

CAT WELFARE ASSOCIATION

Fundraising and Marketing Proposal

1. Briefly describe your idea. Use the back of the form if necessary.
2. What is the goal of this event (e.g., raise funds, increase awareness, etc.)?
3. What is the proposed date(s) of the event?
4. Where will the event be held? Do you have alternative locations?
5. Briefly outline a schedule for planning the event. What meetings are needed? Are specific committees needed?
6. How will you market or advertise the event? Include contact information for any publications or media you plan to utilize.
7. Will this project involve partnering or collaboration with another organization or business? If so, give details including contact information.

8. Provide a basic budget including any possible expenses involved in the event. If this is a fundraiser, how much do you hope to raise and how should the shelter use these funds?

9. What CWA volunteer involvement will be needed? What will their duties entail?
Remember: all projects must be approved by Gail Harbert, Program Manager, prior to soliciting volunteer participation.

10. Will you need any assistance from CWA staff? If so, what will be needed? Remember: all projects must be approved by Mary Hope, Shelter Manager, prior to soliciting staff participation.

Submit completed forms to one of the following:

- a) in person to Gail Harbert, Mary Hope, or Brenda Martin
- b) by e-mail to Gail Harbert at cwavolunteers@gmail.com
- c) by e-mail to Brenda Martin at BrenMrt7@aol.com

We would be glad to assist you in the development of your project. Thank you very much for devising ideas to aid in the mission of Cat Welfare Association. Your efforts are greatly appreciated.

THANK YOU!