

Feral Cat Foundation Resource Development Plan

Presentation Supplement

November 4, 2008

Figure 1: Feral Cat Foundation - Matrix for Volunteer Development Cycle

Types:	Priority	Stage 1: → Develop Detailed Agenda 1 st Month of cycle	Stage 2: → Recruitment 1 st -2 nd Month of Cycle	Stage 3: → Training & Opportunities 3 rd – 5 th Month of Cycle	Stage 4: → Recognition & Feedback 6 th Month of Cycle	Stage 5: ↻ Retention 6 th Month of Cycle
Volunteers – Foster Homes ~10+ Foster Homes	High: 1 st cycle	- meet with existing foster home volunteers to develop detailed description; should include specifics in categories such as feeding, cleaning up, & playing with cats; requirements for residence & household	1) Recruit: - post announcement on website and newsletter - send invitation to volunteer alumni and ask them to provide referrals	- host welcome orientation to provide overview of organization and prospective duties: answer any questions volunteers may have; serve as ice-breaker for volunteers to know each other; orientations may be separate for different types of volunteers	1) Recognition: - recognize volunteers by sending personalized thank you cards or memos - reward volunteers by providing small but sincere gifts, such as t-shirts, coffee mugs, key-chains, etc. - thank and recognize the help of volunteers at the end of a public event - nominate or create awards for those with outstanding and committed service	- host get-together dinners (such as BBQ or potluck) for volunteers to remain connected
Volunteers – Animal Transport ~ 5+ Regular ~ 20+ One-time	High: 1 st Cycle	- create itinerary by determining location of frequently visited vegetarian offices/adoption sites & frequency of cat transports - determine eligibility requirement: license, vehicle, insurance, driving record, etc.	- post flyers in other animal-related organizations such as local animal shelters, veterinarian offices, pet stores, pet food markets, etc. - partner with local schools or community centers to post information on their website/newsletter; or have them use their contacts/email list to send out request for volunteers	- create manual or pamphlet containing frequent Q&As of volunteers; provide contact information and what to do in case of an emergency - host seminars or workshops for volunteers to learn and practice necessary skills and have experienced volunteer share their stores - reveal upcoming events & opportunities for participation	- create survey or other means for volunteers to provide comments anonymously - board members and/or senior volunteers should analyze feedback to brainstorm strategies that can improve the volunteer experience	- host activities to allow volunteers to come to the organization and have fun (not just work), such as a hiking trip, or visiting a cat/animal sanctuary - update volunteers on movements of the organization or upcoming events by email lists or newsletter
Volunteers - Adoption Events ~ 10+ Regular ~ 20+ One-time	Moderate: 1 st or 2 nd Cycle	- look at records for previous events and meet with board members/existing volunteers to determine responsibility of volunteers; such as staffing reception table, handling paperwork	2) Screen: - review applicants and their corresponding schedules, skills, interests and other criteria (such as residence for foster type and access to vehicle for transport type) to determine eligibility and assignment	For foster & transport types: - host workshops on cat care tips; partner with other animal agencies for volunteers to learn pet CPR, proper animal handling, etc. For adoption & fundraising types: - host seminars for volunteers to practice “role play” for various events to enhance communication skills needed and to get a sense of how an event is carried out	2) Feedback: - host seminars allowing volunteers to express opinions or concerns - create survey or other means for volunteers to provide comments anonymously - board members and/or senior volunteers should analyze feedback to brainstorm strategies that can improve the volunteer experience	- periodically follow up with volunteers by phone or email and see how they are doing - periodically send personalized hand-written thank you notes to remind them how important they are to the success of the organization
Volunteers - Fundraising Events ~ 10+ Regular ~ 20+ One-time	Normal: 2 nd cycle	- determine eligibility such as age, language/communication skill, knowledge and experience if any - note possible time/location of event and determine how best to correspond with schedule of general public/prospective volunteers (eg. weeknights/weekends)	3) Match: - notify volunteers of possible assignment and ask for commitment by phone, email, or written letter	For administrative support: - host meetings to receive training from board of directors and/or senior volunteers to go through administrative needs		- ensure ongoing reward and feedback to improve the organization and to create strong bond for volunteer commitment
Volunteers - Administrative Support ~ 5+ Regular ~ 20+ One-time	Normal: 2 nd cycle	- meet with board members regarding administrative support required for functions of the foundation; such as picking up mail, answering phone calls, paper work, etc. - determine skills, time, or other preferences to consider				

Figure 2: Feral Cat Foundation - Matrix for Development of Specific Funding Type

Funding Type:	Priority	Stage 1: Initiation →	Stage 2: Production →	Stage 3: Execution →	Stage 4: Evaluation
Develop Corporate Contact & Sponsorship (ongoing)	High Year 1	<ul style="list-style-type: none"> - Board members/senior volunteers meet to determine prospective contacts - Network with individuals or agencies who may be able to provide new contacts - Research prospective businesses & organizations 	<ul style="list-style-type: none"> - Board members or senior staff with experience should research and establish relationship with prospective sponsors prior to solicit for funding - Pay special attention to those that are highly likely to sponsor (eg. Petsmart, Petco, Petfood Express, small pet businesses, salons, Vets, others such as photography, customized products) 	<ul style="list-style-type: none"> - Request for funding/sponsorship Formally (eg. written proposal, dinner, etc.) - Express benefits of sponsorship (eg. tax deduction and advertising: logo appears on banner of or items given to participants, adopters, etc.) 	<p><i>Within a month following special event or periodically (quarterly) for ongoing programs:</i></p> <ul style="list-style-type: none"> - Evaluate program to see if goals are met and if desired funding level has been reached
Improve Existing Raffle Program	High Year 1	<p><i>6 months prior to event:</i></p> <ul style="list-style-type: none"> - Aim to raise \$40k+ instead of \$30k as in previous years; money raised for foster expenses - Revisit files and evaluate comments from previous sponsors/raffle participant; determine need for new sponsors and ways to recruit more participants - Determine raffle date (not to coincide with holidays or events of other similar organizations) 	<p><i>5 - 1 month(s) prior to event</i></p> <p>Marketing:</p> <ul style="list-style-type: none"> - Announce programs on website, email lists, through volunteer contacts, and lists of other organizations to reach more participants <p>Logistics:</p> <ul style="list-style-type: none"> - Set up program agenda (including pricing), acquire supplies needed, adhere to location needs such as setup, insurance, permits, etc. as needed 	<p><i>Carry out event</i></p> <ul style="list-style-type: none"> - Implement drawing procedure - Ensure raffle drawing is transparent and winners are notified in a timely manner - Make public announcements regarding results of raffle (such as include results on website and newsletter) - Follow through with sponsors and winners for claiming of prize 	<ul style="list-style-type: none"> - Create mechanism (such as surveys) both internally for volunteers as well as externally for sponsors, program participants, and clients regarding their thoughts on improvement - Adhere to comments and answer questions or resolve conflicts arose as a result of program execution
Host New Cat-Care Fee-Based Service (Once established, service will be ongoing)	Moderate Year 2	<ul style="list-style-type: none"> - Aim to raise additional \$20k+ per year; money raised will be used for establishing physical office - Determine types of service and location: eg. cat nail trimming, cat care workshop, house-visits during vacation, etc. - Determine expected customer rate during various times of the year (eg. more house-visits requested during Thanksgiving and Christmas) and how to work with schedules of volunteers 	<p>Staffing:</p> <ul style="list-style-type: none"> - Ensure volunteers are available; decides which volunteers are responsible for what part of the production and execution - Provide training if necessary (eg. communication role-play for raffle program volunteers and cat-handling training for cat-care based service volunteers) <p>Management:</p> <ul style="list-style-type: none"> - Designate board member or senior volunteer to oversee development of program and ensure all needs are delegated 	<p><i>Ongoing once established</i></p> <ul style="list-style-type: none"> - Provide service at specified time/location - Keep records of services provided to customers/cats; keep records of volunteers that provided service - Have auditing control to ensure fees are accessed correctly and payments/donations received - Ensure skills and schedules of volunteers are up to date with service needs 	<ul style="list-style-type: none"> - Revise programs or goals as necessary for future planning and implementation of funding programs

Figure 3: Feral Cat Foundation - Matrix for Physical Resource Development

Type	Priority	What to Do	How to Proceed	Maintenance/Cautions
<p>Cages and Kennels</p> <p>10+ Cages 30+ Kennels</p>	<p>High</p> <p>Year 1</p>	<ul style="list-style-type: none"> - Cage/Kennel Drive (asking for people to donate them) - Purchase used from pet owners, animal organizations or from Craigslist/classified ads - Purchase remaining from wholesaler or businesses 	<ul style="list-style-type: none"> - Create cage/kennel donation requests on website, newsletter, email-announcements; post flyers at local animal-related businesses/organizations - Periodically browse on Craigslist or other classified ads for used sales - Contact wholesaler or affiliated business and see if discounts can be given 	<ul style="list-style-type: none"> - Ensure to-be-purchased used cages/kennels are functional and in good shape (eg. locks work, bars don't bend or stick out, little rust, etc.) - Perform monthly inspections and cleanings to keep cages/kennels in workable shape - Monitor inventory and replace/purchase as necessary
<p>Physical Office Establishment</p>	<p>Moderate</p> <p>Year 2</p> <p>Using Revenue from cat-care services; annual budget of \$20k max</p> <p>(Budget allows for Rent @ about \$1100 a month + utilities & other fees; in Easy Bay, this is typically a small 600 – 800 sq ft office)</p>	<ul style="list-style-type: none"> - Determine location and rent physical office in Alameda or Contra Costa County - Determine and purchase needed furniture (can be new or used) - Determine staff needs and arrange for regular opening hours 	<ul style="list-style-type: none"> - Board members check out possible office rentals and complete leasing requirements - Board members meet & designate office manager: responsible for establishing and managing office, aim for someone with experience in realty or property management - Office manager ensures supplies/furniture are in place; meets with volunteers to determine staffing needs - Volunteers staff office on specific hours (such as once or twice a week for 2-3 hours each time) 	<ul style="list-style-type: none"> - Ensure building has cat policy to allow cat drop-off or pick-ups for short cat visits or activities - Evaluate location: desirable near Veterinarian offices, easy commute, etc. - Ensure utilities, Liability & insurance needs are met - Office manager oversees maintenance on an ongoing basis and report/respond to arising issues