



# Captain's Log

## The Cats Ahoy Newsletter

## Welcome Aboard!

Cats Ahoy is an independent charity, providing a mobile adoption service to animal rescues, humane societies, and SPCA's so they can maximize the exposure of their cats to the public, and increase their adoptions!

We bring the pets to the people!

As a charity we also maintain a membership of pet and cat loving people. Our quarterly PDF newsletter, Captain's Log, is shared with our members via email. We also

share sample copies of our newsletter with prospective members, sponsors, and donors.

We are currently accepting submissions from individuals and businesses for inclusion in our fifth issue, August 2010. 🐾

**Businesses who include a coupon or discount in their ad receive *FREE ad space!***

(see the following page for details...)

### Quick Stats...

Cats Ahoy Mobile Adoption Centre

URL: [www.cats-ahoy.ca](http://www.cats-ahoy.ca)

Phone: 403-850-5542

Email: [parrot-talk@cats-ahoy.ca](mailto:parrot-talk@cats-ahoy.ca)

Charity #: 82422 3226 RR0001

Website hits: 25,000/month

Mailing list: 1,700

Facebook: 165 members

## Individual Submissions

Does that 4-legged fur monster in your house start hamming it up every time you take out the camera?

Then make them a star!

Send in photos of your fur baby and we'll include them in our PDF newsletter! We're also accepting fun stories, pet tips, tricks and blog ideas, touching memorial stories, illustrations for kids to colour, and patterns for toys. Check out our guidelines for more information. 🐾

### Guidelines...

**Photos:** colour or black and white; JPG, TIF, or PSD formats, 150dpi.

**Stories:** 250 words is about right, but longer stories of 500-750 words will be considered.

**Email submissions to:** [parrot-talk@cats-ahoy.ca](mailto:parrot-talk@cats-ahoy.ca)

**Issue deadline:** August 15, 2010

**Q.** "My friend has a cat, can they send in a photo or story?"

**A.** Absolutely! And we'll send them a copy of the PDF issue their submission is included in. Thank you for spreading the word!



# Business Submissions

Each PDF newsletter is sprinkled liberally with information topics, stories, photos, ads and coupons for our members enjoyment! This is a great way for you to reach a new market of pet lovers, and at very little cost to you!

If you submit a pet related information topic we will not only include your contact information with the article, but we'll also provide you with a free ad (business card sized or quarter page sized)! This ad type does not have to include any coupon or special discount.

Articles may be on any pet related topic - how to choose a pet sitter, throwing pet parties, the importance of vaccination, traveling with a pet, behavioural issues, etc. We prefer these topics to be applicable to cats if possible, however general pet related topics are also fine.

If you're not very good at writing articles, you can still receive free advertising by simply including a coupon or discount in your ad. That's all you have to do! This is a very low risk solution for you

because of course the minimal cost of the discount or coupon is only applied when you're **making a sale**.

Even if a member doesn't redeem your coupon, you still have the benefits of the ad and some new exposure for your business.

Don't forget that pet owners do more than buy pet supplies... they buy coffee, plant their gardens, take vacations and change their mufflers too! 🐾

## Guidelines...

**Logos or product shots:** colour or black and white; JPG, TIF, or PSD formats, 150dpi.

**Discussion topics:** 250-750 words; topics should be pet related in nature

**Coupons or discounts:** should be *at least 15% or 10% off*; keep in mind that our PDF newsletter is distributed quarterly, so you may wish to include a deadline on your coupon (eg. a November coupon could be valid from November-January). Coupons and discounts don't necessarily have to be for pet related items - pet owners drink coffee and visit hair salons too!

**Design services:** if you would like to participate but don't have a stock ad, we can assist you in designing an ad or coupon that you can use here and in any other publication. Cost will depend on the size and complexity of the ad.

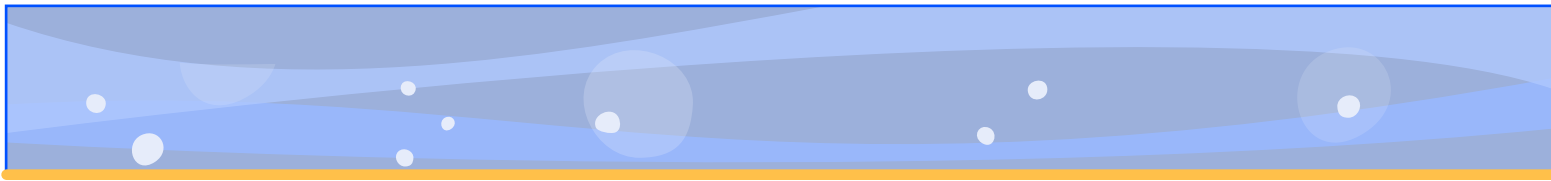
**Issue deadline:** August 15, 2010

**Email submissions and questions to:** [parrot-talk@cats-ahoy.ca](mailto:parrot-talk@cats-ahoy.ca)

**Cats Ahoy reserves the right to decline any submitted ad, coupon, discount, or discussion topic for any reason.**

**Q.** "Can we purchase ad space?"

**A.** Actually, no! At **Cats Ahoy** we know that there's more than one bottom line, and we prefer to build partnerships with our community businesses, and encourage relationships between you and our members. For that reason our newsletter ad space is free if your ad includes a coupon or discount for our members, or is provided free if you submit a pet related topic of discussion. If you would still like to support our organization, of course we appreciate donations to our cause!



# Ad Sizes

<p><b>Quarter page ad...</b> 4.25" x 5.5"</p>	<p><b>Business card ad...</b> 3.5" x 2"</p>
<p><b>1/3 page ad...</b> 8" x 3.25"</p>	

# Make a Change!

Cats Ahoy is an independent charity, created to provide a mobile adoption service allowing many animal rescues, humane societies, and SPCA's access to the benefits of mobile adoption vans to maximize the exposure of their cats to the public, and increase their adoptions. **This enables us to**

**directly compete with kitten mill cats sold to pet stores** by making nice, healthy, spayed and neutered rescue cats available to the public in a convenient, accessible format - we bring the cats right to them! **More cats adopted mean less euthanized in shelters due to time and space.**

**We are seeking funding for our mobile adoption vans.** Each van will be equipped with a visiting room where potential adoptors can bond with the kitties, 10-12 kennels, and everything needed to perform adoptions right on the spot! Our fundraising goal is \$350,000. This will purchase two mobile adoption vans and one year of operational costs. Once begun, we will achieve 70% self-sustainability through sponsorships, merchandise sales, memberships and adoption service fees!

Through us, local rescues can 'rev up' their adoptions. In the USA, rescues who implement a mobile adoption program see a **rise in their adoption rates by 20-300%!** Enough of these **cats waiting in foster homes for weeks or months or years...** let's remove the bottleneck and get these cats home now!

With one donation, you're not only helping many rescues at once, but also saving hundreds of cats lives. Now that's a way to make change!

**Get on board with Cats Ahoy to help ALL the cats find homes!**

**cats-ahoy.ca**

**bringing pets to the people!**

**I'm on board and ready to help!**

Name: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_

I would like to donate:  \$25  \$50  \$100  \$500  Other: \_\_\_\_\_

I would like to pay by:  cheque (payable to **Cats Ahoy**)  Visa  Mastercard

Credit card #: \_\_\_\_\_ Expiry: \_\_\_\_\_ 3-digit security #: \_\_\_\_\_

Signature: \_\_\_\_\_

Email address: \_\_\_\_\_

Address (for your tax receipt): \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_



Cats Ahoy does not share, sell or trade our mailing lists. If at any time you wish to be removed from the list please email us at [parrot-talk@cats-ahoy.ca](mailto:parrot-talk@cats-ahoy.ca) or phone 403-228-0975. Cats Ahoy does not employ any professional fundraising company. Donations are appreciated; we thank you and the cats thank you!

