

2020

GA Gives Day Toolkit

paws
ATLANTA



5287 Covington Highway
Decatur, GA 30035
(770) 593-1155
pawsatlanta.org



TABLE OF CONTENTS

| | |
|-------------------------------------|---|
| About PAWS Atlanta | 2 |
| Our 2019 Impact | 3 |
| Home For the Holidays | 4 |
| GA Gives Day FAQ's | 5 |
| Social Media Posts | 6 |
| Email Suggestion | 7 |
| Contact Information and Links | 8 |

48,500
lives saved
since 1966

ABOUT PAWS ATLANTA

We believe that people and pets bring out the best in each other. Therefore, our mission is to build a community of caring, by people helping pets and pets helping people. To accomplish this vision, we offer:

PROGRAMS:

- Adoption
- Foster
- Volunteer
- Summer Camps
- Wags N' Walks
- Holiday/Summer Lovin'
- Puppy Therapy

SERVICES:

- Bi-monthly Vaccine Clinics
- Discount Health Preventatives
- Pet Food Bank
- Senior Support & Pet Matching Assistance
- Community Outreach and Education

PAWS Atlanta is governed by a board of directors and a small, but dedicated, staff who care for the animals in our free-roaming cat cottage, small and large dog area, isolation area for sick pets, and our animal intake areas. We also have a lovely 3.5 acre walking trail and off-leash area where you can get to know us and our pets a little better. We invite you to visit PAWS Atlanta to see what we have to offer!

NO KILL PHILOSOPHY

Our no-kill philosophy is very simple. It means that we give all of the animals in our care the time, medical attention, and behavioral training they need and deserve to thrive. Only terminally ill, where quality of life is suffering, or extremely aggressive animals who have been evaluated as such by independent, certified trainers will be euthanized. PAWS Atlanta never euthanizes a cat or dog due to space constraints.

OUR 2019 IMPACT



849

ADOPTIONS



1,082

ANIMALS HOUSED



2,225

ANIMALS VACCINATED



551

ANIMALS SPAYED/NEUTERED



3,326

VOLUNTEERS



140

FOSTER HOMES

HOME FOR THE HOLIDAYS

As we trade plane rides and holiday travels for the comfort of our own homes, we rely on our pets more than ever to soothe our anxieties, provide unconditional love, and model resilience and hope in the days to come. Despite the uncertainty and turbulence of this year, we have never stopped uniting pets with people; and despite the burdens that come with a pandemic, you have continued to show us unconditional support, which we are incredibly grateful for. This Georgia Gives Day, we are once again asking for your support so we can come together and serve the PAWS community for many years to come.

We invite PAWS supporters from far and wide to create a fundraising page and donate through our Georgia Gives Day website – and tell your friends to do the same! Spectacular prizes will be awarded for most funds raised by a team and best holiday photo submitted, so put on your favorite PJs and get a matching pair for your pup because the competition is going to be fierce. These funds enable us to take in more homeless pets, provide them with top-notch medical care, assist those facing financial hardship with our food bank, and be a resource of information on pet ownership, animal welfare, and fostering to the entire community. With a fundraising goal of \$50,000 (plus a \$25,000 match from a generous supporter) we hope to finish up an otherwise tough year on a hopeful note!

This holiday season, as we stay home in solidarity, let us look to our furry friends as a reminder of what it means to be resilient, love fiercely, and cherish the little things. With each financial donation, you're not only providing second chances for at-risk animals, but delivering love and companionship to people who need it now more than ever. Thank you for joining us this Georgia Gives Day and being a voice for pets all over the state that have found themselves without families, but never without support.



GA GIVES DAY FAQ'S

WHAT IS GEORGIA GIVES DAY?

GAgives is an initiative co-created by the nonprofit sector itself. It doesn't support one cause or one locale – it's all of us in the state's nonprofit sector pulling together to ask you to stop and consider your life and your community without nonprofits. On December 1, 2020 we will challenge the public in a “flash mob of giving” focusing on one 24-hour period to see how much we can raise for Georgia's nonprofits.

HOW DO I DONATE TO PAWS ATLANTA ON GEORGIA GIVES DAY?

We encourage our supporters to donate through the GAgives platform: <https://www.gagives.org/organization/Paws-Atlanta-Incorporated>

WHEN SHOULD I DONATE?

All donations from Now – December 1 through our page will count towards our GAgives goal of \$50,000.

HOW DO I BECOME A FUNDRAISER?

Visit <https://www.gagives.org/c/GGD/a/pawsatlanta> and click the “Fundraise” button on the right side of the page. You will be led through the steps to create your fundraising page. Please be sure to share your fundraising page through social media, email your network, text your friends, etc. You will be surprised who gives to help PAWS Atlanta save lives!

WHY DO I HAVE TO DONATE THROUGH THE GEORGIA GIVES DAY WEBSITE?

This makes it easy for PAWS Atlanta to see how much we have raised at one point in time. The GAGives platform is updated in real time.

SOCIAL MEDIA POSTS

BEFORE DECEMBER 1

GA Gives Day is on December 1, but you can show your support right now! Stand with PAWS Atlanta to help them find pets homes for the holidays and deliver joy and companionship to people all over the state this GA Gives Day.

Give now: <https://www.gagives.org/c/GGD/a/pawsatlanta>. #homefortheholidays

GA Gives Day is coming up on December 1. The holidays are about giving, and this is Georgia's largest giving day of the year to raise much-needed funds for local non-profits like PAWS Atlanta. Please consider donating to provide second chances for at-risk animals and bring comfort to people throughout Metro Atlanta at

<https://www.gagives.org/c/GGD/a/pawsatlanta>. #homefortheholidays

PAWS Atlanta is a non-profit close to my heart and they are excited to be participating in GA Gives Day, a statewide giving event. PAWS Atlanta's mission is to bring people and pets together, and they cannot do it without your support. If there is one thing we've learned during this pandemic, it's that our pets bring us love and comfort during challenging times. Let's find pets homes and bring unconditional love to people this holiday season. Mark your calendar and show your support for PAWS Atlanta on December 1! #homefortheholidays

<https://www.gagives.org/c/GGD/a/pawsatlanta>.

ON DECEMBER 1

The holidays are about giving, and today is the biggest day for giving in Georgia! Georgia Gives Day allows all Georgia nonprofits to increase funds, gain new supporters, and raise awareness through one 24-hour state-wide marathon of giving. This of course includes PAWS Atlanta. Click the link to save the lives of homeless animals and bring joy to people throughout Metro Atlanta. Let's make December 1 the biggest Giving Tuesday yet!

<https://www.gagives.org/c/GGD/a/pawsatlanta>.

PAWS Atlanta's mission is to bring people and pets together, and they cannot do it without your support. Companion animals have helped so many people combat isolation and loneliness throughout the COVID-19 pandemic. This Georgia Gives Day, I am once again asking for you to support PAWS Atlanta so we can come together to serve people and pets for many years to come. Let's bring pets home for the holidays! for the holidays!

<https://www.gagives.org/c/GGD/a/pawsatlanta>. #homefortheholidays

This holiday season, as we stay home in solidarity, let us look to our furry friends as a reminder of what it means to be resilient, love fiercely, and cherish the little things. This Georgia Gives Day, I am once again asking for you to support PAWS Atlanta. With each financial donation, you're not only providing second chances for at-risk animals, but delivering love and companionship to people who need it now more than ever. Thank you for joining me in donating this Georgia Gives Day and being a voice for pets all over the state that have found themselves without families, but never without support. <https://www.gagives.org/c/GGD/a/pawsatlanta>.

EMAIL SUGGESTION

To my friends and fellow animal lovers,

As most of you know, PAWS Atlanta is near and dear to my heart. Personal information about why PAWS is so important to you.

This holiday season, as we stay home in solidarity, let us look to our furry friends as a reminder of what it means to be resilient, love fiercely, and cherish the little things. With each financial donation to PAWS, you're not only providing second chances for at-risk animals, but delivering love and companionship to people who need it now more than ever. Through their partnerships and creative programming, they are able to save the lives of over 1,000 homeless animals ever year. They receive no funding from federal, state, or county governments; they rely solely on the generosity of our supporters.

For the sixth year running PAWS Atlanta will be participating in GA Gives Day on December 1. Georgia Gives Day allows all Georgia nonprofits to increase funds, gain new supporters, and raise awareness through one 24-hour state-wide marathon of giving. Please consider donating today. <https://www.gagives.org/c/GGD/a/pawsatlanta>.

Thank You,

CONTACT INFORMATION AND LINKS

Harriet Ribbons

Marketing and Event Coordinator
hribbons@pawsatlanta.org

Suzie Sloan

Director of Development
ssloan@pawsatlanta.org

IMPORTANT LINKS

PAWS Atlanta Georgia Gives Day Page: <https://www.gagives.org/c/GGD/a/pawsatlanta>

PAWS Atlanta Website Donate Page: <http://www.pawsatlanta.org/donate>

