

## New Shelter Document Guide

The New Shelter Fund Raising is up and running! We have provided some documents to help get you started. These are for your orientation as well as for your team's use in its work. Most of these documents are in Adobe PDF format so that they don't accidentally change format when downloaded to your computer or printer. They can be downloaded from our web site at [www.calaverashumane.org](http://www.calaverashumane.org).

Here is a description of the available documents.

- The New Shelter Project Statements. The simple basics.
  - o Document name:
    - "Shelter Vision, Goal, Mission Statements.pdf"
- Action Group Purpose and Start Up Guide. So you're here. Now what?
  - o Document Name:
    - "Shelter Action Group Briefing.pdf"
- Actions Groups Do's and Don'ts. This is some additional orientation you might find helpful. Side by side columns for easier understanding.
  - o Document name:
    - "Shelter Action Group Do's & Don'ts.pdf"
- Our Common Message . This is how we feel it is best to explain our efforts and the benefits we expect from a new shelter. This details how a new shelter will help reduce our euthanasia rate. You might find this helpful to read before you get into one of those challenging conversations with a naysayer. We're providing this document in both pdf and Word formats so you can copy and paste parts of it, if you like.
  - o Document Names:
    - "Shelter Common Message – The Reasons Why.pdf"
    - "Shelter Common Message – The Reasons Why.doc"

- The text of Jean Macomber's speech before the Board of Supervisors in 2009. Informative and may be useful in your work. (We've since found out that carbon monoxide euthanasia was used at our local shelter until 1999.) We want to demonstrate the continual progress over many years and that we are currently on another step in this journey.
  - o Document name:
    - "Very Brief History of the Calaveras Humane Society.pdf"
  
- Frequently Asked Questions. An informational handout, bi-foldable, two sided, in color. Works well on heavier paper such as 24 or 28 pound. One file for each side.
  - o Document names:
    - "Shelter FAQ Bi-Fold Cover 1-of-2.pdf"
    - "Shelter FAQ Bi-Fold Inside 2-of-2.pdf"
  
- Countertop Flyer. Contains brief highlights and a donation and membership form. Perfect to put on the counters at supportive businesses. Tri-foldable, two sided, in color. Light or heavy paper.
  - o Document names:
    - "Shelter Tri-Fold Side 1.pdf"
    - "Shelter Tri-Fold Side 2.pdf"