

ANIMAL SHELTER FUNDRAISING OFFERS FUNDRAISING SCHOLARSHIPS TO PROVIDE FUNDRAISING HELP TO ANIMAL SHELTERS

Animal Shelter Fundraising is offering fundraising assistance to six animal shelters to help them increase their fundraising revenue and develop financial stability through grants, direct mail, e-appeals, special events and corporate sponsors.

Surprise, AZ (prHWY.com) July 9, 2012 - Many animal shelters, because of their limited budget, small staff size, and lack of fundraising training, struggle to raise enough funds to sustain their operational costs. Animal Shelter Fundraising (www.animalshelterfundraising.com), an Arizona-based company that specializes in fundraising and marketing services for animal shelters, today announced that it is offering fundraising assistance to six animal shelters across the nation through its fundraising scholarship program. This is the fourth consecutive year that Animal Shelter Fundraising has offered this program, which began the program in 2008 when the PETCO Foundation funded the entire program in that year.

Animal Shelter Fundraising will provide expert fundraising and marketing guidance and consultation to selected animal shelters for one calendar year to help them (shelter) increase their fundraising revenue and develop sustainability for the future. Through this program, Animal Shelter Fundraising will help nonprofit animal welfare groups develop, implement and guide a myriad of fund raising and marketing campaigns, such as:

- * Grants
- * Event planning and management;
- * Membership and direct mail campaigns;
- * Website and on-line fundraising;
- * Corporate sponsorship;
- * Facebook and social media campaigns;
- * Media and community relations.

The program provides hands-on strategic planning, training, mentoring and fundraising guidance from fundraising expert and company CEO, Tim Crum. Crum has over 25-years of fundraising and marketing experience, and has raised more than \$160,000,000 for local and national animal welfare groups over the past 15 years. He is considered by many to be the nation's leading expert on animal welfare fundraising.

"Animal Shelter Fundraising is absolutely thrilled to be able to help animal groups across our country with the fundraising and marketing help they so desperately want but otherwise could not afford," comments Tim Crum, Animal Shelter Fundraising's CEO. "Many of this country's animal shelters are struggling just to fund their day-to-day operations and do not have the financial or human resources to get out of the endless cycle that prevents them from growing revenue streams. We've demonstrated over the past three years that with the proper planning and implementation of a multi-channel fundraising program, these groups can develop a financially sustainable future. The bottom line is that more homeless pets can be helped and saved."

Organizations interested in applying for this program must meet the following requirements:

- * Be a registered 501(c)3 non-profit organization as determined by the IRS and have an annual operating budget

no less than \$250,000 and no greater than \$1,500,000

- * Have a physical facility (foster only organizations exempt from applying)
- * Have a website
- * Have a minimum of 500 donor names with proper mailing addresses
- * Have at least one individual that spends 10 hours/week doing fundraising work
- * Have board approval to participate in this year-long program
- * Be available for a one-hour consultation on a weekly basis

Animal shelters accepted into the fundraising scholarship program will receive scholarships between \$12,000-\$24,000, which will reduce the program's \$36,000 annual cost. Applications for this program can be found online at: <http://www.animalshelterfundraising.com/News.html>
The application deadline is August 31, 2012.

As an added bonus, Animal Shelter Fundraising will visit each shelter for three days to review and understand the organizations past and current fundraising and marketing efforts and techniques; then work with staff to create a comprehensive strategy designed to increase fundraising efforts and marketing exposure; followed by "live" webinar training courses on fundraising and marketing for the organization's entire staff, volunteer and board. Animal Shelter Fundraising will also be available for support and guidance around the clock and available for personal consultation on anything from running special events to applying for a grant from a foundation to proof-reading a press release.

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Web Site: <http://www.animalshelterfundraising.com>

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