

I. Restructuring how we fundraise into quarterly and geographically specific efforts

Current Quarterly fundraising

Spring (bridges first and second quarter): spring fundraiser, national appeal

Summer/fall: Bassacre

Fall: Silent Auction

Fall/winter (last quarter): This year for first time, December doggie fashion show in So CA

National fundraising

Spring fundraiser

Matching employee funds

Amazon Smile

iGive

junk car/boat donations

Future: ebay auctions

Branded credit card

Regional fundraising

CA: Bassacre

Dog fashion show

CA vet visitations

Wherever AHVMA is: Silent auction

Possibilities:

IL?

FL?

II. Re-examining membership options in our foundation.

Current membership types (from C&B)

Veterinarians (the only ones who can vote)

Vet techs

Student (vet or vet tech) (This could change to vet tech and pre-vet to avoid conflict with AHVMA)

Life

Associate (everyone else – general public plus non-vet professionals –currently nothing special for companies, since we go after them to be sponsors. Company membership would be automatic annual renewal vs sponsorship.)

Dues

Free for first year vet tech/vet grads, half price for second year, then full price. Otherwise, as voted by Board

For vets – nothing official. Unofficially, contributors of \$200 or more are members.

For vet techs:

Scholar \$25 get once a year paper about some tech-level aspect of CAVM

Contributor \$50 get on quarterly newsletter with same and access to forum

Benefactor \$100 get above plus a copy of my book for vet techs

Plus on the form they can donate \$12 to be One in a Million (no benefits except a thank you.

Could include sticker/button)

For public:

Same 3 levels, fees, but the forum is Facebook Group membership vs regular forum for vet techs.

III. Research items and categories

We ran a poll of donors, and a separate poll of AHVMA members last year. These were the top 3 items:

Geriatrics, especially arthritis/lameness

Cancer

Nutrition

(Vaccine issues were a close 4th, but I think it was because we were pushing the small dog vaccine study at the time)

IV. Review the makeup of the Professional Advisory Committee and Golden Circle.

Need to review annually, drop inactive people, add helpful people. Maggie Coffey and Kara Larew have been very helpful and should be recognized by name in the Professional Advisory Committee.

Golden Circle: Should be our advisory group for fundraising.

Board members should call these people to thank them personally. (Not just the ED.)

V. How to promote education scholarships

All wording and advertising should be consistent with what we do. “Expense paid” should be specific about the actual expenses we pay, and should emphasize the benefits of attending. How do we market this to SAHVMA members?