

**Potter League Board Report – December 2018**

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

**Holiday Appeals & Year-End Mailing Totals**

As of 12.10.2018 our Holiday Fund Drive and Year-end solicitations have raised a total of \$33,678. This amount includes three mailings; Holiday Fund Drive and Follow Up piece, Year End and Major Donor appeal and personalized greeting cards mailed to donors. During the same period last year (Oct. 1 – Dec 10) our total raised was \$32,623.

January and February appeals have been finalized. We will be producing an electronic sustainer promotional solicitation for purposes of recruiting new monthly donors. Our goal is to gain 50 new monthly donors.

We are coordinating a “match” appeal to be mailed in March.

**Giving Tuesday**

Giving Tuesday was a success raising over \$5,000, an 85% increase over the previous year. A strong on-line campaign was created in support of this international fundraising day. Giving Tuesday is a global day of giving fueled by the power of social media and collaboration. Celebrated on the Tuesday following Thanksgiving (in the U.S.) and the widely recognized shopping events Black Friday and Cyber Monday, Giving Tuesday kicks off the charitable season, when many focus on their holiday and end-of-year giving.

**Community Humane Hero Sponsorship**

We have secured two new sponsors at the \$3,000 level; Southcoast Health Urgent Care and Lucky Dog Resort. Portsmouth Veterinary Clinic and Moriarty Fence Company have renewed their commitments at the \$3,000 level. Independent Financial Partners is considering increasing to the \$5,000 level and proposals have been submitted to BankRI, Bank Newport and Peoples Credit Union.

**Adoption Packet Advertising Opportunity**

Advertising information has been sent to previous advertisers and prospects for the adopter packet/folder. The deadline for advertising is December 21<sup>th</sup>. If you know of any companies or individuals who would like to support the shelter through an advertisement in our adopter packet, please contact Erin at ErinD@PotterLeague.org or call her at 846.0592 ext. 116.

**Events**

**Holiday Artisan Fair & Open House**

The fair was a success with many familiar and new faces stopping in to shop and visit with the animals. Twenty five vendors joined us this year. Revenue for this on-site event is attributed to our rental line item, with vendors charged either \$75 or \$85 for space. The Potter League had a couple of new funding initiatives this year. Beautiful handmade fleece blankets and scarves

were donated to sell with proceeds totaling nearly \$500, a high school senior sold Potter League 2019 wall calendars raising \$200 and representatives from William Raveis offered complementary gift wrapping raising \$95 in donations. The highlight of the day was the transport from Aiken, SC, with 18 small dogs and puppies!

### **Love Bash for Animals**

*Friday, March 22, 2019 from 6:00pm – 9:00pm at the Atlantic Resort Newport*

Our revenue goal is \$110,000 generated by revenue streams of ticket sales, underwriting, and sponsorship, online photo contest (beginning February 6<sup>th</sup>) general event donations, auction and Paws-Up auction. Our estimated ticket price is \$100 per person. Tables can be purchased and sponsorship opportunities are available. Our impact video is in production.

Sky Sabin has been working with Kara on footage and creating our story for the video. If you wish to underwrite the video at \$2k, please contact Susan or Erin. Other underwriting opportunities are available.

Currently, we are in need of live auction ideas and items. Our goal is to present 5 – 6 live auction items that will raise a minimum of \$15,000. If you would like to donate something or have contacts that can help in securing something fun and appealing for our live auction please contact Susan, Erin or Brad.

### **P.S. I Love You Pet Photo Contest kicks off February 6th!**

This online pet photo contest launches February 6<sup>th</sup> and runs through March 6<sup>th</sup>. Last year hundreds of photos were submitted, heartfelt stories were told and \$10,000 was raised! The photos were shown at Love Bash and the top three winners with the most votes got tickets to the event in addition to other prizes. More details to follow.