

Not-for-Profit Fundraising Letter: Rescued Greyhounds

This letter provides an example of a fundraising letter for an organization devoted to rescuing Greyhounds. All references to the organization, including contact information, are fictional.

Dear Mr. & Mrs. Jones,

Good news! Last year the Racing Greyhound Rescue Fund (RGRF) saved 782 greyhounds—an increase of 183 over the previous year. Such an increase was due to the generous support of you and others like you in 2015. We are asking for your support again this year, because the need continues to be so pressing.

Many supporters of RGRF have, like you, already performed the most important task by adopting one or more greyhounds into your home. Clearly, that is the most valuable service that you can provide these wonderful creatures. Your greyhound surely returns your affection daily in that loving, gentle way that these dogs have. But much more needs to be done.

Although RGRF, in concert with other groups, has made important strides in closing dog tracks around the country, we have also encountered some setbacks. While several tracks have closed, leaving only 26 tracks operating nationwide, the closings have ironically increased the number of greyhounds facing the alternative of adoption or death. Typically, when a track closes, the owners notify organizations such as ours that several hundred dogs need to be placed for adoption within 6 weeks or they will be euthanized. Rescue organizations are scrambling to keep up with the need.

The bottom line is that contributions from concerned people like you are needed now more than ever. Consider the return on your investment to benefit these unfortunate creatures:

- \$2,000 pays for the services of a congressional lobbyist for a day to promote the cause of making dog racing a federal crime.
- \$1,000 pays for a state lobbyist for a day to work toward closing individual tracks.
- \$500 pays for greyhound rescue organizational promotions via mailings and websites for a year.
- \$200 pays for veterinary services for one rescued greyhound (checkup, vaccinations, treatment as necessary).
- \$100 pays for a crate in which to house a rescued greyhound in a foster or adoptive home.
- \$50 pays for a rescued greyhound's food for a month.

- \$25 pays for transportation services by volunteers to move rescued dogs from a central location to adoptive homes for a month.

More good news! Thanks to a generous sponsor, all contributions or pledges received by November 30, 2016, will be matched, dollar for dollar. That's right! Any donation in any amount will be matched 100% by this anonymous donor. Give now so that your donation will have maximum effect!

In addition to whatever investment you can make, we also desperately need your help in informing your family and friends about the plight of racing greyhounds. Thanks to public relations campaigns by track owners and associations, the general public is simply unaware of the suffering of these hounds. Feel free to pass along the following examples:

- In 2012, greyhounds at Alabama and Florida tracks tested positive for cocaine. Handlers were arrested for administering illegal drugs to racing greyhounds in an attempt to improve performance.
- The number of injuries to racing greyhounds is too large to monitor. Suffice it to say that greyhounds are highly susceptible to injury from collisions, attacks by other dogs, or self-inflicted wounds when hind legs interfere with front legs causing fractures or lacerations. As far as the tracks are concerned, that's just a cost of doing business.
- Racing greyhounds die at the tracks from many causes such as equine influenza, handler abuse, heat exhaustion, electrocution from collisions with mechanical lure, fights with other dogs, distemper virus, and, of course, intentional euthanasia.
- Greyhounds no longer capable of racing are often sold to university laboratories for animal research. This raises a completely different issue, but the results are not pretty.
- Tracks have been documented feeding "4-D" meat, that is, meat considered "unfit for human consumption" that frequently contains deadly pathogens in the mistaken belief that raw meat will make the dogs run faster. In fact, it often kills them.
- Contrary to popular belief, racing greyhounds are not well cared for. Our own experience shows that rescued greyhounds often exhibit physiological and psychological disorders. Frequently they are loaded with ticks and fleas, worms, have ill-kempt coats, often have gum and tooth disease, a multitude of scars and more serious conditions such as the presence of tick-borne diseases. Behaviorally, greyhounds tend to be socialized to a limited range of experiences and exhibit behavior indicative of having been live lure trained.

We need more people who are willing to help inform the public about these abuses and the suffering that these dogs undergo. You can help in this regard by simply correcting the misinformation of others. In addition, you can contact your state and federal representatives and

bring pressure to bear to have the barbarous activity of dog racing abolished. Please contact us for more information if you would like to help.

As I'm sure you will agree, action must be taken now on two fronts: (1) we must do what we can to help rescue as many greyhounds as possible from the tracks, and (2) we must organize to abolish dog racing altogether.

Your investment today will go far toward helping thousands of dogs immediately. **And if you act by November 30, your contribution will be doubled.**

There are three easy ways to donate: Call us toll-free at 999-555-1234. Or fill out the enclosed card and send it in the postage-free envelope with your check or credit card information. Or visit our website at <http://rgrf.org> and make a donation online.

Please act now. There are thousands of greyhounds right now who need your help to end their suffering and to save their lives.

Sincerely,

Tony Anubis
Executive Director
Racing Greyhound Rescue Fund

P.S. If you make a contribution today, not only will the amount be matched by an anonymous donor, but RGRF will also send you a coffee mug with the picture of one of our rescued greyhounds on it. This is our way of reminding you with your coffee every morning just how much your generosity means to these wonderful, gentle hounds.