

Fundraising & Marketing Ambassador Program Itinerary

Session 1: Orientation

- Date: Mon, June 9th
- Time: 12-2pm
- Type: Zoom Call
- Details: In this session, you will be introduced to our shelter, learn basic animal body language, and discuss in detail what to expect and what your responsibilities are. After this orientation, participants have the option to remain in the program or discontinue. We want to be completely transparent on what to expect, what you'll learn, and the commitment needed to obtain the FMAP certificate.

Session 2: Fundraising Campaign & Marketing Basics

- Date: Wed, June 11th
- Time: 1-4:30
- Type: In-Person
- Details: In this session, we will dive deeper into our fundraising campaign, outlining our strategies to achieve our objectives. We will also cover fundamental marketing principles and provide guidance on creating compelling videos, capturing high-quality photographs with proper lighting, and crafting engaging narratives. Participants will collaborate with volunteers and interact directly with adoptable animals, while practicing editing skills and generating content for social media platforms.

Session 3: Email Marketing, Building Donor Relationships, & Pet Photography

- Date: Fri, June 27th
- Time: 1-4:30
- Type: In-Person
- Details: In this session, we will concentrate on refining writing skills to advance the mission of the shelter and tell an animal's story from start to finish. Participants will learn to craft compelling narratives that inspire confidence in donors. We will discuss strategies for fostering long-term relationships and support, including expressing gratitude to donors, providing updates on the impact of their contributions, and acknowledging significant milestones and celebrations. Participants will again collaborate with volunteers and interact directly with adoptable animals. We will focus on providing guidance on capturing high-quality photographs and techniques for directing animals' attention towards the camera.

Session 4: Increasing Social Media Reach, Creating Social Media Videos, & Fundraising Event Planning.

- Date: Wed, July 9th
- Time: 1-4:30pm
- Type: In-Person
- Details: In this session, attendees will discover strategies to expand their social media presence beyond their existing network. We will delve into the details of crafting engaging videos across multiple social media platforms. Additionally, we will explore ways to generate supplementary revenue through hosting in-person events and distributing promotional materials. Participants will again collaborate with volunteers and interact directly with adoptable animals to create videos.

Session 5: It's Time to Play!

- Date: Fri, July 18th
- Time: 1-4:30
- Type: In-Person
- Details: In this session, participants will engage in comprehensive, hands-on experience, capturing high-quality photographs and videos of the shelter's diverse operations, including the surgical suite, obedience training, animal enrichment, and more. Capturing all aspects of the shelter's services will instill confidence in donors, assuring them that their contributions are supporting a worthy cause.