



CONDUCTING A SUCCESSFUL “Home for the HOWLidays”™ GIVEAWAY

READY!

- **Email Account**- Set up a temporary hotmail or yahoo email account to send email/field responses. If you need help with this, please email yvonne@pasadosafehaven.org. **Sample:** NeedyDogs2006@ or PoorPets2006@
- **E-mail Pasado’s Safe Haven** - E-mail yvonne@pasadosafehaven.org and let us know what you’re doing and where you’re doing it! That will help us send people to you to help. We will send you eReceipt for donations, press releases, and all other necessary help!
- **Send us a photo of you and your pals**. “Stage” it in front of a stack of food. We’ll write you up on the website and start helping you by asking others to support you in your area!
- **Get media/press contact info** – Find out the e-mail addresses and fax numbers of your local TV news assignment desk. Find out the same for the news AND for the feature desks at your local newspapers. Then, find out the number to call for “breaking news”. **E-mail ALL info to Yvonne at Pasado’s**. We’ll start getting press releases out that help bring in donations of houses!
- **Invite Others** – Copy/paste the *Home for the HOWLidays Invite/Donate* (which we’ll forward to you) document into e-mails to inspire your friends, family, and co-workers to either donate or buy a new dog/cat house, bed, or pet food. Or to join you to distribute!
- **Donations** – Sit up and beg! The community loves to help with this event. It’s truly a “warm and fuzzy” thing to do. We’ll e-mail you a letter that’s easy to use! If you receive responses from individuals wishing to donate, but would like to assure their donation is tax-deductible, follow the instructions in the *Home for the HOWLidays Tax Receipt* document (we’ll send to you after you contact us with your plan). They can donate the item through Pasado’s Safe Haven which is a registered non-profit 501(c)(3) charity.
- **Get Ready** - Organize your volunteers. Who can pick-up the dog houses and beds? Who can take delivery of donated items? Where will you temporarily store donated items? Who will manage all the pre-event logistics? Who will manage the post-event logistics? Select a team leader with lots of energy and charisma. Maybe that’s YOU!
- **Select An Area** - Choose the neighborhoods in which you’ll be delivering the dog/cat houses. What research do you need to do to select specific areas? Possible resources for identifying potential neighborhoods are social services offices, post office, homeless/low-income outreach organizations, police stations and animal control agencies. Call local social services offices, too. They’ll want to help!
- **Pick a Route** - Choose your route/starting point. Where will you begin?
- **Map It** - Map out the day and make copies. Make sure you are organized BEFORE Christmas Day arrives. Why? Volunteers will come back and help you again if you have a solid plan that works. The press/media will cover your event again if you show them that you’re organized.
- **Extra Services** - Do you have any vets who would give you spay/neuter vouchers to distribute? Or do you know of a local source who’d underwrite helping these animals with a vet appointment? Recruit volunteers to ask their vets too! Something to look into! If so, be sure to provide your volunteers with a clear set of instructions to direct pet owners to “post giveaway” services. Pasado’s even offer to provide transportation for pets to the vet and will underwrite sterilization or necessary procedures.

PLEASE! Send us photos with captions!
We’re happy to get the word out on our website for you!

GET SET!

- Prepare volunteers for what they might expect on the “Day Of”.
 - Starting Point – Ideally a central location with parking easy on/off highway access.
 - Inform them of the appropriate clothing (volunteers should wear boots and bring good work gloves) and ask them to bring extra blankets for dogs and cats. Also bringing along something for the people helps to “open the door” to help their pets.
 - Remind them to bring a camera.
 - General rules of engagement:
 - Make “friends” with the pet owners. This will help with re-connecting with them if their dog/cat needs to be spayed/neutered or needs some other kind of veterinary medical assistance.
 - Please make sure not to be judgmental. Emphasize to your volunteers that the reason for the outreach is to help the animals and that when their owners feel they are being judged in a negative light, they are less likely to accept any assistance.
 - If you plan to provide “post giveaway” assistance, provide instructions/materials to volunteers.
 - Ask pet owners if they would mind if volunteers took pictures.

Press Releases to Generate Donations:

One Week Before Event:

- **“Home for the HOWLidays”™** *Press Release no.1* document. (Again, we’ll send to you.)
 - Input information including your own name and cell phone – ONLY use a cell phone so the press can contact you at all times. You must be available to talk to them when they call! Be sure to provide a specific meeting time/place as this will provide more incentive for them to seize the “photo op”.
 - Send this press release to encourage the community to donate new and used dog/cat houses and to alert the media to cover the story. If you can make an advance story happen, then it’s likely you’ll have all the donations you’ll need!
 - For best results, fax, email and follow-up with a phone call to local media outlets (newspapers, radio stations, local TV news). They receive hundreds of press releases every day so be sure to use ALL types of communication to reach them with this release. If you are not successful the first time you try to call an assignment desk or newsroom, try again at a different time/shift/day. Sometimes getting through depends on who fields the call. Also, avoid calling just before a regularly scheduled newscast as this is a particularly busy time and you’re less likely to get through.

Day Before Event:

- **“Home for the HOWLidays”™** *Press Release no.2* document (we will forward to you). Input information including your own name and cell phone. Send this press release to encourage the media to follow your group of volunteers and cover the story on local stations/newspapers. Again, for best results, fax, email and phone local media outlets.

Go!

Day Of Event:

- Provide coffee/donuts for the volunteers at the starting point for those who arrive early. It's a great chance to meet and greet!
- Again, what to bring: Extra blankets for dogs and cats. Volunteers should wear boots and bring good work gloves. Also bringing along something for the people helps to "open the door" to help their pets.
- Remind folks to:
 - Keep an eye out for animals who need more than just a warm home and how they should handle.
 - Make "friends" with the owners. This will help you re-connect with them if their dog/cat needs to be spayed/neutered or needs some other kind of veterinary medical assistance.
 - Please make sure not to be judgmental. This is a time to find the animals in need and help them. Being confrontational doesn't work.
 - TAKE PICTURES! Make sure someone has a digital camera and document this wonderful day! Document your volunteers AND the animals who benefit.

Follow-up –

- Let the press know how many houses you placed and thank them.
- Thank any donors who gave you dog/cat houses or funds to buy them!
- Thank your volunteers. Ask them if they'll help next year
- Let US know how it went – **send us pictures.** We'll post on the website and maybe get you more help and support for next year!

Got a question? E-mail us at Yvonne@pasadosafehaven.org