

The Animal Shelter Inc. of Sterling's Official Kids Fundraising Manual



LEARN ABOUT ALL OUR PROGRAMS FOR PEOPLE & PETS



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EVERY NOSE NEEDS A HOME...

17 LAURELWOOD ROAD - STERLING, MA - 01564 STAFF@STERLINGSHELTER.ORG 978-422-8585
OUR LOW COST SPAY/NEUTER CLINIC WWW.STERLINGSHELTERCLINIC.ORG - 978-422-8449

Thank you for your interest in running a fundraiser for our THE ANIMAL SHELTER INC. OF STERLING, MA.

We are so excited that you are volunteering to help the animals! But, before we get started, here are a few things you should know

- If you have any questions pls email staff@sterlingshelter.org and we can direct any questions you might have.
- You need a supervising adult(s), who will be responsible for overseeing your event. This person needs to be over the age of 18.
- If you would like other people to know about your event, we would be happy put it on our Web site and social media accounts. Thousands of people visit these websites, and will learn about your event!
- Please email me your event information at least 2-4 weeks in advance so that I can post it on our website and social media – any info and details can be sent to me – Leigh Grady – Executive Director – my personal email is leigh13@ix.netcom.com
- Because there are other shelters in our area, we want people to know that you are helping OUR shelter. When you refer to us on event fliers or posters, please call US THE ANIMAL SHELTER INC. OF STERLING, MA it's our official/LLEGAL name although many people call us STERLING SHELTER (which you can also include) and we're very proud that you chose us!
- If you'd like a copy of our logo, I'd be happy to email it to you.
- If you would like to borrow a large vinyl shelter banner, please complete the form at the end of this packet and note that you'd like to borrow the banner. Sometimes there are several events taking place at the same time and a banner may not be available.
- The shelter has so many things going on that we cannot provide staff or volunteers to help you run your event.
- If you are interested in having a shelter representative or volunteer come to your school to give a presentation, or if you would like to receive a tour, please email me at leigh13@ix.netcom.com
- Because the shelter has many organizations interested in presentations, we ask that you schedule your presentation at least two months in advance.
- In addition, because so many generous people are doing the same thing as you - helping the shelter by organizing and holding a special event - the shelter cannot post fliers or other information about your event in the shelter.
- Also, the shelter cannot place information about your event in the adoption packets. The shelter would be over-run with event fliers!

We hope you understand. The shelter cannot “loan out” any animals to you. Just like when you take your pet to the veterinarian's office, some pets don't mind traveling and other pets hate it! We want to make sure that all of the animals at the shelter are happy, so we don't allow the animals to leave the shelter until they are adopted. The shelter has a lot of important things going on to help our animals receive the care they need, and to eventually find loving homes.

- We have a calendar in place to tell us when we need to tell TV and radio stations and newspapers about what is going on here at the shelter. Because that calendar is set far in advance and we rely on it to help our animals in the best way possible, our news releases are confirmed and we are unable to release announcements of community fund raisers and events to stations and papers.
- Unfortunately, due to insurance concerns, your event can not take place on shelter grounds.
- Lastly, the shelter *must insist that you NOT go door-to-door asking for donations*, even if it is in your own neighborhood. We do not want anyone getting hurt.

MOST IMPORTANTLY – WE AT THE SHELTER – WANT YOU TO HAVE FUN AND TO KNOW - how much your help means to us! Thank you for helping the animals!

Need some ideas about what you could do to help the animals at the ANIMAL SHELTER INC. OF STERLING, MA?

Check these out!

1. Using the SHELTERS Always Needed Wish List (found on page 5), hold a pet supply drive at your school or with your friends and family.
2. Instead of gifts for your birthday or other special events, ask for donations or items on the SHELTERS Always Needed Wish List (found on page 5).
3. In the summer, stay cool and sell lemonade at a lemonade stand or at a sporting event, like your little sister's soccer game.
4. In the winter, stay warm and sell hot chocolate at a sporting event, like your big brother's hockey game.
5. Hold a garage sale and donate the money raised to the SHELTER.
6. Hold a bake sale and donate the money raised to the SHELTER.
7. Hold a neighborhood can drive. Collect beverage cans and bottles from your neighbors and turn them in for the refund. Donate the refund money to the SHELTER.
8. Create artwork, jewelry or a craft to sell to your family and friends and donate the money raised to the SHELTER
9. For one month, at the end of each day, empty the change that mysteriously accumulates in your pockets or backpack and donate it to the SHELTER. Ask your friends and family to do the same.

10. Hold an animal movie night with your friends and family. Pick a movie like “The Cat in the Hat,” “Lady and the Tramp” or any other movie that has animals as the main characters. Ask your friends to bring cat or dog toys to the festivities. Let them know that you will donate the toys to the SHELTER

Animal Shelter Inc. is ALWAYS in Need of - (Items in BOLD are our greatest need)

- **Cat Litter (we use about 500lbs a week!) – CHEAP NON CLUMPING clay unscented is best**
- EXTRA LARGE heavy duty contractor trash bags (regular bags break and don't fit in our trash barrels)
- Bleach / Sponges
- HE (high energy) Liquid laundry detergent
- Liquid dish detergent & cleaning supplies (no Lysol products as its toxic to animals)
- Hand soap and Liquid Hand sanitizer (Purell)
- **Paper towels – paper plates and toilet paper (we go through a case each week!)**
- **Newspaper (removing ads and slick color pages – opening them up completely and rolling/rubber banding them ahead of time helps us tremendously)**
- Old Towels and blankets
- Kuranda Beds for Both DOGS AND CATS AT <https://kuranda.com/donate/643>
- Firewood – cut, split and seasoned please
- **Canned dog and cat food (especially CANNED kitten food and KMR)**
- **Dog and cat treats (large rawhides keep our dogs busy)**
- Dog and cat toys (kongs and treats to stuff them with are great)
- Pens, paper clips, post-its, printer paper, sharpies, highlighters, scotch tape, staples, white out, etc.
- Medium and large dog crates in good condition
- Stamps
- Old cell phones (we receive \$ for them)

And of course, money, gift cards and/or gas cards are always put to good use

No-Sew Cat Fleece Cat Beds We noticed a lot of kids love making these beds for the cats in the shelter's care. Here are the directions for this quick and easy project!

Items you'll need:

- Two pieces of fleece fabric (1/3 yard each)
- Fabric scissors
- 4" x 4" piece of paper

Take your two pieces of fleece and put one piece on top of the other, lining up the edges so they are even.

Trim off any extra around the edges of your fleece. Remember, you need to try to cut straight, but it doesn't have to be.

Take your piece of 4" x 4" paper and lay it on the corner of your blanket. Then cut out the corner through both layers. Do this on all four corners.

Now you are ready to cut your pieces of fringe. Cut 4" into both fleeces at 1" wide. Proceed to cut 1" intervals on all four sides.

Starting on one side and using one piece of fringe from each piece of fleece, tie using basic hand knots. Tie these knots on every piece of fringe around the entire blanket.

You're done! You've made a cute and cuddly blanket for the kitties!



It's Always Important to Say Thank You!



It is very important to thank everyone involved in your special event. You should thank your helpers, donors, and the principal at the school where the event took place.

It may seem like a time-consuming task, but, in the end, it is worth it! If you send a short note thanking people for their time and donations, they may be more willing to help you again with a future event.

The letters below are examples of letters that you can use. All you need to do is re-write the letter by filling in the missing information where indicated and print it.

If you are allowed to use the letterhead stationery for your school, after-school group, or community organization, it's nice to print your letters on this stationery for a more professional look. If you are not allowed to use their stationery, just create your own!

Sample Thank You Letter for Donors

Date
First Name - Last Name
Street Address
City, State Zip Code

Dear (First Name Last Name), On behalf of the staff, volunteers and students of (your school or group name), I wanted to write and thank you for your generous donation of (type of donation). Your donation will be given to the **ANIMAL SHELTER INC. OF STERLING, MA**. Your contribution will help offset the cost of caring for the thousands of animals that the shelter assists each year. Thanks to your donation, the (event name) was a great success.

Sincerely,

(Your name)

(Name of supervising adult)

Please fill this form out completely if you would like to hold a special event to benefit the
THE ANIMAL SHELTER INC. OF STERLING, MA.

Yes! I want to help THE ANIMAL SHELTER INC. OF STERLING, MA. and run my own fundraising event!

Name of group or individual(s) planning the event _____

Age(s) of child(ren) participating _____

Name of supervising adult(s) (18 years or older) in charge of event _____

Address _____

Phone _____ Email _____

Name of event _____

Date and time of event _____

Please describe the event _____

Would you like to use the ANIMAL SHELTER INC. OF STERLING, MA. in any of your promotional materials?
Yes ____ No ____

Child(ren): I have read and understood the guidelines for holding a fundraiser for THE ANIMAL SHELTER INC. OF STERLING, MA. I promise to work hard and do my very best.

Print name _____

Supervising Adult(s): I have read and understood the accompanying guidelines. I hereby agree to abide by the aforementioned guidelines and provide all requested information in the manner described.

Print name _____

Signature _____