

## Potter League Board Report – August 2018

### Development Activities Report Submitted by Erin O’Gara Dollard

#### Grants

Schutz Engle Trusts funding arrived in the amount of \$24, 982 for general operations. Currently we are working on applications for The Maddie’s Fund and The Pet Co Foundation. We are awaiting notification from Banfield and Champlin.

#### Marketing & Direct Mail Strategies

We have contracted with All & One an Atlanta based firm for our direct mail and marketing efforts for FY19. They will assist us with branding and creative, analytics and strategy, account management, digital campaigns and developing a stronger on-line and social media presence. Our first solicitation with them will be mailed the first week of October.

#### Event Update

*Forever Friends Society Annual Reception* is Thursday, August 16<sup>th</sup> at David and Judith Enstone’s home in Jamestown from 5 to 7 p.m. This is a special gathering of our legacy donors and friends of the Potter League. These generous people have included Potter in their Will or estate plans. It is an appreciation event with no solicitation, just welcoming new members and providing updates on how the shelter benefits from their good intentions.

*Heart & Soul Walk for Animals* is Sunday, October 14<sup>th</sup> at Glen Park, Portsmouth. Our newly designed Heart & Sole Walk registration and fundraising site is located at <https://secure.qgiv.com/event/potterleaguelwalk2018>. We encourage all board members to register, create or join a team and design your own online fundraising page. You will find lots of tips in your fundraising toolbox, including the option to use text-to-give. We would like to recognize and thank Carol and Jon Epstein for their generous underwriting support. Sponsorship packages are available. Businesses and individuals are good prospects for the custom Mile Barker signs that are placed on the course for just \$250. Some people like to do the signs in honor or memory of a beloved pet. Please contact Susan or Erin for more information. Copies of the packages are available on the board portal. Walk brochures will be mailed the week of August 13<sup>th</sup>.

*Annual Meeting* is Thursday, October 25<sup>th</sup> at The Atlantic Resort – Newport from 5 to 7 p.m. The Annual Meeting is free and open to the public. Our guest speaker is Wendy Taylor, Executive Director of West Please Animal Sanctuary in Tiverton. Please join us and bring a friend or prospective friend of the Potter League.