

Potter League Board meeting – October 2020
Development Activities Report
Submitted by Erin O’Gara Dollard

Virtual Heart & Sole Walk/Run for Animals

Sunday, October 18th

Please visit <https://secure.ggiv.com/event/potterleaguwalk2020/>

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. Sponsorship packages are available. All Walk materials, t-shirts and lawn signs can be picked up curbside at the Potter League. Please contact Susan or Erin for more information.

Grant & Foundation Update

We received notification from The Rhode Island Foundation that we will receive \$30k for the spay neuter clinic operations, \$30k for our in-house veterinary suite, \$10k for our humane education classroom studies program and \$7,500k for Coyote Smarts. We received \$15k in general operating funds from McBean Charitable Trusts (this is renewed support).

Current grant applications include PetSmart Charities (\$25,000), Royal Little Family Foundation (\$2,500 General Operations), Betty Bryne de Zahara Charitable Trust (\$2,500 General Operations) and Sophia Piel Dawson (\$10k General Operations).

We are currently researching additional trusts and foundations for FY21. Any information on foundations and trusts to consider, please contact Erin directly.

FY21 Fundraising Strategy

Our holiday and year end campaign materials have been finalized and will drop in early November. This year we have a strong digital strategy to integrate and support our direct mail program for the holiday season and year end giving, since we know that 1/3 of annual giving comes in December. This year more than ever we have been adapting to meet the new normal of this pandemic. Research is showing younger donors are willing to give more this year so we are making sure we capitalize on the multichannel approach by targeting our donors with direct mail, email, social media and digital ads. The goals of this campaign are to: increase campaign impressions in order to lift our overall revenues, increase website traffic, acquire new donors with a higher lifetime value go deeper into our file to reactivate lapsed donors that we have had a relationship with in the past, make sure our major donors feel special with a handwritten package as well as making sure those pieces are delivered with first class postage and convert active donors to multi-channel donors.

We also will be sending a year-end appeal in-house and will be a year-in-review solicitation to our strongest supporters. This includes current and former board members, Forever Friends Society members, Faithful Friends Monthly donors and our Collar Club members.

GivingTuesday is December 1st

This is an international, on-line fundraising effort for non-profits to promote giving back. A coordinated electronic schedule of e-mails and Facebook posts will be planned for the month of November.

Save These Dates:

Virtual Heart & Sole Walk/Run

Sunday, October 18th

Tune in at 12 noon

Virtual Zoom Annual Meeting

Wednesday, October 28th

Tune in at 6 p.m.