

Potter League Board Report – May 2020

Development Activities Report Submitted by Erin O’Gara Dollard

Virtual Yappy Hour

Our event is Sunday, July 12th at 6 p.m.

Save-the-date postcards will be mailed the week of June 15th to over 7,000 supports. Money raised at our new virtual event will benefit the Pet Protection Fund and our grand totals will be announced at event. We have contracted with a professional audio-visual company to provide us with the multimedia services we need to pre-record our messaging and coordinate all aspects of this on-line event. Virtual Yappy Hour will be available for viewing on our website, Facebook and YouTube. We invite you and your pets to join us virtually, for a week of inspiring stories, an online auction, special guests and exciting surprises.

Pet Protection Fund

We are happy to announce the newly created Pet Protection Fund has a 100% board participation raising over \$90,000. Our June appeal has introduced a “match campaign” and the grand total raised will be announced at virtual Yappy Hour event. PPF funding will allow the Potter League to continue to provide essential programs and services to homeless animals and the people who love them. Money raised for the Fund will also help those in our community who have fallen on difficult economic times, fallen ill due to COVID19 and can no longer care for their pet or need financial assistance to do so.

Grant & Foundation Update

We continue to apply for emergency funding where available in addition to our planned applications for FY20. Upcoming grant applications include; Spay Together, Banfield Foundation, the Rhode Island Foundation, the van Beuren Charitable Foundation, North Family Trust, McBean Charitable Trust, Schutz Engel Trust.

Direct Mail

We have changed vendors for our direct & digital fundraising efforts and have contracted with The RKD Group. We have worked with this direct marketing and mail-house for years with producing our Paw Print Press newsletter and are looking forward to having this group assist us in our annual appeals, electronic campaigns and Google Ad grants.

Bloomerang Conversion Update

We are in the final phase of our database conversion. Staff has participated in a variety of efforts in the data clean-up process along with multiple on-line training sessions have been on-going.

Van Beuren Charitable Foundation

We continue to participate in the 2020 Fund Development Practices Cohort via conference calls and Zoom meetings. Virtual meetings are planned through the summer.