

Marketing & Fundraising Freebies from ShelterSource.org

BILLBOARD CAMPAIGN BENEFITING DOG WELFARE

The folks at Dogs Deserve Better, Inc. will provide free billboard art to anyone able to raise money for billboard space (or use free space). They will also provide \$100 toward the billboard art output. E-mail info@dogsdesevbetter or visit site for complete information.

MARKETING A CAMPAIGN FOR THE ANIMALS (article)

From Best Friends Magazine, an interview with the program manager for No More Homeless Pets in Utah.

MEDIA RELATIONS FOR ANIMAL SHELTERS (article)

Tips for dealing successfully with the media.

NATIONAL FERAL CAT DAY RESOURCES

Alley Cat Allies offers an Action Pack for this important day in October. Contains educational materials, planning & media guides, poster, and more.

ONLINE FUNDRAISING HANDBOOK

Free downloaded guide from Groundspring.org. E-mail address required.

SPAY DAY USA ACTION KIT

The Humane Society offers a free event planning guide, images, PSAs, and more for this February event.

STOCK PHOTOS FOR COMMERCIAL OR PERSONAL USE

FreeStockPhotos.com offers free images for use in your Internet, marketing, or printed publications. Categories include animals, scenery, weather, and more. See site for restrictions.

UNCHAIN-A-DOG PACK

PETA offers numerous free resources supporting this important cause, from brochures to flyers to fact sheets. Also available: Stop the Pet Trade Pack, Help Horses Pack, and more free resources.

WEBSITES (free) FOR ANIMAL RESCUE AND FOSTER ORGANIZATIONS

BMK Designs designs and maintains free, basic Websites for friends of animals. Check it out!

Publication Freebies

ANIMAL SHELTERING MAGAZINE

Request a sample issue for yourself or multiple copies for special event handouts. All are free. For multiples copies, call 202-452-1100 at least four weeks before your event.

ASPCA FREE DOWNLOADABLE BROCHURES

Twenty-one brochures free for the taking (some in Spanish!). Topics range from rabbit care to urban dog etiquette to pet loss support.

EDUCATIONAL MATERIALS ON PIT BULLS

Pit Bull Rescue Central offers free materials that can be printed and distributed to benefit the breed to fight breed-specific legislation, in newspaper editorials, for potential fosters/adopters, etc., with proper credit. Find out why pit bulls should not go to dog parks, the 10 best and worst excuses for spay/neuter, tips for being a responsible owner, and more.

FERAL CAT ACTIVIST

From Alley Cat Allies, a must-read newsletter (free download at the site).

GUIDELINES FOR OPERATING AN ANIMAL SHELTER

The Humane Society of the U.S. offers this online guide that addresses shelter planning, operation, vehicles, recordkeeping, safety, and pet care.

ONLINE FUNDRAISING HANDBOOK

Free downloaded guide from Groundspring.org. E-mail address required.

PAWS TO THINK MAGAZINE

Sign up for a free subscription to this Pet Savers Foundation publication.

PURPLE PAW PIN

Sign up for a free e-newsletter on the Animal Rescue site to receive a free lapel pin.

RESCUERS RESOURCE LIBRARY

Best Friends Animal Society offers free online resources for animal rescuers, including model programs, ethics articles, and materials from past No More Homeless Pets Conferences.

TRAILS TO TAILS MAP

Rational Animal offers FREE maps that guide New Yorkers to local animal shelters and rescues. Send a self-addressed stamped envelope to: Rational Animal, 7 Cornelia Street, #1E, New York, NY 10014.

Miscellaneous Freebies

ANIMAL SHELTER MANAGER SOFTWARE

Free software designed to take most of the paperwork away from running an animal shelter/sanctuary. The system can also be used to manage a veterinary surgery or clinic, according to the developers. You may need IT staff to help you install it, though.

CAMPAIGN MATERIALS

Rational Animal offers free materials, such as ribbon templates and posters on its Website. Contact info is required.

CANINE LULLABIES FREE CD

Audio-Therapy Innovations offers a free therapy CD to veterinary clinics, zoos, and humane societies!

CAT TOYS

Free cat toys donated by customers of the Cat Toys.com site; for non-profits only. Sign up for free toys; requests MUST be in writing. (scroll down page for instructions)

DOG BANDANA

From Beth's Canine Design, a free sample dog bandana!

DOG TOYS

Free dog toys donated by customers of the Dog Toys.com site; for non-profits only. (Scroll down page for instructions, click on "Non-Profits Groups")

DOG TRAINING AND BEHAVIOR LIBRARY

Barking, chewing, begging, jumping, biting...All are covered on this free resource page.

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FRIENDS FUR-EVER ADOPTION GIFT BAGS

The Dialogue Company provides free adoption gift bags with special offers inside, to be used as adoption giveaways (even shipping is free). You'll receive 1 to 4 shipments each year, depending on your adoption numbers.

HILL'S SCIENCE DIET SHELTER NUTRITION PARTNERSHIP

Hill's Pet Nutrition teams up with The Humane Society of the United States to provide Shelter Partners with nutrition at little or no cost. Members of the Science Diet® Shelter Nutrition Partnership receive 4 and 5 lb bags of Science Diet® canine or feline pet food absolutely free to give away with every adoption. Partnership members also receive enough Science Diet® brand pet food to feed all the animals in their care for just a small shipping and handling charge.

PET ID TAG (Australia only)

The National Pet Register offers a free ID tag to Australian residents. The tag carries a unique registration number, plus the 1300 number for your pet's finder to call. Details:

RESCUE CONNECTION LITE SOFTWARE

RescueConnection Lite software was developed for small- to mid-size animal rescue groups who have their own domain names and hosting accounts. Free to qualified organizations. Also available: 4 additional software packages.

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