

# Foothills Humane Society

Little Mountain Road  
Columbus, NC 28722  
828-863-4444

October 22, 2007

Marketing Campaign  
Maddie's Fund, Suite B  
2223 Santa Clara  
Alameda, CA 94501

Dear Maddie's Fund:

Our organization, Foothills Humane Society (NC 129), has an excellent and successful marketing program that was created, designed and implemented by one of our Board members, Dana Mayer.

We call the program "On The Table", and our goal is to to increase pet adoptions by placing dog and cat "Pet of the Week" photos in visible locations in the businesses around our community.

Each week, pictures of our "Pets of the Week" (one cat and one dog) are printed out and cut to fit into a 5" x 7" stand-alone plastic frame, along with business cards which include the website, directions to the shelter, important telephone numbers, and a banner displaying the next date of our low-cost spay/neuter day. These are distributed among a core group of volunteers, who make their rounds to the local stores, businesses and restaurants that participate in the program, where they are placed on restaurant tables, conference tables, and at cash registers.

This program has succeeded beyond our wildest dreams! The "Pets of the Week" are nearly always adopted within 72 hours, and even when people find out that a particular "Pet of the Week" has been adopted, they often come out to the shelter to view the other animals. Customers know when the volunteer is to arrive, and are often there waiting to see the new pictures. If our volunteer is late, many times businesses will call to ask where their "On The Table" material is. Several merchants have requested that we take a picture of the animal with its adopter in front of the business where the adopter claims they first saw their new pet's photo! Volunteers report that their "regulars" are eager to see the new photos and find out what happened to last week's pets.

Periodically we publish an article in the local paper, thanking all the participating businesses and listing them by name. After these articles we get

numerous calls from businesses who want to join the program. We currently service 35 businesses, and we are seeking more volunteers so that we can expand the program to include every business that wants to participate.

Any grant money received will be used for printer cartridges, paper, and more frames, as the restaurants often want to place one on each table. We get the frames for about \$2.00 each, but there are well over a thousand tables at area restaurants alone! Funds will also be used to purchase a better camera so that we can take better pictures.

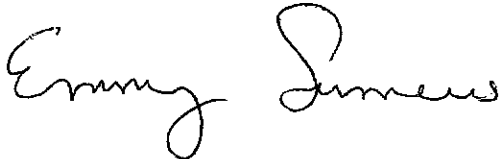
We are in the process of revising our adoption forms to include the question, "Where did you hear about this animal?" so that we can have a quantifiable measure of the program's success rather than depending on anecdotal evidence. The program is still new so we are working out the kinks, but we are very aware from word of mouth how effective it has been.

A real bonus has been the increased overall visibility of our shelter. Many people tell us they didn't know we existed, or where we were located -- but they do now!

I have enclosed a sample of our "On the Table" frame and information, but should you have any questions, please do not hesitate to contact either me or the instigator and driving force behind this fabulous program, Dana Mayer.

Thank you so much for all you do for the animals!

Emmy Summers  
Foothills Humane Society Volunteers

A handwritten signature in cursive script that reads "Emmy Summers". The signature is written in black ink and is positioned below the typed name and title.