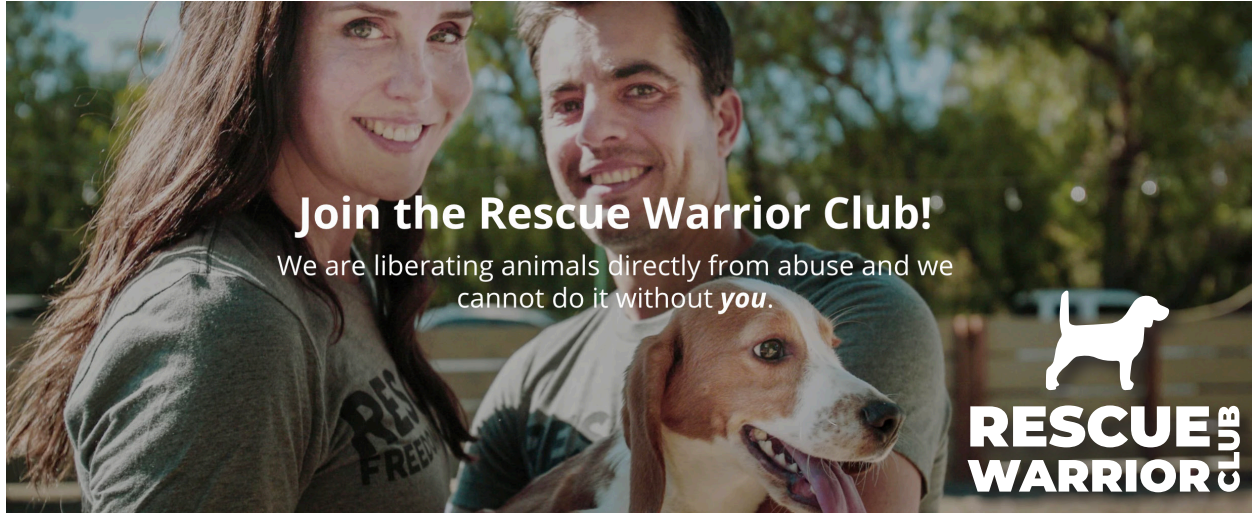


APRIL ARRINGTON

NON-PROFIT EXECUTIVE

FUNDRAISING OVERVIEW

MONTHLY DONOR MEMBERSHIP CLUB



Join the Rescue Warrior Club!

We are liberating animals directly from abuse and we cannot do it without *you*.



RESCUE
WARRIOR
CLUB

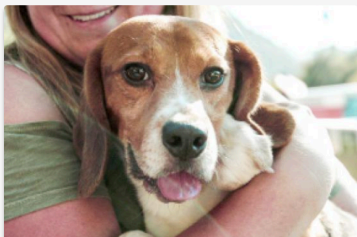
What is the Rescue Warrior Club?

The Rescue Warrior Club is Beagle Freedom Project's exclusive monthly donor program. Rescue Warrior Club members sustain and support our campaigns long-term by donating every month via credit or checking account.

Regular donations ensure Beagle Freedom Project can maintain our life-saving work including the rescue, rehabilitation, adoption, and fostering of victims of animal cruelty and captivity as well as authoring, sponsoring, and advocating for humane legislative initiatives and lobbying on behalf of animals.

MONTHLY DONOR MEMBERSHIP CLUB

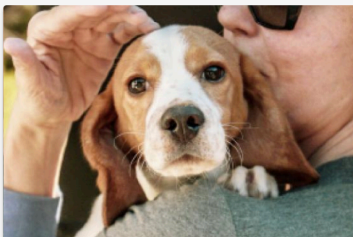
JOIN THE FIGHT TO SAVE LIVES!



Animal Emancipator \$100

Secure the rescue, rehabilitation, and veterinary care of 10 animal cruelty victims.

DONATE



First Aid Frontliner \$75

Provide urgent veterinary care for animal survivors who have experienced extreme neglect and abuse.

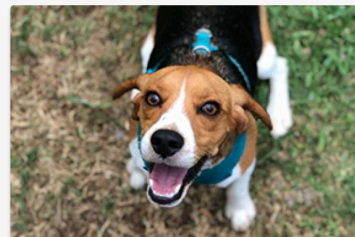
DONATE



Freedom Fighter \$50

Support the transport of survivors from the labs to freedom, in comfort. Equip rescues with bedding, blankets, and an air conditioned or heated ride.

DONATE



Hound Hero \$25

Provide a rescued dog with their first ever treats, toys, bed, collar, and leash!

DONATE

Exclusive Rescue Warrior Club Benefits:

RWC members receive Welcome Packs in the mail after signing up to thank them for becoming a monthly member:

- **Animal Emancipator:** Rescue Warrior Club member t-shirt, Animal Emancipator membership card, welcome letter, Rescue Warrior Club sticker, 20% off bfp.org/shop, VIP invites to BFP events
- **First Aid Frontliner:** Rescue Warrior Club member t-shirt, First Aid Frontliner membership card, welcome letter, Rescue Warrior Club sticker, 20% off bfp.org/shop, VIP invites to BFP events
- **Freedom Fighter:** Freedom Fighter membership card, welcome letter, Rescue Warrior Club sticker, 10% off bfp.org/shop
- **Hound Hero:** Hound Hero membership card, welcome letter, Rescue Warrior Club sticker, 10% off bfp.org/shop

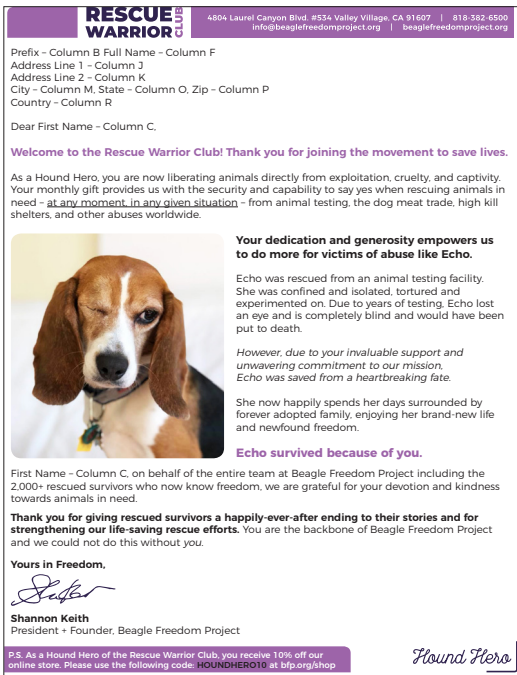
MONTHLY DONOR MEMBERSHIP CLUB



Hound Hero Welcome Pack Example



Welcome Postcard



Welcome Letter



T-shirt



Sticker



Membercard

MONTHLY DONOR MEMBERSHIP CLUB



Fundraising Snapshot – Fiscal Year July 1, 2018 –June 30, 2019

- Total Active RWC Members: 503
- Average RWC Monthly Gift: \$65.37
- RWC Total Income Per Month*: \$39,669
- Recurring Total Income Per Year** \$447,455

*calculated from Fiscal Year July 1, 2018 –June 30, 2019

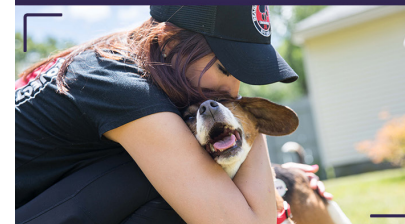
**Factors in 94% retention rate

Fundraising Expectations* –Fiscal Year 2019/2020

- Maintain Average Retention Rate: 94%
- *FY 2019-2020 Projected Total Recurring Members: 1,143 (increase by approximately 10% or 100 members)*
- *Projected Average Recurring Gift: \$39.01*
- *Estimated Recurring Total Income Per Month: \$44,588; Per Year** \$502,953*

BEAGLE FREEDOM PROJECT ✨

[First Name], the animals need YOU - a Warrior to fight for their life and for their freedom!



JOIN THE
RESCUE WARRIOR CLUB
TODAY!

With your monthly gift, you empower Beagle Freedom Project to rescue victims of animal cruelty - in any situation, at any given moment.

[First Name], will you join the fight to save lives and win their freedom?

[Yes! I am a Rescue Warrior.](#)



P.S. When you sign up as a Rescue Warrior today, you are eligible to receive exclusive member perks including discounted merchandise on the BFP online shop, Rescue Warrior Club apparel and merch, and your very own Rescue Warrior Club card! *Restrictions apply.

Sign Up Eblast >

GIVING TUESDAY FUNDRAISING

What is the Giving Tuesday?

From GivingTuesday.org:

Celebrated on the Tuesday following U.S. Thanksgiving, (December 3, 2019) and fueled by the power of social media and collaboration, Giving Tuesday inspires millions of people across the globe to show up and give back to causes and issues that matter to them. The goal is to create a massive wave of generosity that lasts well beyond that day, and touches every person on the planet.

Fundraising Snapshot and Final Numbers

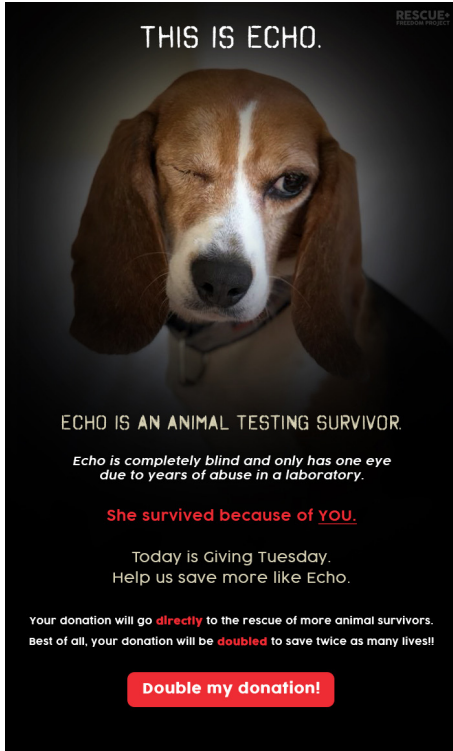
- Total Raised 2019 - \$168, 430
- Total Raised 2018 -\$176,480
- Total Raised 2017 -\$161,249
- Total Raised 2016 -\$125,081



Secured non profit pricing for billboards in Times square for GT 2018. Seven Billboards in total.

GIVING TUESDAY FUNDRAISING

Campaign for Giving Tuesday 2018 - 4 eblasts with matching social posts



THIS IS ECHO. RESCUE - FREEDOM PROJECT

ECHO IS AN ANIMAL TESTING SURVIVOR.

Echo is completely blind and only has one eye due to years of abuse in a laboratory.

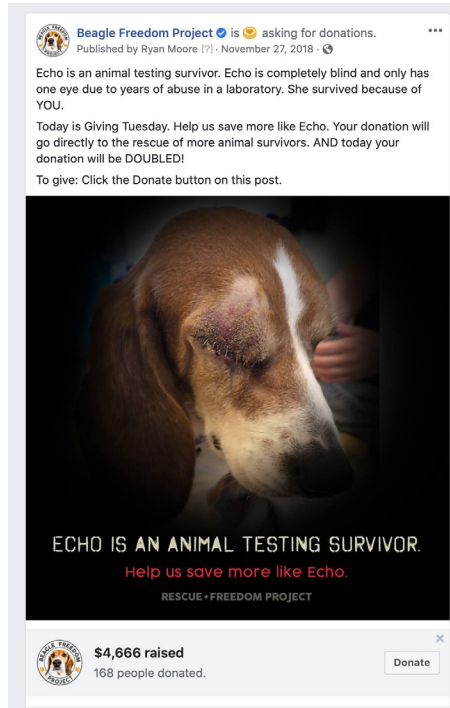
She survived because of YOU.

Today is Giving Tuesday.
Help us save more like Echo.

Your donation will go **directly** to the rescue of more animal survivors.
Best of all, your donation will be **doubled** to save twice as many lives!

Double my donation!

First eblast - \$9,756 donated



Beagle Freedom Project is asking for donations.
Published by Ryan Moore [?] · November 27, 2018 ·

Echo is an animal testing survivor. Echo is completely blind and only has one eye due to years of abuse in a laboratory. She survived because of YOU.

Today is Giving Tuesday. Help us save more like Echo. Your donation will go directly to the rescue of more animal survivors. AND today your donation will be **DOUBLED!**

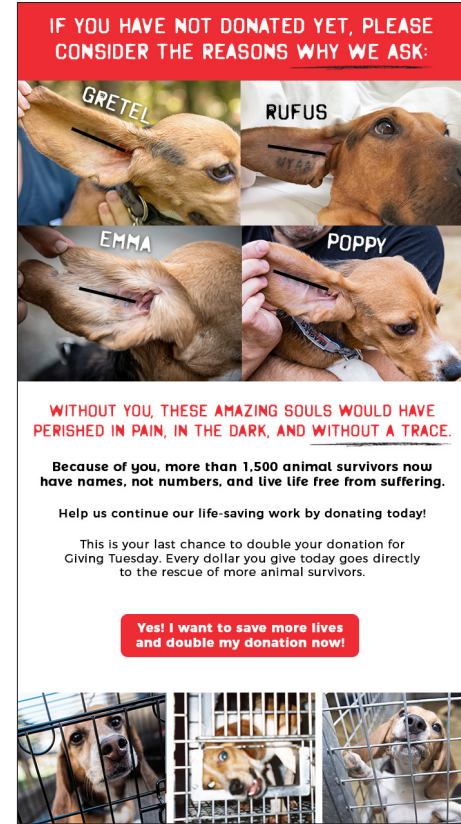
To give: Click the Donate button on this post.

ECHO IS AN ANIMAL TESTING SURVIVOR.
Help us save more like Echo.
RESCUE - FREEDOM PROJECT

\$4,666 raised
168 people donated.

Donate

First social post to match eblast



IF YOU HAVE NOT DONATED YET, PLEASE CONSIDER THE REASONS WHY WE ASK:

GRETEL **RUFUS**
EMMA **POPPY**


WITHOUT YOU, THESE AMAZING SOULS WOULD HAVE PERISHED IN PAIN, IN THE DARK, AND WITHOUT A TRACE.

Because of you, more than 1,500 animal survivors now have names, not numbers, and live life free from suffering.

Help us continue our life-saving work by donating today!

This is your last chance to double your donation for Giving Tuesday. Every dollar you give today goes directly to the rescue of more animal survivors.

Yes! I want to save more lives and double my donation now!



Last Chance eblast - \$7,729 donated

YEAR END GIVING

What is Year End Giving?

Year End Giving starts on Giving Tuesday and takes place throughout the entire month of December. Year End Giving accounts for 30% of a charitable nonprofit's income and is the most important quarter of the year.

Fundraising Snapshot and Final Numbers

- Total Raised December 2018 - \$298,437
- Total Raised December 2017 - \$273,103
- Total Raised December 2016 - \$224,766
- Fundraising Goal for 2019 - \$310,000

Beagle Freedom Project's Year End Giving Campaign consisted of email appeals, social media posts, high stakeholder matching gifts, and a Year End Letter to our top 1,500 donors.

TAILS OF FREEDOM CAMPAIGN



What is the Tails of Freedom fundraising campaign?

TOF was a last minute fundraising campaign that was centered around the month of July and Independence Day to celebrate Freedom for ALL.

We highlighted **three** BFP animal cruelty survivors via e-blasts and social media telling their stories of transformation and newfound freedom. Survivors asked supporters to donate so that their rescuers (BFP) could continue providing freedom for more animals in need.

This campaign was intended to be accessible to the everyday, general public and those who make up the bulk of our donors.

TAILS OF FREEDOM CAMPAIGN

Fundraising Snapshot and Final Numbers

- Fundraising Goal: \$5,000
- Total Raised: \$14,321
- Average Gift Donated: \$51.78



BFP.ORG web pop up



River was found on the side of the road, presumed dead. It wasn't until Animal Control stopped to pick him up, that they found him still breathing - still alive. His shoulder was completely exposed and was being eaten by maggots.

He was in excruciating pain and only weighed 11 pounds! BFP quickly transported him from the shelter to an Emergency Vet where he was treated for two weeks.

It was a complete miracle that he pulled through. He is the toughest and most stubborn dog we have ever met. We think his stubbornness is what helped him fight for his life for so long.

But, River fought for his life, as he knew what was waiting for him on the other side - **FREEDOM.**



But sadly, River isn't out of the woods yet. He had to have an exploratory surgery due to gastrointestinal issues last week. He is recovering slowly from this recent surgery and needs your help more than ever.

Please donate today, so that we can continue to give River the help he needs, and rescue more survivors of severe cruelty.

**DONATE TO CELEBRATE
FREEDOM FOR ALL**