



REQUEST FOR PROPOSALS

Posted on September 12, 2007

Deadline: October 31, 2007

Maddie's Fund to Honor Petfinder.com Member Shelters for Hard-to-Place Dog and Cat Marketing Campaigns

Maddie's Fund has designated \$100,000 in total funding to recognize and reward Petfinder.com member shelters that have created effective marketing campaigns for hard-to-place dogs and cats.

Animal shelters that have created successful strategies to place elderly, blind, deaf, disfigured, shy, or unattractive dogs and cats, or have come up with ways to adopt out dogs and cats that require in home follow-up medical or behavior care, are invited to apply.

Submissions will be accepted from 501(c)(3) organizations or government programs in the United States that are Petfinder.com members. Adoption campaigns must be focused on dogs and/or cats.

Winning shelters will receive between \$1,000 and \$50,000 each. Winning campaigns will be featured on the Maddie's Fund and Petfinder.com Web sites and in the Maddie's Fund newsletter.

Visit the Maddie's Fund Web site for further program information.

Contact:

[Link to Complete RFP](#)

Primary Subject: Animal Welfare



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