



Organizing and Promoting Events





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Events are a great way to bring attention to the work you are doing for your community to help cats. They are also a great way to fundraise and get your name out while educating people in your community. Whether you are with a group or working as an individual, the following tips will help you get the word out about your event and make it a success!

Alley Cat Allies is here to help you effect meaningful change and become a better advocate for cats.

PLANNING THE EVENT

First, you need to figure out what kind of event you want to hold. There are lots of different types of events that can benefit cats and raise awareness throughout your community. To get your gears turning, here are a few examples:

- Sponsor a walkathon to raise spay/neuter funds
- Host a low-cost spay/neuter clinic
- Hold a food drive
- Hold a cat adoption event
- Host a community cats workshop
- Hold a community-wide garage sale, bake sale, or car wash with proceeds going to local groups helping cats
- Set up a table in your community with information on how others can get involved with helping cats

Each type of event comes with an additional list of questions: How big will it be? How much help will you have from friends and family? How much money should you budget?

Take a look at the following steps to help you get started.



Fundraising

- Ask local businesses if they would like to be a sponsor of your event. Sponsorships can serve as an advertising opportunity for the business while letting their customers know the owners care about cats and support local groups. Start with pet supply stores, groomers, and other businesses that serve animal lovers. Sponsoring your event will also help reach businesses' target audience!
- If you're part of an animal organization, research grant opportunities with local and national foundations, or ask corporations if they have charitable gift programs.
- Find more fundraising tips at alleycat.org/Fundraising, like determining a funding plan and creating the perfect fundraising appeal.

Location

- Choose a location or venue that is appropriate for your event, such as a veterinary clinic for a low-cost spay/neuter day, or a local community center or library to host a community cat workshop.
- If the venue is indoors, confirm the maximum capacity for attendees so you know how many people you can invite, and how many tables, chairs, and handouts you will need.

- Since venues get booked quickly, you will want to book your event well in advance. Make sure the date of the event is far enough away to give you time to get all your plans in order.
- If you've decided to set up a table to educate the community and provide handouts, you will want to contact your local municipality to find out if you need a permit.

Volunteers

- Recruit volunteers through your own family, friends, and neighbors.
- Place an ad on Craigslist or in the newspaper, noting that the event is cat-related, what the event will consist of, and what role the volunteer will have. Be sure to state that it's unpaid.
- Post flyers asking for volunteers in locations where animal lovers frequent—like veterinary offices, pet supply stores, or your local animal shelter.



PROMOTING THE EVENT

Once you have raised the necessary funds, booked a venue, and found some amazing volunteers, it's time to get the word out. With advertising and promotion, you can increase the number of attendees and ensure a successful event day.

Self-Promotion

- One of the easiest ways to promote your event is by creating your own promotional materials. You can make a flyer (with event information, RSVP date, and your contact information), and post it all over your community, in stores, and veterinary offices.
- Create an Evite that you can email to your friends and family and ask them to pass it on. Be sure to include your contact information for them to RSVP and an RSVP date.
- Go door-to-door to educate neighbors and business owners and invite them to attend your event. Have educational materials on hand to pass out, as well as flyers for the event.
- Create an event page using social media and advertise through your own personal page to direct people to the event information you have online. Keep your followers up-to-date on details, and share some of the plans for the event as the date gets closer.

Promote Through the Media

- Contact the local newspaper about writing an article on your advocacy work, how it benefits the community, and how it led to organizing your event.
- Many towns have community calendars with various local events in the area. Submit an advertisement or post about your event through your local government.
- Invite the media to your event. Tell them about the visuals that will be available and how many people you are expecting to attend. While this won't increase your attendance to the event, it will promote the issue to a larger audience and may bring in some additional donations.
- Find more tips, templates, and sample press releases at alleycat.org/PublicityGuide.

ON THE DAY OF THE EVENT

The day of an event, whether it's big or small, can be a little stressful. Try to stay calm and enjoy yourself. Remember that everything you are doing is to help cats—and just by holding the event you are educating people about the issues. Here are some tips to help you stay organized:

The Event

- Dress for the occasion! To purchase an Alley Cat Allies T-shirt visit alleycat.org/Shop.
- Arrive an hour or two before the event to set up tables, materials, and decorate.
- Bring merchandise to sell or give away, such as T-shirts, posters, or pens.
- Ensure that staff/volunteers have the day's schedule.
- Engage attendees and answer all questions with a smile.
- Provide materials and handouts to educate attendees about cats.
- Take plenty of photos and/or film the event.
- Use social media to update supporters on the progress of your event.
- Talk to management to ensure that everything has been left to their satisfaction when breaking down the event.

Post Event

- Follow up with attendees to thank them for attending your event. A personalized thank you card is a great way to show your appreciation.
- Make a video or photo montage of the event to put on your group's website or social media page, celebrating the success of all your hard work.
- Use your experience to begin planning your next event!





Alley Cat Allies
The cats' leading advocate

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