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Feral Cat Fundraising Ideas

(These ideas are applicable to groups and individuals alike.)

- ◆ Ask for donations – suggestions of who you can approach
- * **Individuals** – friends, family, co-workers, neighbors
- * **Businesses** – small businesses that you know in the community and large chains such as:

Walmart	Sam's Club	Bank of America
Gas Stations	Citigroup	Johnson & Johnson
AT&T	General Electric (GE)	Microsoft
Wachovia	Best Buy	Xerox
Build-A-Bear	Pfizer-Animal	

Ask local businesses to sponsor one surgery a month for \$20 - 40. This is a small commitment that they may be more willing to participate in than if asked for a large donation. Give them a picture of the cat(s) that they are helping.

- ◆ Ask for 'in kind' donations:
 - * Supermarkets / Pet Stores - ask for food and litter donations
Speak with the manager of your local pet supply store and inform him/her of your TNR efforts. Ask to place a garbage can in the store for donations for your cats. Decorate with pictures of your colony and include a wish list of items. It's a win-win situation, the store sells more products and you save money that you would have otherwise spent on food and supplies. Contact us for food donation kit if you'd like help with this.
 - * Pharmaceutical Companies – ask for FVRCP and Revolution or Frontline donations
- ◆ Register at igive.com and goodsearch.com - Your organization can receive easy donations. igive.com donates a percentage of every purchase to the shopper's chosen cause and [goodsearch](http://goodsearch.com) gives 1c with every search done. Be sure to spread the word and tell everyone you know to do their online shopping through www.igive.com and to use [goodsearch](http://goodsearch.com) for all of their internet searches.
- ◆ Contact service groups such as Kiwanis, Lions Club, Girl/Boy Scouts, etc. They often are looking for community projects, and can collect donations for you, build shelters, sew trap covers or offer their time as volunteers.
- ◆ Ask a local car dealership if they would give \$100 off on a car purchase to anyone bringing in a bag of cat food to the dealership for you or your group. Ask the dealership to match the \$100 donation. Be sure to set a timetable suitable for you and the dealership.

◆ Contact schools in your area—they often require their students to engage in a community service/volunteer project. Classes can come up with creative fund raising ideas, and carry them out. Students could help collect donations, cat food and supplies. All it takes is one teacher who will make this a project for his or her class. Schools often also host dress down or dress up days where students pay to participate and money collected goes to a chosen charity.

EVENTS & OTHER FUNDRAISING IDEAS

Hold your own events, or if you are not part of an existing non-profit, apply to hold an event as an Animal Protection League volunteer. Any event held that represents Project TNR / APLNJ must be completely vegan and cruelty free for all animals. If you choose to hold an event, contact us below for guidelines or to apply. All funds raised as an APLNJ volunteer will be fully tax deductible and will be ear marked for your particular project.

◆ Hold a car wash and/or yard sale to benefit your cats. Perhaps a local business has a large car park on a main road you can use on the weekends for a 'white elephant' sale or a car wash location. Rent a truck to transport items, store in the truck overnight so you can have a 2 day event, and then donate any unsold items to another charity before you need to return the truck!

◆ Hold a bake sale - outside local supermarkets or other high traffic locations.

◆ Have a recycling can drive - collect all those cat food cans from all of your volunteers and make cash!

◆ Make hand made catnip raviolis or magnets and give away FREE with tax deductible donation (Be creative, make all kinds of crafts!) Very cheap to make and most people donate \$1 per item for things like this.

◆ Hold a social event with a cover charge such as a singles night, a pot luck dinner, a summer fun picnic.

◆ Hold a RAFFLE - APLNJ can apply for the license for you and even supply you with the tickets. All you have to do is ask local business to donate items to use in the raffle then sell the tickets.

◆ Go to the beach and other HOT places in the summer and offer FREE cold bottled water with every \$5 donation (or whatever amount covers the water plus change for donations).

If you find support from any business or individual, please publicize their name and give them press whenever possible.

Many businesses are more likely to donate to a non-profit organization. We recommend teaming up with a local organization or taking the steps to obtain non-profit status for yourself. Contact us below if you would like to collect money as an APLNJ volunteer or for more information on forming your own non-profit.

Whatever event you choose to raise money, take care not to actively 'hawk' or solicit funds. Best to set up a table at a venue and talk with people who approach you. Always check with management of the location as to what their policies are before holding an event.

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