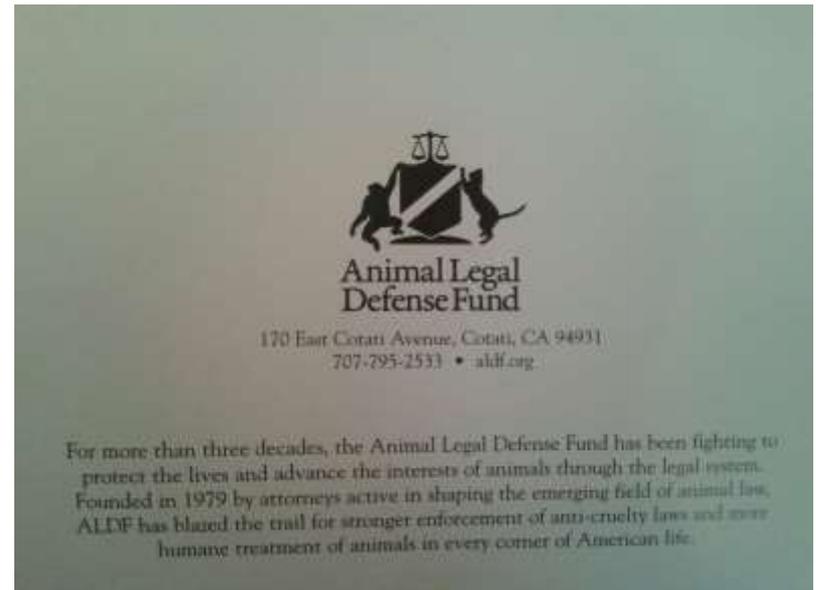
- Keep them updated
- Be prompt
- Add photos
- Write personal notes
- Use note cards for major donors – Send receipt for gift
- Memorials – Send memorial card to donor and recipient



# THANK YOU NOTES



Send with donation receipt  
and handwritten note.



# THANK YOU NOTES



Dear Erika,  
Thank you very much for your  
Thoughtful donation in memory of Belle.  
She sounds like a gem of a donkey.  
Acknowledgement from Willow & Chance  
will be sent directly. Best,  
Ann



# WORKPLACE GIVING



Local Independent Charities of America

HELPING THOSE IN NEED IN YOUR COMMUNITY!



HOME

ABOUT US

CHARITY SEARCH

GIVE ONLINE

MEMBERSHIP

[www.lic.org](http://www.lic.org)



# VEHICLE DONATION



Vehicle Donation Programs for non-profits  
and access to thousands of non-profits for donors

[Login for Non-Profits](#)

[Not a member?  
Register your Non-profit](#)

[ABOUT US](#) [CONTACT US](#)

[Home](#) | [How it works](#) | [Donors](#) | [Non-Profits](#) |

## Quick Facts

[Donate vs. Trade-in](#)

[How to Donate](#)

[Tax Information](#)

[About Our Fees](#)

[About Vehicle Values](#)

## Support Options

[Program Managers](#)

[Donation Status](#)

[Registration Help](#)

## Organization Page 20

A free, convenient service for converting that extra car, truck, or RV into a tax deductible donation benefiting . You can donate online or call 877-999-8322 to make your donation.

Don't donate your car or truck to some charity you have never heard of. Our trusted service makes sure your vehicle is properly handled so you get your tax deduction and your charity, , gets the benefit of your donation.

Start now by clicking on "Donate Now" below. If you are not ready to donate, find out about donating your vehicle by browsing all the valuable information and links on our site.

[Donate Now Online!](#)

Or call 1-877-999-8322

[Find Your Favorite  
Non-Profit](#) 

## Testimonials

" . . .when I heard that I could find a home for my old car and do some good at the same time, it seemed perfect. The process was quite efficient. I did it all online - it was a snap. The whole donation was done on my schedule and my charity recieved over \$900 in donation proceeds. . ."



# MERCHANDISE



Shop CafePress ▼

Search

## Marine Mammal Stranding Center

Marine Mammal Stranding Center

[back to shop](#)



# EASY SHOPPING

The St. Hubert's Candle Company



[www.CharityWicks.com/hubert](http://www.CharityWicks.com/hubert)

POWERED BY CHARITY WICKS  
MADE IN ENGLAND

Welcome to  
**amazon** smile

You shop. Amazon gives.



BARNYARD VINEYARDS



[www.BenefitWines.com/barnyard](http://www.BenefitWines.com/barnyard)

Great organic, vegan Chilean wines!  
We earn \$6 for every bottle you buy!



ResQthreads



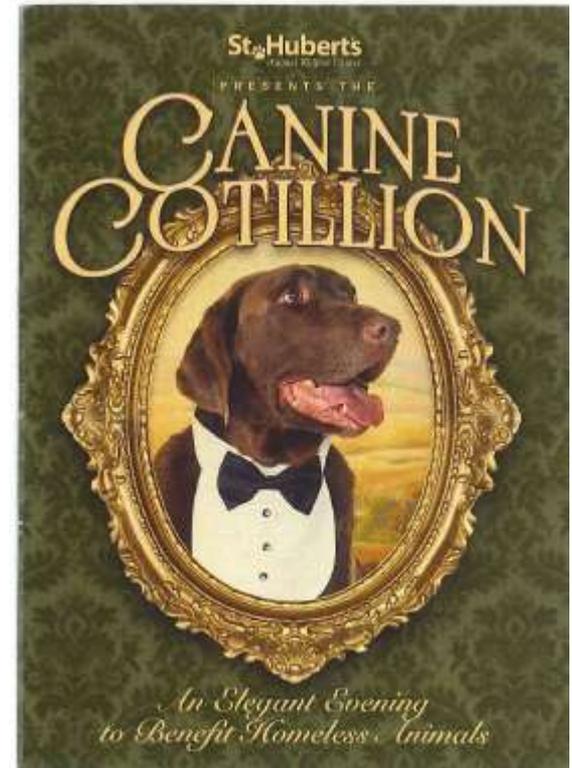
# EVENTS

- Signature Events
- Community Events
- Third-Party Fundraisers



# SIGNATURE EVENTS

- Pick one event that is your best and build on it
- Get sponsors
- Get volunteers involved
- Get all appropriate insurance, permits, licenses



# WALK/5K

- Start with a timeline and budget
- Get proper permission from event location
- Hire proper security
- Get certificate of insurance
- Get license for any raffle/tricky tray
- Platform for sponsorships



# Sponsor Page

## ANGELS OF ANIMALS INC

Willow's Birthday Swim for Paddington  
2/3/2016

Celebrating the birthday of Willow and Erika

### Willow's Birthday Swim for Paddington

Willow will be swimming Cuptaw Lake (about a mile) to raise funds to pay for Paddington's vet care.

A Paterson native, Paddington was found on the streets with nerve damage to his leg. The injury was severe and the leg had to be amputated. In lieu of birthday gifts, Willow is asking for donations to be made to Angels of Animals to pay for his care.

Paddington is one of the sweetest cats we have ever fostered and doesn't let his injury get him down. He runs and plays just like any other kitten. Please help in any way that you can!

(p.s. we will be on the kayak next to Willow for the entire swim!)

Thanks!

Willow & Paddington

Like 177 people like this.

This page is no longer accepting donations

\$1,700 goal | \$1,977 raised

100%

Email Share Tweet Share



## MYLESTONE EQUINE RESCUE A NEW JERSEY NON-PROFIT CORPORATION

Save Oliver! Senior Horse in need! 6/22/2015

Email Share Tweet Share Like 258



### Save Oliver! Senior Horse in need!

Oliver, a retired therapy horse, is in dire need of a holiday miracle. At 27 years old, after giving so much to so many, he has found himself in need of help after his owner lost her home.

Mylestone Equine Rescue has generously offered him a loving retirement home, where he will be safe, cared for and loved for the rest of his life.

They can't do it without funds. Senior horse care can be expensive, but I for one know the reward of the unconditional love from a senior horse and a bond that lasts forever.

We need to raise at least \$1,500 for full vet care, bloodwork, farrier and dental.

If you always loved horses but couldn't have one, THIS is your chance to make a difference. After being fully vetted, Oliver will join Mylestone's grooming program for special needs children that visit from three different schools.

Oliver is worthy of love; please help him today with a gift to Mylestone.

Thank you!



# COMMUNITY EVENTS

- Raise more awareness than money
- Get press coverage
- All the same event rules apply!
- Safety first!



Ice Cream  
Socials



# THIRD-PARTY FUNDRAISERS

- Have guidelines on website
- Have kids' version
- Don't make promises you can't keep!



# OTHER RESOURCES

ASPCA Pro [www.aspcapro.org](http://www.aspcapro.org)

Association of Fundraising Professionals  
[www.afpnet.org](http://www.afpnet.org)

Direct Marketing Association [www.dma.org](http://www.dma.org)

PetSmart Charities Free Webinars

<http://www.petsmartcharities.org/pro/learn>

Maddies Institute

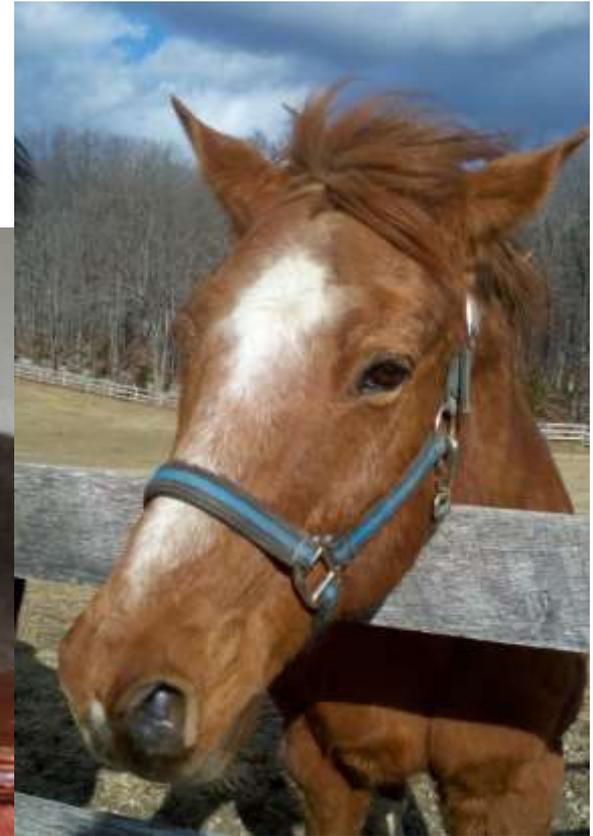
<http://maddiesinstitute.typepad.com/chewonthis>

Animal Sheltering

[www.animalsheltering.org](http://www.animalsheltering.org)



# HAPPY FUNDRAISING!!!!



Erika Mathews  
Animal Legal Defense Fund  
emathews@aldf.org

# ADDITIONAL RESOURCES

Non Profit Postage:

<http://pe.usps.com/businessmail101/misc/nonprofitApplication.htm>

QR BLOG:

<http://www.nonprofitmarketingguide.com/blog/2011/12/08/how-to-create-share-and-use-qr-codes>

QR CODES: [myqu.com](http://myqu.com) or [qrlicious.com](http://qrlicious.com)

Online Newsletter

Vertical Response (free up to 10,000 names)

[www.verticalresponse.com](http://www.verticalresponse.com)

Constant Contact (fee based on # of names)

[www.constantcontact.com](http://www.constantcontact.com)

Friends Asking Friends: [www.firstgiving.com](http://www.firstgiving.com)

Workplace Giving and Vehicle Donations: [www.lic.org](http://www.lic.org)

