

Michelson Found Animals.

SAVING PETS CHALLENGE 2016



FACE TEAM TOOLKIT INCLUDES:

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OUR STORY

Imagine if Indianapolis were a city where no cats and dogs were euthanized simply due to overpopulation. No animals had to die in our shelters awaiting a family. We can save them all, together.

In 1999, Indianapolis area shelters were killing over 22,000 cats and dogs. No-kill seemed like a dream. But our efforts to engage the community, and support families and their companion animals have reduced the number of cats and dogs euthanized to fewer than 2,300.

Establishing a safety net of services for companion animals and their families - and becoming a no-kill community - will make Indianapolis a happier, healthier city for all residents.

FACE Low-Cost Animal Clinic has embarked on a campaign to expand the clinic and strengthen program delivery. Turn imagination into reality. Pledge your support today.

SAMPLE SOCIAL MEDIA

Facebook

I support FACE because [INSERT YOUR PERSONAL CONNECTION WITH FACE]. I hope you will consider supporting FACE too. Give online at <https://www.crowdrise.com/face-SP2016> [OR INSERT YOUR OWN TEAM URL].

Join me in helping FACE Low-Cost Animal Clinic take home a \$50,000 grand prize in the Saving Pets Challenge. Give today: <https://www.crowdrise.com/face-SP2016> [OR INSERT YOUR OWN TEAM URL].

Twitter

Join me in helping @FACEspayneuter take home a \$50,000 grand prize in the Saving Pets Challenge. Give today: <https://www.crowdrise.com/face-SP2016> [OR INSERT YOUR OWN TEAM URL].

SAMPLE EMAIL

Subject: Join me in saving more cats and dogs in Indianapolis

Dear [NAME],

As you may know, I am a committed supporter of the FACE Low-Cost Animal Clinic, Indianapolis' only high-volume, low-cost animal clinic. I support FACE because [INSERT YOUR PERSONAL CONNECTION WITH FACE].

I hope you will consider supporting FACE too by making a donation online at <https://www.crowdrise.com/face-SP2016> [OR INSERT YOUR OWN TEAM URL].

FACE is life saver for so many dogs and cats in our community. Because of FACE, euthanasia at the city shelter has seen a staggering 85% reduction in the past 15 years. Simply put, no other organization does more for companion animals and the people that care for them than FACE.

FACE has embarked on a \$3.6 million campaign to expand the clinic and strengthen program delivery. So far, 65% of the funds needed for this project have been raised. I'm turning to you to help FACE and the thousands of animals it serves.

To maximize fundraising efforts, FACE has signed up to be a part of the Michelson Found Animals Saving Pets Challenge, a fundraising campaign launched by Michelson Found Animals. This challenge benefits organizations like FACE dedicated to expanding the lifesaving capacity for cats and dogs. The organization that raises the most will receive a \$50,000 donation. And, second through fifth place also get large cash donations ranging from \$5,000-\$30,000. **Won't you help me give FACE a fighting chance at winning first place? Donate online today at <https://www.crowdrise.com/face-SP2016> [OR INSERT YOUR OWN TEAM URL].**

Thank you in advance for your support!

Warm wishes,

[YOUR NAME]

FACE STATS

FACE contributed to the decrease in the number of animals euthanized in area shelters in 2015 by:

- Performing 16,220 spay/neuter surgeries.
- Seeing 21,433 visits to the medical and vaccination clinic.
- Saving 1,350 cats through the community cat diversion partnership with Indianapolis Animal Care and Control.
- Placing 1,250 displaced dogs and cats in loving homes.
- Leading the Indy Mega Adoption events, which found homes for more than 1,500 dogs and cats.