

2024 – Calendar of Fundraising and Events

Jan *Monthly Donor* Messaging / - Year Long Plan
 Stories: Adopters/Staff/Dr. Bruce/
 Fosters/Cats/Dogs/Public Officials, etc.
 QR Codes for each

Feb

Mar *Founders Day*
 SXSW, Spring Break

Apr *Dinner by the Bite (DBB) (\$28K)*
Founders Day (\$@K)
Buda – Weiner Dog Races – Vendor Space

May

Jun *Brews Unleashed (\$3K)*
 Saturday / Vista Brewing wants us in 2024.

Jul *Dog Days - Adoption*

Aug *Dog Days – Adoption*

Sept *Cat Café at the Catio*

Oct *Subara – Bone Appetit (BA)*

Nov *Giving Tuesday (Tuesday after Thanksgiving)*

Dec *End of Year Giving Campaign*
 Mail or Digital / 1 to 3 things and 2024 accomplishments & plans

1st 6 Months!

**Spay/Neuter - #1 Way to Increase Revenue-
 Les/Andrew**

Staff - Benefits? - **Sharon**
 Non-Profit Company that helps non-profits
 Market Place
 PEO or Association

Vehicles - 2 Vans or SUV’s - Jarett
 Rotaries
 Where else?

**Subaru – Invite Owner – Julie Herrera &
 Rachel - Les**

Look for Property – Les/Jarett

Grants – Ray Blue - Charlotte
 Sharon’s Friend (from Houston
 event)

Corporate Sponsorships – Jill/Les/Jarett

Hays County Regional Center – Les/Andrew

Celebrity Endorsement - All

Estate Planners/Attorneys - Charlotte

**Surveys for donor input, website, etc.-
 David/Greg**

Community Engagement / Expansions

Kyle - Plumb Creek / HOA’s / Club Houses
 / Chamber of Commerce’s

Dripping Springs / Farmers Market for
 DS

Wimberley Buda

Driftwood Kyle

Development Strategy

Marketing Event Calendar

Advertising Corporate Partnerships
 3rd Party Relationships

Budget

Staff