



Advocacy

Maddie Bro, Joelle Brown,
Tess Krommenhoek and Claire Spellman
Fundraising & Philanthropy Communication
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Animal Advocacy in Action



<http://thecolbertreport.cc.com/videos/k3dodo/steve-king-on-chicken-cages>

Why Advocate for Animals?

- Making the world a more humane place
- Strength emotional connection to fundraising
- Engaging donors/supporters to increase monetary commitment



Elements

- Advocacy Talking Points
- Advocacy in Social Media
- FAQ Sheet
- Euthanasia Statement
- Grant Guidelines
- Fundraising Letter



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Advocacy Talking Points

Rep. Steve King (R-IA)

- Leading anti-animal welfare congressperson
- Take Action: Urge IA representatives not to support King's stances

Many go on the record against the King Amendment
See the full list of those who have publicly stated opposition to the King Amendment [PDF].

Stop The King Amendment!

TAKE ACTION NOW:
humanesociety.org/king

0:05 / 0:29

Stop the King Amendment now
Urge your legislators to pass the Farm Bill without this dangerous amendment.



Advocacy Talking Points

Support Whistleblowers in Iowa

- Prohibits revealing farm-animal cruelty
- Iowa: First “Ag-Gag” law in 2012
- Take Action: Contact IA politicians, visit humanesociety.org and aspca.org



Tim O'Brien/Mother Jones

Advocacy Talking Points

California Egg Laws to Affect Iowa Farmers

- Iowa: top egg-producing state, 10% going to CA
- Contact IA politicians to support similar legislation



Advocacy in Social Media

 **Animal Rescue League of Iowa** shared a link.
March 19

IMMEDIATE ACTION NEEDED: SF2118, provides for the inclusion of pets in protective orders. It was passed unanimously in the Iowa Senate earlier this legislative session, and cleared the House Judiciary committee earlier this month with only ... [See More](#)



<http://myemail.constantcontact.com/IFHS-Action-Alert---Calls-Needed-to-Iowa-House-TODAY-on-Pet-Prote>
myemail.constantcontact.com

◆ SF2118 help protect victims of domestic abuse by supporting SF2118 domestic violence may delay leaving a dangerous situation because of fear for the pet's safety Sometimes...

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Facebook

 **officialpeta** 1d



♥ 1099 likes

officialpeta Happy Adopt-a-Versary, Piper! We ♥ you 🥰 #8years #Rescue #AdoptDontBuy #PETApup

[view all 6 comments](#)

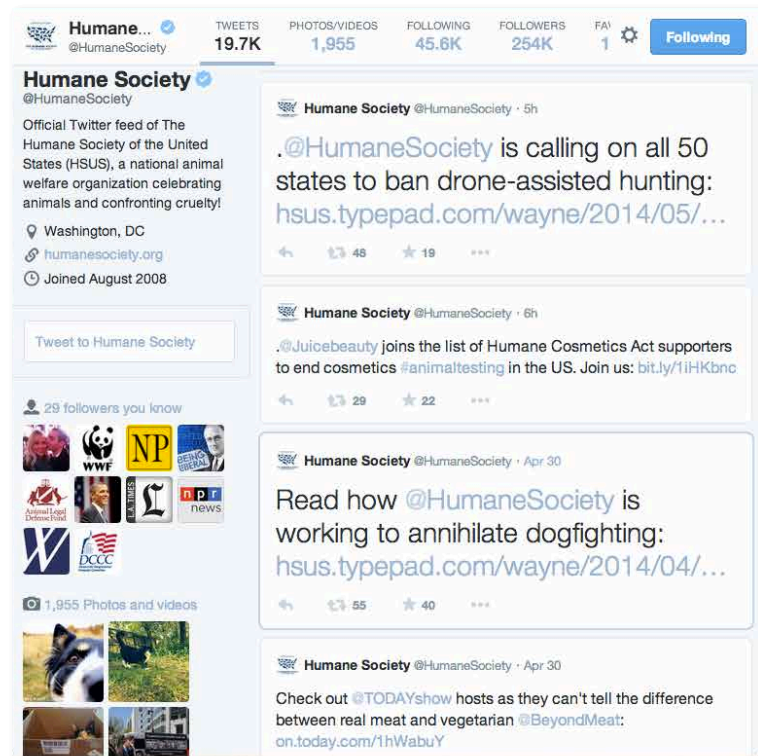


Instagram

Advocacy in Social Media



Twitter



FAQ Sheet



- Clarifies services of the shelter
 - Care for animals
 - Adoption guarantee
 - Role of volunteers
 - Euthanasia
 - “No kill”



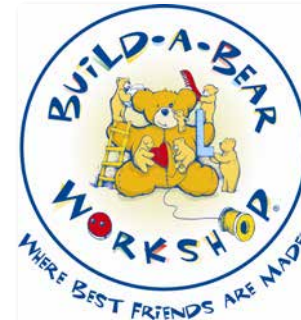
Euthanasia Statement

- Performed only when medically or behaviorally necessary
- Care for all animals at our door step
- Allow animals to stay until adopted or fostered



Grant Guidelines & Resources

- Provided by Olivia Smith, but tailored to PAWS & More
- Grant sources
 - [*American Humane Association*](#)
 - [*Pedigree and Petfinder Foundation Partnership*](#)
 - [*Build a Bear Workshop*](#)
 - [*Miccio Foundation*](#)



Fundraising Letter

- Lists national-scale issues
- PAWS & More's efforts to end problems
- Asks letter recipients to take action in making donation

