



PAWS & More

Appealing to Donors

Liz Lafferty, Chance Morgan, Ashley Lindley,
Alessandra Dietz, Lauren Coffey

The Importance of Branding

- Consistency
- Clear identity
- Standing out
- Challenging the status quo



Our Goals

- Creating a consistent message
- Appeal to a specific donor demographic
- Strong appeal to emotions
- Creating awareness
- Creating a unique, identifiable brand



Outstanding Organizations

- ASPCA
 - Endorsements and sponsorships
 - Orange color scheme
- Humane Society of the United States
 - Shelter partners
 - *All Animals Magazine* ad reaches 1,800,445
- Austin Pets Alive!
 - Nationwide leader in no-kill revolution



Outstanding Organizations

Tompkins County SPCA – New York



First “green” animal shelter

Appeals to current trends and donors

2013 Tompkins County SPCA	
Total intake	1,822 cats & dogs
Returned	198
Adoptions	1,430

Mission Statement

Original:

- “PAWS & More Animal Shelter, also known as Washington County Humane Society, is a private, adoption guarantee shelter located in Washington, Iowa. “PAWS” stands for “Providing Animals with Shelter,” while “More” stands for the loving care and treatment we give to every animal who passes through our doors. We provide humane care to all animals needing protection, seek suitable homes for animals without owners and provide euthanasia when only medically or behaviorally necessary.”



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Revised:

Our humane, adoption-guarantee shelter stands for **Providing Animals With Shelter**, treatment, and so much “More.”

PAWS & More is a tax exempt 501(c)3 organization that eagerly serves the constituents of Washington, Iowa.

Reader-Friendly Mission Statement

- “The **ASPCA's mission**, as stated by Henry Bergh in 1866, is ‘to provide effective means for the prevention of cruelty to animals throughout the United States.’ ”
- **The Humane Society of the United States:** “Our mission statement: Celebrating Animals, Confronting Cruelty.”
- **The Best Friends Animal Society:** “To bring about a time when there are No More Homeless Pets.”



PAWS & More: Our humane, adoption-guarantee shelter stands for **Providing Animals With Shelter**, treatment, and so much “More.”

PAWS & More is a tax exempt 501(c)3 organization that eagerly serves the constituents of Washington, Iowa.

Tagline

Providing care, safety, and so much “more” to the Washington community since 1978.



Tagline Reasoning

- Providing care, safety, and so much “more” to the Washington community since 1978.
- Award-winning example: **“Helping Preserve the Places You Cherish — LandChoices.”**
 - Short & sweet
 - PAWS & More is providing “more” to the entire community (not just animals)
 - Organization is assisting *both* residents and animals

JUST DO IT.



Internal Case for Support

- Creating a consistent message
- Updated information within PAWS & More
- Assistance in writing future appeals
- Educating staff and volunteers
- Boosting morale and reach

The Need for Care

Today, there is one wild cat to every owned, household cat in America. We recognize the seriousness of this issue and have taken action to improve public health and safety by taking animals off the streets within Washington and its surrounding areas.

Our main purpose is to help reduce overpopulation and abandonment in Washington, Iowa and its surrounding communities. Uncontrolled breeding and irresponsible pet ownership contribute to the nearly 8-10 million animals United States shelters take in each year. As a part of our services, we help diminish the number of euthanized pets in the U.S. (about 4-6 million) every year.

As spring brings in dozens of litters of kittens and puppies, our care is needed now more than ever. Funds are needed to provide food, shelter, and medical care to these baby animals until they are adopted. This includes the *building improvements and equipment* necessary to continue providing a high level of care.

Making a Difference

We take in 700 animals every year for an average stay of 30 days each with an adoption rate of 76%. We have found 550 'forever homes' for animals in our care since we began our partnership with Petco for mobile adoption events in 2010.

Services we provide include:

- Adoption
- Animal Control and Rescue
- Spaying and Neutering (Including Trap-Neuter-Release Services)
- Education and Outreach
 - Youth Groups
 - Bite Prevention Classes
 - Pet Therapy



Donations save animals, like Betty. She can get proper care and love as she waits to find a new, safe home!

Over the last five years, we have worked on multiple construction projects to ensure the highest quality of housing for our animals. These projects have been completed slowly and in small increments due to high costs and lack of funding.


Why Is Funding Important?

Running our shelter costs \$165-175,000 each year. While we do get supplemental funding from the city and grants – along with raising funds ourselves through animal services, fundraising events, and adoption fees – most of this income is put toward building maintenance, insurance, and staff salary expenses. We still need \$20,000 in donations every year to break even. This is why any donation, big or small, is crucial in our ability to change and save the lives of animals in our community.

We accept donations online at pawsandmore.petfinder.com or through mail at 1004 ½ West Madison Street, Washington, Iowa. Send questions or concerns to shedesigns@iowatelecom.net or call us at 319-653-6713.

General Mail Piece


- Simple language
- Direct need
- Direct ask
- Can be mailed at any time
- Eye-catching for **all potential donors**



PAWS & More Animal Shelter
1004 1/2 West Madison Street
Washington, IA 52353
319-658-6713

Dear _____,

Why Give Today
Your help is needed now more than ever, as each season brings in dozens of kittens and puppies that need forever homes. Running our shelter costs \$165-\$175,000 each year, and we need your help to give the best treatment to our newborns. Most of our income from the city and grants pay for our facility, insurance, and staff salary. Your donations help Washington County to grow as a safe and loving environment for both animals and residents. With your help, we can continue to care for Washington's helpless animal victims.



Your donation can save these puppies and kittens. They can't survive without your help.

Improve Washington County's Safety Now
Every year, U.S. shelters take in 8-10 million stray animals. PAWS & More recognizes this serious, national issue. This is why we need you to take a stand in your community. Your donations improve public health and safety by quickly taking animals off the streets in Washington and its surrounding counties. You can improve Washington County's living conditions: protect your family and loved ones by donating today.

Improving Lives of Iowa's Animals
Today, our shelter's adoption rate is at 76%, and we provide a safe home for over 700 animal rescues each year. We are excited about these adoptions, but our success relies on donors like you. You provide Washington's stray animals with loving, forever homes throughout Iowa. Your generous contribution can help save the innocent animals roaming your streets. Help us continue to reunite 35 lost animals with their families, and introduce 400 new animals to their prescreened, adoring, forever homes every year. We could not do any of this work without your kind gift. Your contributions also pay for spaying/neutering and vaccine services. This way, you protect all of Washington County's animals and residents. Please help save Iowa's abandoned animals, and improve your community's happiness and quality of living.

Your donation saves Washington County's abandoned animals, like Betty. Your support will give her the care and love she needs to find a new, safe home!

Uniting Animals with Washington's Young and Old
Our shelter goes above and beyond to educate the Washington community about animal care and safety. We teach the community about stray animals to keep your loved ones out of harm's way. Yet, we can only teach both young and old with your help. Your donations proudly support: Youth Bite Prevention classes, Lending Hands (pet therapy for seniors), and informational clinic tours/event booths.

PAWS & More Needs Your Help!
In order for PAWS & More to continue rescuing the animals of Washington County, and increase support, we need your help! Any donation, big or small, will change and save the lives of animals in your community. Your donation will help us:

- Continue to take in over 700 animals annually
- Continue our safety programs on humane education and dog bite prevention
- Apply for grants to improve our facilities, and house more animals
- Expand our adoption process

Your \$25 contribution can provide for puppies and kittens in need. Please help abandoned and starved animals like Betty find their forever homes by donating today.

Our Promise
We have run a credible and effective nonprofit organization since 1978. Our promise is to use your gift with honor and care. Our donors help us to provide and care for all of Washington County's both animals and community members alike.

Sincerely,

Your Friends from PAWS & More

Sheila Hanson *Amber Talbot*

Sheila Hanson
Board of Directors Volunteer President

Amber Talbot
Director

Response Card



Donate **today** and save an animal's life!

Name:
Address:
City/State/Zip:
Phone:
Email:

Enclosed is my gift of:

10	25	50
100	250	500

Cash Check

<http://members.petfinder.com/~AAZ/>

Other (please specify amount):



Direct Mail Envelope

- Fun and playful
- “OPEN ME” teaser



Holiday Mail Piece

- Shares stories of specific animals
- Donors likely to give during holidays
- States accomplishments and goals
- Explains the ways donors can give



Dear, _____

This year, PAWS & More was able to help hundreds of animals in need of protection and suitable homes. This would not have been possible without the support of generous donors and volunteers like you! We would like to share a few stories of animals, whose lives have been changed thanks to PAWS:

Jasmine came to PAWS in rough shape. She had suffered some trauma to her rear left leg. It was necessary to have the leg removed. She's recovered nicely, and she awaits her forever home, which we hope will come very soon for her.




Sophie is endearingly known as our "Broken Pelvis Girl." She was hit by a car, but thankfully, after vet care and a lot of TLC from her wonderful foster parents, she's ready to become a permanent family member.

Bugsy required a lot of extra care. He had so many fleas and ticks (even maggots) in his horribly matted hair. He was severely anemic due to the infestation and starvation. Through medication, special food, and care, Bugsy fought his way back to good health. He's since found the love of a new mom and four kids who enjoy spoiling him!

Running our shelter costs \$165-175,000 each year. While we do receive supplemental funding from the city and an array of grants - along with raising funds through animal services, fundraising events, and adoption fees - most of this income is put toward the facility, insurance, and staff salary expenses. We still require \$20,000 in donations every year to break even.

This holiday season PAWS needs your help! Any donation, big or small, is crucial to our ability to change and save the lives of animals in our community. So, as this year comes to close, please help us make a difference in lives of animals in Washington County.

You can impact an animal's life today by:

-  Volunteering your time
-  Adopting and giving an animal a 'forever home'
-  Making a tax-deductible donation today!

Interested adopters and donors can visit PAWS at 1004 ½ West Madison Street in Washington, Iowa or can call 319-653-6713. Donations can be made online at pawsandmore.petfinder.com via the PayPal button. On behalf of the PAWS & More Board of Directors and staff, we wish you a safe and joyous holiday season!

Thank you so much for your time and support!



Amber Talbot
Director



Youth Flyer





- Clear target audience
- Playful, fun tone
- Interactive
- Photographs: children with animals

PAWS
Youth
Program

Hey kids!

Do you love animals? Are you interested in helping animals in our shelter by playing with them, walking them, and helping them find a forever home? Then you are just who we are looking for to be in our Youth Program!

Being a volunteer at PAWS and More is the perfect way to spend time with animals and help out Washington County.

-  Feed and groom the animals
-  Clean the cages of the animals to make sure their home is clean and safe
-  Play with dogs and cats to make sure they get the right amount of exercise
-  Attend fun events like KidsFest and parades to show the benefits of volunteering with the shelter

Working with our shelter helps you get involved in caring for animals now, so you can continue loving and helping animals for the rest of your life! If you want to be a volunteer, you or a parent can contact us. Our office is at 1004 1/2 West Madison Street, Washington, IA 52353, or you can call us at 319-653-6713. We can't wait for you to join our PAWS and More team!



Color Scheme

- Blue & Green
- Versatile
- Clean & Consistent
- Provides variety

RGB: 33, 63, 153
CMYK: 100, 88, 3, 0



Opacity:

100% 90% 80% 70% 60% 50%



RGB: 56, 180, 73
CMYK: 75, 0, 100, 0

Logo

Original



New



Logo



Summary

- Importance of branding
- Creating consistency
- Attracting new & current donors
- New, clean look
- Comparisons to outstanding organizations & external research
- Updated statistics and mail pieces
- Brand new response card & direct mail envelope

