

VOLUNTEER OPPORTUNITIES for PAWS FOR COMFORT© AND X-CPR™

FUNDRAISING IS THE MOST IMPORTANT TASK WE HAVE BEFORE WE CAN HELP OTHERS: We Need Operating Capital!!!!

RESEARCH

Set up databases of the list below: find contact names, addresses, emails, phone; tap into their donors/ resources:

1. Organizations such as hospitals, veterinarians, pain organizations (American Pain Foundation, Arthritis Foundation, & others),
2. Govt. grants (women/minority/disabled)
3. Find individuals, foundations, or companies able to donate large sums
4. Find dog-related companies and internet sites: i.e. Petco, PetMeds, groomers
5. Identify all possible sources for fundraiser events, organizations, trade shows, conferences, local neighborhood events
6. Identify all publications for article submissions in all media: TV, radio, magazines, etc.

FUNDING

- We need grant writers! Help us find one or try it yourself.
- Apply for grants and follow-up.
- Research and find relevant sponsors to solicit donations.

RAISE FUNDS

- Develop a donation request letter.
- Send donation request letters.
- Find/host fundraiser events – develop relevant events, i.e. attend trade shows, animal event shows, healthcare related shows, local town events such as street fairs, farmer's markets, craft shows, etc. – anywhere that will allow us to get exposure and ask for donations.
- Create a fundraiser event. Organize a charity walk, bake sale, telethon.

SELL MERCHANDISE TO RAISE FUNDS

- Research first product market.
- Set up EBay store, Amazon store, Zazzle store.
- Sell merchandise at fundraiser events.
- Recruit sales reps to get merchandise in hospital gift stores again.

STREET ADVERTISING

- Post flyers for awareness in relevant businesses to solicit donations. Look for community bulletin boards, outdoor kiosks,

information booths, anyone who will let you leave/post literature and maintain its supply.

- Pass out business cards to people at local animal events or maintain flyers at vet offices, pet stores, hospital gift stores, etc.

SPEAKING – Nancy only at this time

<http://www.collegespeakingsuccess.com/previewcalls.php>

- National Public Radio has numerous radio shows that invite guests to speak on health-related topics. Go to the NPR website at <http://www.npr.org> and use the search box at the top to search for shows.
- Find local TV, Radio, community magazines/newspapers to interview Nancy or write articles on Paws For Comfort and X-CPR.
- Take our interview article or write your own and submit it to magazines/newspapers to publish.
- Reach out to local Chamber of Commerce groups or other local clubs in your neighborhood. Ask to speak at their meetings so you can tell them about us and refer people to donate.

MARKETING RESEARCH: some examples:

- <http://www.PublicityHound.com>
- <http://www.publicityhound.net/> (Blog)
- Find a pro-bono PR company/rep.
- Research publicity sources and issue press releases.
- Find colleges with PR students willing to do an un-paid internship for us.

MARKETING THROUGH EMAIL

- Develop database of names.
- Create groups in GMAIL to send monthly newsletter.
- Work on newsletter by gathering stories about people using animals for therapeutic healing.
- Monitor our blog/forum/guestbook for interesting posts to be included in the newsletter.
- Set up database for placements made and log success stories.
- Gather pictures of people with their Xolos.

MARKETING ON INTERNET: FACEBOOK, YOU TUBE, MY SPACE

- Set up profile pages and actively seek friends and blog for awareness.
- Set up a YouTube channel for videos. Create a video to ask for donations and refer people to the Paypal donation button on the website.
- Post pictures and videos on Facebook and MySpace profiles.
- Create a podcast for iTunes based on the monthly newsletter.

MARKETING ON INTERNET: SEARCH OPTIMIZATION

- Develop relevant key words and create meta tags.
- Find low-cost or free ways to drive traffic to our website.
- Post awareness ads on Craigslist.org, DomesticSale.com, MiNeeds.com, and find more – find ways to increase our ranking/get of Google's first page for relevant searches

CREATIVE/TECHNICAL SUPPORT

- We need people to design our advertising materials, business stationery, business cards.
- We need web master support. Do you know how to build/integrate e-commerce widgets into our site? Can you help with website revisions?
- We need people to create HTML emails that work in all email programs/browsers.
- Revise our catalog. Create/revise flyers, brochures, etc.

BUSINESS & FINANCIAL

- Help draft a business plan.
- Maintain accounting records using MYOB software
- Help with tax preparation (if over 25k income)
- Maintain a library of our advertising efforts.
- Maintain volunteer timesheets and reporting of annual hours.
- Revise and maintain portfolio of information and photos.
- Advise on marketing, design of materials, performance of ad campaigns and materials.

WE NEED YOUR SUGGESTIONS!

Got an idea? Think we missed something? Can we improve anything? Your opinion, whether expert or novice, could really help us. So please feel free to drop us a note! Tell us about yourself and what you have to offer. Many hands make light work, and there are many people in need who would appreciate your support of our organization.

NOTHING HERE INTERESTS YOU?

That's okay. Only you know what fits your personality, skills, and available time. We appreciate you taking the time to look. You can always check back to see what's going on. Maybe you can help us in the future. Pass this list on your friends – maybe one of them can help us now. We are so appreciative of your referrals. Thank you!