APPENDIX S

Building Support: Community Partnerships, Funding, and Public Awareness

Facilitators: Rick Yount, Director of Therapeutic Interventions, Assistance Dog Institute
Carolyn Clark-Beedle, Executive Director, Assistance Dogs of the West
Building Support for Youth-At-Risk Dog Training Programs

- Program Development and Growth Strategies
  - Most Successful Fundraising Strategies
    - Donor Recognition and Acknowledgment
    - Offer Multiple Support Opportunities
    - Don't Just Ask for $; Always Explain Where the $ Goes - Programs, People, Place
  - Community Visibility/Marketing Plan - 3 P's
    - Plan the Work/Work the Plan (Planning)
    - Do the community events (Participate)
    - Tell everyone you can about your program (PR/publicity)
  - Feasibility of/ROI for program development
  - Letters of Support
  - Contractual relationships
  - Sustainability: demonstration to potential funders
  - Need to raise more $ to cover

- Program Development and Growth Strategies
  - P - "Guaranteed" revenue
  - P - Contractual relationships
  - P - Sustainability demonstration to potential funders
  - C - Cost to "payer"
  - C - Need to raise more $ to cover

Community Partnerships, Funding and Public Awareness