

CAT WELFARE ASSOCIATION

Fundraising and Marketing Proposal

1. Briefly describe your idea.
2. What is the goal of this event (e.g. raise funds, increase awareness, etc)?
3. What is the proposed date(s) for the event?
4. Where will the event be held? Do you have alternate locations?
5. What must be done to secure the location (e.g. deposit, contacts, etc.)?
6. Briefly outline a schedule for planning the event.
7. What meetings will be needed?
8. Are specific committees needed?
9. How will you market or advertise the event?
10. Include contact information for any publications, businesses, etc. you plan to use.
11. Will you be partnering or collaborating with another organization or business?
12. If the answer to #11 is "yes," provide details including contact information.
13. Provide a basic budget including any possible expenses involved in the event.
14. If this is a fundraiser, how much do you hope to raise? How should the shelter use these funds?
15. What volunteer involvement will be needed? What will their duties entail?
16. Will you need assistance from the CWA staff? If so, what will be needed?

Submit completed reports to Chuck Wolfe at Cat Welfare, Attn: Chuck Wolfe, 741 Wetmore Road, Columbus, OH 43214 or via email at cwolfe@catwelfareohio.com. The fundraising committee will review **COMPLETE** reports and determine which projects merit further consideration. Include your contact information in your report.

Thank you very much for devising ideas to aid in the mission of Cat Welfare Association. Your efforts are greatly appreciated.