AHVMF Board Meeting BR notes

[ ] Royal Treatment $1,500 ongoing *Royal Treatment Nutrition Student Conference Scholarship* – Nutrition interest Either Dr. Royal (or if not attending, other Board Member mentor for conference)

Put Endowment fund for AHVMF on the map for our brains

[ ] Membership drive – vet techs, public, vets etc.

[ ] I have a list of about 200 vet techs who said it’s OK to use their emails

Sr Vet Tech – at university from Marge

Get help with fundraising from public members – task force volunteers

Board to ask people to

[ ] submit Posts

[ ] submit Events

Ideas for articles

Want to be the source for the best information

Must keep in mind that a goal is to Improve the conditions and visibility of like-minded organizations

Donations –

* Team AHVMF Virtual marathon with animal or without, inside on treadmill...
* Dog walking fundraising project
* Children events – high school projects – get donations for and learn about AHVMF
* Gambling game night on line – donations on cards and wheels as Vegas night
* Desktop calendar
  + Donations to be in calendar and larger for cover and back
* Direct Mail with our story and a story of success where others didn’t (possibly over $1million/year income)
* General donations from public online -- possible $2million income if we get out there
* Grants from corporations – possibly $100,000
* Stories about recovered animals online with plea possible $80K
* Advertising income - is there anywhere we could capitalize on this more – up to $45K
* Merchandise sales – Expect about 15K Ask Clothing person – sustainable, thoughtful, innovative products.
* Estate Bequests (think about $800k/year
* Capital campaigns – any amount
* Naming areas on website building a virtual foundation for the AHVMFoundation – name and photo/story on Pillars, Doors, Roof, Bricks, Central core of AHVMF and wings for different modalities, disciplines, interests, conditions. Could be quite a compound, but start with the core.
* Ask for donations fromVet/researcher/facility/company/people for a “VISIT”day for certain amount of donations - make a list of unique opportunities online, and for a donation, could have...

Direct Mail if we sent to about 50k people, over 5% response ave $50 each – 64K

With thank you envelope, send a return stamped envelope – (or unstamped even) and 25% return and maybe more per return.

Companies --

Rotary, Elks, Innovation, Amazon smile, Pets for the Elderly, other Pet organizations

Lifeline/rehab/exercise companies, medical, etc

Grants from companies can be found

Task force - Corporate philanthropy Program to cultivate gifts from them – in exchange for marketing, brand visibility, unique employee client experiences. Group volunteer days, private tours, discounts on services, event invitations, surprise office animal visits...

Matching gifts from companies

Google ads for free as non-profit

[ ]View Oscars Event Feb 22, 2015 Dressing up dogs club dinner

[ ] Vet Practice News – get something published to counteract Narda

[ ] Microsoft Office 365 Charity licensing discount – 82% off retail price (4.50 per licence compared with 24.99)

**Expense Watch** software to help streamline expenditures process. Actuals vs Budget with visibility to expenditure performance throughout the year.