



# *Fundraising Guide*

Support Homeless Animals at Rescue Village by  
hosting a community or fundraising event today!





# Supporting Homeless Animals

## Adopt Same Day:

cats, dogs, small animals, and barn animals. Meet with a shelter specialist on the same day at RV's state-of-the-art shelter.

## Donate to Help:

to give homeless animals necessary supplies, provide lifesaving medical care, and offer humane investigations to Geauga County at no additional cost to taxpayers.

## Make a Difference:

by sponsoring or attending Rescue Village events, signing up for summer camp for ages 8-11, volunteering, or visiting the shelter for a group tour or service experience.

## Dedicated to Excellence in Animal Rescue

Rescue Village is a 501(c)(3) nonprofit that relies on the community's generosity to offer barrier-free, same-day adoptions, medical interventions, and humane education to adults and students and enforce animal protection laws in Geauga County.



16543 Chillicothe Rd. Novelty, OH 44072

Providing Humane Solutions for Animals and Their People Since 1974

[rescuevillage.org](http://rescuevillage.org)

(440) 338-4819

**3,014**

Animals Received Lifesaving Care



**2,018**

Animals Lived in the Shelter

**1,894**

Barrier-Free, Same-Day Adoptions

**12-14 Days**

Average Length of Stay



**2,241**

Spay/Neuter Surgeries Performed



**3,800**

Vaccines Administered by Clinic Staff

**4,200**

Physical Exams by Clinic Staff



**rescue  
village**

**2024 IMPACT**

**996**

In-house Heartworm and  
Fecal Tests Performed

**993**

Animals Fostered

**8,318**

Animals Adopted Since 2019



**54,136**

People Served Through Shelter Visits, Outreach, and Humane Education



**117,363**

Volunteer Hours

**39,606**

lbs. of Food Distributed through the Pet Food  
Pantry Since 2021

## Stay Involved with Rescue Village

- Be a Woofstock Sponsor, Vendor, or Attendee (Fall)
- Read our Rescue Stories (All Year)
- Give Gifts of Food, Toys, and Bedding (All Year)
- Volunteer for Rescue Village (All Year)

- Request a Group Tour or Service Experience (All Year)
- Host a Community Event (All Year)
- Sign up for Kids Camp (Summer)
- Support the Tails at Twilight Gala (Summer)

2024 Impact





# INSPIRE

## FUNDRAISING FUN!

*Rescue Village provides a meaningful way for individuals, families, businesses, organizations, schools and groups to help meet the needs of homeless animals in Northeast Ohio. RV also offers fundraising opportunities through our events. Funds from events like those listed below can also be allocated for credit towards specific fundraising events per RV discretion.*

### Community events ideas for organizations, schools, and groups

- Spend Nothing Challenge: Spend nothing for a day, and donate what you would've spent to animals in need.
- 53/47 Raffle: RV gets 53%, winner gets 47%
- Donation Drive
- Holiday Party
- Ice Cream Social
- Penny Wars
- Promotions/Discount for Donations
- Jewelry Sale
- Yoga Event

### Community events ideas for individuals and children

- Handmade holiday card sales
- Lemonade Stand
- Temporary tattoo sales
- Make homemade pet treats to sell
- Sneaker Drive: \$7 a pair, [gotsneaker.com](http://gotsneaker.com)
- Pet Rock Adoptions: collect and create kennel/adoption cards for each rock
- 53/47 Raffle: RV gets 53%, winner gets 47%
- Birthday Party
- Bake Sale
- Penny Wars

# FUNDRAISE

## \$1,000 IN A WEEK

Support RV homeless animals by using one of the options to fundraise as little as \$1,000 in a week! Use both to double your donation to animals in need.

### Option 1: Six Steps to \$1,000

1. Donate to yourself. It starts with you! ..... \$50
2. Ask 4 family members to donate \$50/each ..... \$200
3. Ask 14 family members and friends to donate \$25/each ..... \$350
4. Ask 10 co-workers to donate \$25/each ..... \$250
5. Ask 6 neighbors to donate \$15/each ..... \$90
6. Ask 1 local business to contribute \$60 ..... \$60

### Option 2: Four Steps to \$1,000

1. Ask 5 local businesses to donate \$50/each! ..... \$250
2. Ask 5 members of an organization you belong to for \$10/each ..... \$50
3. Host a community fundraising event! Sell goods or services and put proceeds towards a donation to RV. .... \$200
4. Share your link on FB, Instagram, and more to send it to 25 friends asking for \$25/each ..... \$500



# *Inspire Support*

## Custom Marketing for Community Fundraisers

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**Rescue Village is ready to help with custom fundraising marketing materials!**



Upon receiving your event information, Rescue Village will respond directly to you.

Once your event is accepted, please send your logo or photos to promote your event. These items will be used to compose your marketing items to promote the event!

### ***Marketing Materials from Rescue Village***

- Free, customizable ONLINE donation form with links to view the Shelter Wishlist and Adoptable Animals
- Free, custom flyer w/ a QR code, your logo/photo, and Rescue Village information and logo. The QR code links directly to the custom donation page.

### **Additional Support from Rescue Village**

- Rescue Village representatives and ambassador therapy dogs may be invited to join in community fundraising events to inspire donors and attendees. Requests are made on the Host a Community Event form.
- Answer any questions regarding your event and marketing.
- Offer templates, prompts, and resources to market your event.
- A copy of the thank-you letter to share with your donors!
- Provide tips & tricks to inspire donations and fundraise up to \$1000 in just one week!



# Inspire Support

## Crafting Your Ask to Donors

Using the facts and questions below, craft your direct ask. An ask would start with a fact or statistic about Rescue Village, followed by a call to action urging for support or a specific donation amount, and ending with a direct link to your fundraising page URL.

**Use a combination of a RV fact/stat followed by a call to action calling the donor to action on social media, through emails, and text messages to potential supporters.**

### **Rescue Village Facts & Stats**

- Rescue Village is a 501(c)(3) non-profit addressing animal homelessness through same-day, barrier-free adoptions, humane investigations, shelter programs, spay and neuter, and community engagement initiatives.
- RV houses up to 140 cats, dogs, kittens, puppies, small animals, and barn animals!
- RV serves over 3,000 animals, providing over \$1 Million on medical care each year to animals in northeast Ohio.
- RV's shelter veterinary clinic performs over 4,000 shelter surgeries each year.
- Rescue Village hosts Ohio's most prominent, public, outdoor dog festival and fundraiser, Woofstock. In 2024, the event welcomed 9,800+ attendees and reached nearly 3 million through social media efforts.
- RV welcomes over 100 tour and service groups each year.
- RV hosts summer camp for over 150 campers each summer.
- 60% of homeless animals at Rescue Village arrive as owner surrenders or stray cats, or through one of RV's 50+ transfer partners.
- Rescue Village is a No-Kill shelter, releasing 98% of homeless animals annually.

### **Calls to Action for Support**

- Will you support Rescue Village's lifesaving work today with a donation of (\$\_\_)?
- Will you support animals in need by donating (\$\_\_) to Rescue Village today?
- Give back to animals receiving medical care, enrichment, and love while awaiting their forever homes!
- Generously donate (\$\_\_) to continue providing lifesaving services for over 3,000 animals in northeast Ohio?
- Rescue Village is here to answer the call of abused and neglected animals in Geauga County without government funding. Support RV humane efforts today through your donation of (\$\_\_)!
- Support Rescue Village's unlimited stay, limited intake shelter by donating today!
- Will you donate (\$\_\_) towards the ongoing medical care of over 3,000 animals at Rescue Village?
- Support Rescue Village events and community efforts by donating to my fundraising page or team!



# Getting Started

## Hosting an Independent Fundraising Event



### 1 Notify RV about your fundraising event

After choosing your fundraising event, please notify Rescue Village about your event. This allows us to track and thank our community supporters effectively. Supporters can complete the online form on our website: [www.rescuevillage.org/get-involved/hostacomunityevent](http://www.rescuevillage.org/get-involved/hostacomunityevent).

*On the form, you can request to have a Rescue Village staff member, and ambassador therapy dog when applicable onsite at your event! From there you will be contacted directly by Rescue Village. You may also choose to complete the form at the end of your event.*

### 2 Receive your thank you letter from RV

Rescue Village will respond to your request with logistics for your event or donation drop-off for past events. This will include a thank you letter that can be sent to donors.

*If Rescue Village is unable to assist with your event or if an event does not align with our mission, you will hear directly from Rescue Village.*

#### ***Examples of unauthorized events include but are not limited to:***

- Community Events that are inconsistent with RV's mission and goals.
- Political events endorsing politicians.
- Events that conflict with RV campaigns and initiatives.
- Community Events ask RV to sell tickets and items or solicit them.

***Rescue Village is happy to attend and support fundraisers aligned with our lifesaving mission.***







# *Planning Steps for your Event*

## **3 Create your plan and build your team**

Determine what you will need to do to make the event successful. Will you be holding this event yourself, or will people be helping? You want people on your team who are as passionate about animal welfare as you are to achieve success in your event.

Determine when meetings will be held and set deadlines. This will keep everyone on track and goal-oriented. Together, decide on your budget, how much you can spend, and how much you hope to raise in donations. This will drive your budget.

## **4 Choose your fundraising event & notify RV**

Get creative! Maybe tie a fundraising component into an event that is already in the works or suggest something completely new! Feeling stuck? See our suggested event types. Make sure your event is something your team members are excited about, and everyone agrees on the focus and goal.

After choosing your event, Complete the Host a Community Event Form on our website: [www.rescuevillage.org/get-involved/hostacomunityevent](http://www.rescuevillage.org/get-involved/hostacomunityevent). to receive support from our team.

## **5 Receive your custom materials**

Upon approval, Rescue Village will email you your thank you letter, a flyer, and fundraising page to send donors for support. On your event form, please include all photos, logos, and information you would like included.



# 6

## Spread the word about your event

Tell the community about your event! Share it on social media and send your friends and family directly to your fundraising page. Don't forget- be sure to tag @TheRescueVillage on Facebook and @rescuevillage on Instagram.

See our templates for more ways to share your fundraiser and inspire donations!

# 7

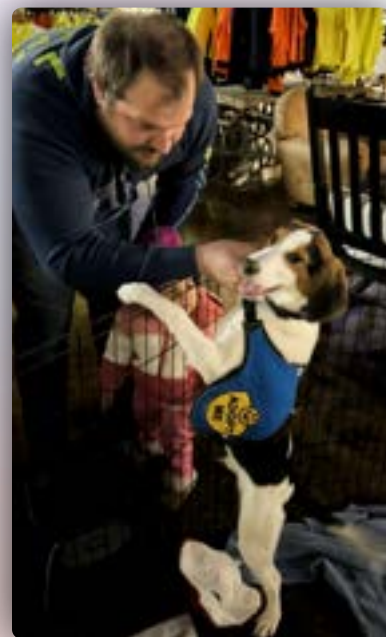
## Collect donations and host your event

If you can collect donations ahead of time, your fundraising page will accept them from the moment it is created until the end of your event. This is the easiest way to collect credit card donations. If you are collecting cash or checks, be sure to keep them in a secure and safe location for when you drop them at Rescue Village. To raise money, you may ask for donations, create a registration fee, or sell a good or service. Take photos of your event or team to share with RV! After your event share your photos to [events@rescuevillage.org](mailto:events@rescuevillage.org).

# 8

## Thank donors and submit donations to RV

Once the event has ended, thank your team and planning committee and send out thank you emails and letters. Thank participants and sponsors, informing them of the impact made. See the thank you letter template and email template. You may also request a donation hand-off at Rescue Village by notifying [gbessmer@rescuevillage.org](mailto:gbessmer@rescuevillage.org).



# *Support Rescue Village Events All Year!*



Throughout the year, Rescue Village hosts a variety of events to raise critical funds for the ongoing care of homeless animals in Northeast Ohio. Rescue Village does not receive government funding, and our event proceeds all directly benefit the animals!

All events are hosted and managed by Rescue Village staff and volunteers.

**Valentine Slumber Party (February)**

**Staff & Volunteer Appreciation (March/April)**

**Tails at Twilight Gala (May/June)**

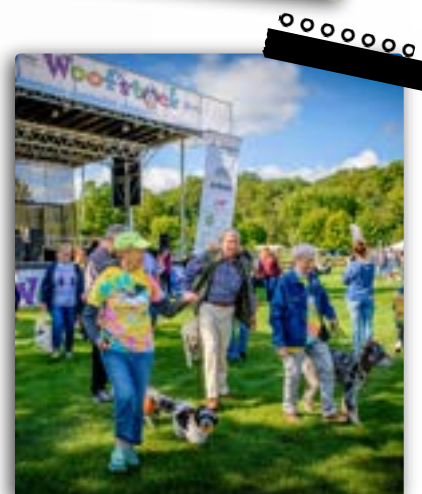
**Summer Camps for ages 8-11 (June-July)**

**Summer Slumber Party (July/August)**

**Woofstock Dog Festival & Fundraiser (September)**

**Giving Tuesday Campaign (November)**

**Holiday Matching Gift Challenge (November/December)**





# *Support Rescue Village Fundraising Events*

## Downloadable Materials



Throughout the year, Rescue Village hosts a variety of fundraising opportunities for community members to raise funds for homeless animals. Donations collected during these times will be included in our event fundraising total, directly benefiting the animals. Use the templates below to encourage donations. Download to customize!

### **Valentine Slumber Party (November-February)**

During the Valentine Slumber Party, participants sleep with a dog or cat in the RV shelter and fundraise a minimum of \$1,000 for homeless pets. Donations directly support the animals!

- [Valentine Slumber Party Trading Cards](#)
- [Valentine Slumber Party Giving Calendar](#)
- [Valentine Slumber Party Fundraising Bingo](#)

### **Summer Slumber Party (April-July)**

During the Summer Slumber Party, participants sleep with a dog or cat in the RV shelter and fundraise a minimum of \$1,000 for homeless pets. Donations directly support the animals!

- [Summer Slumber Party Pledge Card](#)
- [Summer Slumber Party Fundraising Bingo](#)



# *Support Rescue Village Fundraising Events*

## Downloadable Materials

Download to customize ramble templates and use general Rescue Village templates to gain support!

### **Woofstock Ramble for Rescues (May-September)**

The Ramble for Rescues Parade kicks-off Rescue Village's Woofstock fundraiser as a celebration of the ongoing community fundraisers throughout the year.

Anyone fundraising \$100 or more as a team or individual is invited to walk in the Ramble Parade.

- [Ramble Pledge Card](#)
- [Ramble Pledge Trifold](#)
- [Ramble Post Cards](#)
- [Ramble Fundraising Bingo](#)
- [Ramble Flyer](#)

### **Rescue Village Marketing Materials**

- [RV Rack Card](#)
- [Rescue Village Get Involved Card](#)
- [RVs Community Impact Social Posts](#)
- [Read & Share RV Rescue Stories](#)





# YOUR DONATION SAVES LIVES



All funds raised through RV events, independent fundraisers, school or community events, all support the ongoing care of every Rescue Village resident.

\$5,000		
Will provide <b>8,333 LBS</b> of dog food to feed <b>50 Dogs</b> for an entire year	Covers costs to make <b>30 ANIMALS</b> ready for <b>ADOPTION</b>	Will support <b>5 PUPPIES</b> undergoing <b>PARVO TREATMENT</b>
\$2,500		
Will provide a <b>FULL YEAR OF PRESCRIPTION FOOD</b> for dogs and cats needing special diets	Will provide <b>17 GOODPUP SCHOLARSHIPS</b> for behavioral training for dogs	<b>COVERS FUEL COST</b> for <b>6 MONTHS</b> of humane investigations in Gauga County
\$1,000		
Will cover a <b>FULL YEAR'S COST</b> of dental services for 2 animals	Will cover cost of <b>SPAY &amp; NEUTER</b> surgeries for <b>10 DOGS</b>	Supports <b>SPECIALTY VETERINARY CARE</b> for complex medical cases
\$500		
Will cover the entire cost of <b>HEARTWORM TREATMENT</b> for a Heartworm positive dog	<b>PROVIDES 10 DOGS</b> with <b>INTAKE VACCINES</b> and other preventatives	Supports a month of <b>SPECIAL MEDICAL TESTING</b> for shelter animals
\$250		
Covers the entire cost of <b>680 LBS</b> of cat litter for a month	Provides <b>60 DOGS</b> with Martingale <b>COLLARS</b>	<b>PROVIDES SMALL ANIMALS</b> with <b>FRESH VEGETABLES</b> for an entire year
\$100		
Provides shelter animals <b>TASTY TREATS</b> for <b>TWO WEEKS</b>	Covers the cost of <b>MICROCHIPS</b> for <b>15 ANIMALS</b>	Covers the cost of <b>15 CAT CASTLES</b> for enrichment and <b>POST ADOPTION TRANSPORT</b>





**RESCUE VILLAGE IS A 501(C)3 NONPROFIT ORGANIZATION THAT DOES NOT  
RECEIVE GOVERNMENT FUNDING TO CARRYOUT ITS LIFESAVING MISSION.**

**Donate to support homeless animals by pledging today!**

Contact Name \_\_\_\_\_ Contact Email \_\_\_\_\_

Pledge Name	Email Address	Payment Type	Donation Amount

Please print out and use to collect in-person pledges of donations to the RV animals.



# *Share your photos with Rescue Village!*

Send yours to [events@rescuevillage.org](mailto:events@rescuevillage.org)!

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