



Holiday Wish Bones and Fish Bones

The Guide to Success

thank you

If you are reading these words you have said yes to an amazing thing. This program could not exist without efforts like these and Austin would not be the largest no kill city in the United States without your compassion and contributions.

On behalf of the dogs and cats here at Austin Pets Alive!, thank you for your love.

about the program

Wish Bones and Fish Bones is a winter holiday campaign benefitting Austin Pets Alive! and the dogs and cats under APA's care. A core group of APA volunteers are connecting with local businesses and organizations to bring in donations of toys, blankets, funds for special medical cases and more. At each location, campaign partners will set up a holiday gift tree or other wishlist showcase that features ornaments representing the dogs and cats of APA. The employees (or group members) can pick out a pet from the showcase and earmark a donation for that pet. These donations will go directly to dogs and cats in need of some extra holiday love. **Your specific role entails the following:**

- You will be responsible for introducing, coordinating and marketing this campaign within your business or organization.
- You will develop a comprehensive plan of action for this campaign with your APA! Representative using the "Chew on This" checklist included in this guide.

APA! support

While this campaign is meant to run primarily within your organization or business, your APA! Representative is available for certain modes of support. This support may include:

- Guidance in developing your plan of action (if necessary).
- Phone and/or email support for any issues or concerns with your campaign.
- Occasional updates on animal adoptions through Austin Pets Alive. Please discuss with your APA! Representative whether you prefer to have these email updates sent to you to distribute internally or directly to the donors in your company.
- Marketing direction and assistance if necessary or desired.

chew on this

You may choose to use this checklist to guide you in planning and carrying out your Wish Bone and Fish Bone program. If you would like assistance in answering these questions, please contact your APA! Representative.

LOGISTICS

- 1) When will your program start and end?
- 2) What is your budget for this campaign (if any)?
- 3) How do you plan to showcase your wishlists? (For example, ornaments on a tree, photos on a community board, postings on a company intranet, etc.)
- 4) Who will be responsible for developing the materials/program/other for your wishlist showcase?

Note: you may use the generic wishlist information toward the end of this guide if you decide to design and build your own wishlist showcase.

- 5) What materials will you need for your showcase?
- 6) Where will donations be turned in and/or stored in advance of pick-up or delivery?
- 7) When will your donations be picked up and/or dropped off?
- 8) What, if any, events or communications do you intend to host or send out in relation to or conjunction with this campaign?

chew more

MARKETING

- 1) What is your marketing budget for this program (if any)?
- 2) How will you introduce this campaign to your business or organization?
- 3) What ongoing promotions do you intend to have for this campaign?
- 4) Who will be responsible for introducing and promoting this campaign to your business or organization?
- 5) What materials will you need to promote this campaign?
- 6) How do you intend to share results of your donor's contributions upon campaign closure?

ADDITIONAL NOTES

— holiday requests —

When creating the wish bones and fish bones for your wishlist showcase, please consider using the needs listed below:

ALL CATS: (when designing bones, pick any name from the list of available cats on the website)

- Tidy Cat Scoop Multi-Cat Litter
- Castor & Pollux Adult Cat Food
- Any brand cat food for feral cat program
- Digital Scales (new or used)
- Cat towers
- Nutri-Cal meal supplement
- Cat beds
- Black light pen (to test for ringworm)
- OdoBan deodorizer
- Towels, blankets, bath mats, and sheets
- Gift certificates to pet supply stores

ALL DOGS: (when designing bones, pick any name from the list of available dogs on the website)

- Blankets, towels, linens, and fleece fabric (used or new)
- Medium & Large Gentle Leaders
- Canned Dog Food
- Medium & Large “Easy Walk” Harnesses
- Small dog treats to fill our treat bins
- Kennel clips
- 5 gallon water jugs (full or empty)
- Esbilac puppy milk replacer
- EZ Up tents
- Sturdy, non-retractable leashes
- Nutri-Cal meal supplement
- Large and Extra Large Kongs
- Rawhides
- Freeze-dried liver treats
- Natural Balance treat logs
- Greenies pill pockets
- Spray Shield, Animal Deterrent Spray
- Kuranda beds
- Thundershirts
- Gift certificates to pet supply stores
- Yoga mats (as cushion for kennel floors)