

GoodDog!  
SERVICE CANINES





APPLY

FR/PAY

WAIT

MATCH

FETCH

TT & GRAD

TRANSITION  
SUPPORT

FOLLOW-UP

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# Today's Agenda

- Introduction - Family Fundraising Coach
- Good Dog! Fundraising FAQs
- Important Info & Policies about Fundraising
- Next Steps: How to Set-Up Your Fundraising Webpage
- Questions

*PS: I will send you a copy of these slides after today's meeting.*



## Kimberly Bordonaro

### Family Fundraising Coach

- **Over 23 year of fundraising and high-level experience** with a number of charities and not-for-profit organizations, most notably serving as Chairwoman of the Calabasas Chamber of Commerce and Public Relations/Marketing Director of the Miami Beach Chamber of Commerce.
- Owner of **Instrumental Brands**, a brand strategy & digital marketing company for entrepreneurs and startups.
- Certifications in **digital marketing, conversion copywriting, and personal branding**, among others.
- Since 2018, helped dozens of families reach their fundraising goals as Good Dog' **part-time family fundraising coach**.
- **Mom to Sebastian and Good Dog! Thunder**

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# Good Dog! Fundraising FAQs

- How much do service dogs cost?
- Does the program cost cover travel expenses?
- What is Good Dog's fundraising process?
- What is the Good Dog! Family Scholarship Fund?
- When will my family receive our service dog?
- What fundraising tools does Good Dog! provide?

## How much do service dogs cost?

It costs Good Dog! an average of \$32,000 to raise, care for, and train each dog as well as educate and support each family throughout the life of the service dog.



Good Dog! Program Costs for Each Family/Dog

# Does the program cost cover our travel expenses?

Travel expenses are separate from the amount raised for your service dog program cost. It is your responsibility to cover travel and accommodation expenses for Team Training Week, which may be held as group training in Southern California or 1:1 in your home area.

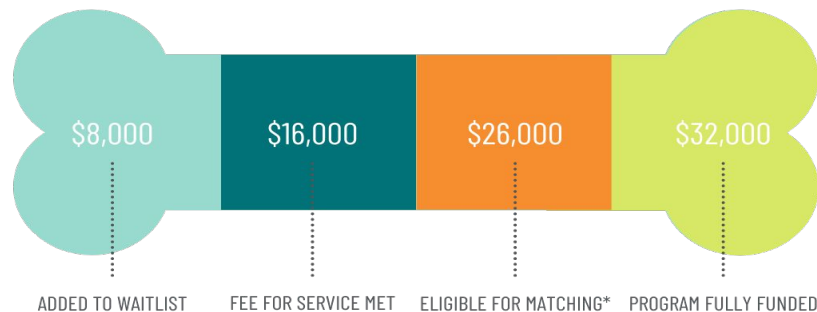


# What is Good Dog's fundraising process?

Fundraising for Good Dog! is never required but doing so speeds up your wait time and allows you to get your service dog at little or no cost to your family.

We will notify you by email when your fundraising efforts reach certain milestones during your fundraising process along with any additional information you'll need to know for your next step in the process.

## The 4 Milestones of Good Dog's Fundraising Process



*\*Child must be at least 5 1/2 years old to be eligible for matching.*



# What is the Good Dog! Family Scholarship Fund?



**\$32K**

Total Program Cost Per Family

**\$26k**

\$6K in Annual Giving Granted to Each Family

**-\$10K**

Family Scholarship Fund Option

**\$16K**

Family Fee-for-Service

# What is the Good Dog! Family Scholarship Fund?

Should your family wish to participate, Good Dog! creates a Scholarship Fund for your family when you've met your \$16k fee-for-service requirement to fundraise the remaining costs of your service dog program.

Good Dog! applies funds to your scholarship at the end of each quarter. The amount applied varies depending on the success of that quarter's fundraising efforts and the number of families in need of scholarship funding.

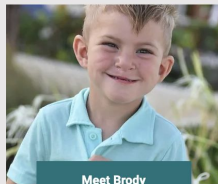
[Who We Are](#)[Get a Dog!](#)[Get Involved](#)[Connect](#)[Donate](#)

## Help a Family

Your gift helps provide a family with much more than a service dog; your help provides a bridge for a child and their family to live a better life.

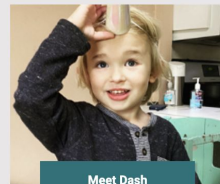


## Help a Family in Need Today!



Meet Brody

Brody's radiant smile lights up the hearts of everyone he comes across. He has a rare chromosomal disorder and needs a service dog to help him with his daily living skills.



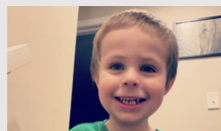
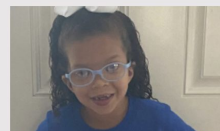
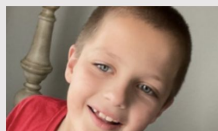
Meet Dash

Dash is a kind, creative, and quite simply an incredible little boy who loves spending time with his family. He needs a service dog to help him engage with the world around him.



Meet Emery


Emery is a silly, caring, and fun-loving kid who is full of determination. He needs a service dog to help him mitigate challenges with Down syndrome.




# What is the Good Dog! Family Scholarship Fund?

You are under no obligation to fundraise for your scholarship fund; however, families who continue to be involved with fundraising typically reach the financial goals sooner, thus shortening their wait time.

Once your Family's Scholarship Fund reaches \$26k, your child will be eligible to participate in matching week (typically held 1-2 times a year) as long as all other matching criteria are met.



## Family Scholarship



### A Buddy for Brody

by Team Brody

Supporting: [Good Dog! Family Scholarship Fund](#) for Good Dog! Service Canines

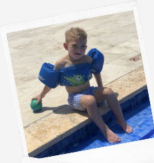
★ \$18,245.00 Raised of \$32,000.00 Goal (57%)

Make a Donation

### Make it Pawsible for Brody To Have Special Helper!

Brody is an amazing 4-year-old with a contagious smile.

He lives in Nebraska and loves his BIG extended family, school, balls rolling down ramps, Groot swimming, going down the playground slide, horses, music, and ice cream.



## When will my family receive our service dog?

Wait times vary due to Good Dog's custom matching process, dogs available, waitlist placement, and the amount of time it takes to fund your service dog program cost. Currently, the average wait time is 36 months.

*For example, if your family reached your \$8k waitlist milestone today, your "shoot for" date would be three years from today.*



# Wait



## GD! will provide ...

- Updates on dogs in-training, matchings, timing etc.

## Families understand ...

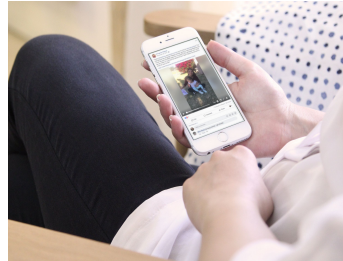
- Wait starts when \$8K received
- They will be in all matching groups once \$26K is reached
- Priority is given to successor dogs
- Best match takes priority over waitlist order
- Life changes may delay your match - new pets, new kids, a move

GD! COMMITMENTS

FAMILIES RESPONSIBILITIES

# What fundraising tools does Good Dog! provide?

- **Good Dog! fundraising webpage** through our fundraising platform for family and scholarship fundraising.
- A **subdomain link** connected to your Good Dog! fundraising page.
- **Branded templates** that you can customize for your fundraiser. *You will need a free Canva.com account to access the templates.*
- **Good Dog! Fundraising Support Center**, to easily access additional resources and links for your fundraising campaign.
- **1:1 fundraising coaching sessions**



# Important Info & Policies

- Fundraising Help and Responsibilities
  - Good Dog's Fundraising Platform
  - Social Media Donation Platforms
  - Social Media Policies
  - Online Donations
  - Check Donations
  - Corporate Matching Programs
  - Donor Advised Funds
  - Good Dog! Tax Information Policies
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# Fundraising Help

## GD! will provide ...

- A Fundraising Coach\* to help with strategy, coaching, tools, and encouragement, if desired
- A personal fundraising webpage
- A family scholarship webpage, if desired
- Transparency

*Please note: Good Dog! does NOT promote Family Fundraisers*

## Families understand ...

- They are not required to fundraise for Good Dog! but are required to pay a fee for service of \$16K/\$26K
- They must provide Kimberly with assets and information in order to fundraise
- Identifying, Cultivating, Asking, Stewarding, Promoting, and Recognizing Donors – **is UP TO THEM**
- They must follow-up on matching funds, offline donations etc.

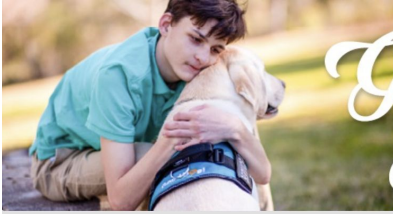
GD! COMMITMENTS

FAMILIES RESPONSIBILITIES

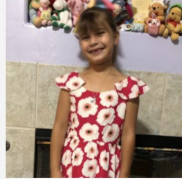


# Why Use Good Dog's Fundraising Platform?

- **Good Dog's Fundraising Platform (Flipcause)**
  - Donors will see you are legitimately connected with Good Dog!
  - Progress trackable by Good Dog and you
  - We set it up for you and provide website copywriting assistance, if needed
- **Fundraising platforms like GoFundMe**
  - You could get taxed on the donations
  - We can not accept check donations
  - MYTH - charitable donors give to strangers they find on platforms like Go Fund Me



## Good Dog! Families



### An EmPAWering Pup for Ella

by Ella Hanssen

Supporting: [Good Dog! Family Fundraisers](#) for Good Dog! Service Canines

★ \$15,507.80 Raised of \$16,000.00 Goal (97%)

♥ 111 Supporters

[Make a Donation](#)

*Thank you for visiting Ella's service dog fundraiser!*


### Meet Ella

Ella is our wondrous 7-year-old daughter with a sensitive soul.

Gifted with creativity and musical talent, if she's not crafting and creating projects, you can find her singing until her heart's content. She brightens our home with beautiful songs and can tell you all about the musicians she loves.

Ella loves taking care of younger children. Perhaps this is because she had a very rough start to life and has an intrinsic desire to help others when she can.

When we adopted Ella, we knew she was born addicted to drugs. We were prepared to give her all the love





## Social Media Policies

If you list Good Dog! Service Canines and/or our website on your social media accounts, you must include the following sentence on your profile:

“The views and opinions expressed here are solely my own.”



# Social Media Policies

Please feel free to share public content from official Good Dog! Service Canines social media accounts.

**DO NOT** share:

- Private posts or information from other Good Dog! Families
- Posts from the private Good Dog! Family facebook group.

If there is something you'd like to share and you are not sure if you can, please ask permission first.

# Social Media Policies

Please send your donors directly to your online fundraising page when promoting your fundraiser on social media.

**DO NOT use social media fundraising platforms.**

Facebook, Instagram, TikTok, etc. don't send us the information we need to correctly credit funds family fundraisers.





# Online Donations

When donations are made to your fundraising webpage through our donation platform:

- Online donations will show up in real-time on your fundraising page.
- There is a transaction fee to donate online, 4.9% and 30 cents per transaction.
- Donors have the option when donating to pay the fee so you get 100% of their donation.
- Online donors receive an automatic transaction donation receipt via email.
- You will receive email notifications when someone donates online so you can send personal thank you notes if you wish.



# Check Donations

Feel free to offer your donors the option to send a check to avoid the service fee.

Checks should be made out and sent to:

Good Dog! Service Canines  
RE: [Your Child/Family Name]  
855 South Main Avenue, Suite K-162  
Fallbrook, California, 92028

**IMPORTANT: Please remind your donors to put your family or fund name on the check so we can properly assign their donation to your fundraising requirement.**



## Check Donations

Check donations will be deposited and recorded to your online website once a month, typically at the end of the month. Checks received after the month's deposit has been made will be recorded/deposited with the following month's checks.

You will receive an email notification when checks have been deposited and recorded to your fundraising webpage.

- **For check donations over \$250**, Good Dog! sends receipts/donation letters directly to the donor.
- **For check donations under \$250**, it is your responsibility to send the donor a copy of the email receipt notification (via email or mail).



# Corporate Matching Programs

Remind your donors to get their company support as their donation applies to many corporate matching programs.

- These programs maximize the impact of their donation.
- Different companies have different matching ratios, deadlines, and criteria for their matching programs.
- Donors should check with their human resources department for their company's specific information.

**IMPORTANT: It is your responsibility to make sure we are aware that a match is expected for your child. When we are notified of the corporate match donation, it will not include the family or child name.**





## Donor Advised Funds

A Donor Advised Fund (DAF) is like a personal charitable savings account. A donor creates an account with their sponsoring organization and makes a contribution of cash, stock, or other assets and can take an immediate tax deduction for the gift.

Let donors know that you can accept gifts from their donor advised fund.

**IMPORTANT: It is your responsibility to make sure we are aware that a DAF contribution is expected for your child. When we are notified if the DAF contribution, it will not include the family or child name.**



# Tax Information

**Good Dog! Autism Companions (DBA: Good Dog! Service Canines) is a 501(3)c non-profit organization, EIN: 45-2627922.**

- It is our understanding that earmarked donations for a specific child's fundraiser are not tax-deductible. However, we have had donor advised funds indicate that they are.
- Please consult with your tax professional and also advise your donors to do so if they have questions as we can not give tax advice.

# Next Steps: Setting Up Your Fundraising Webpage

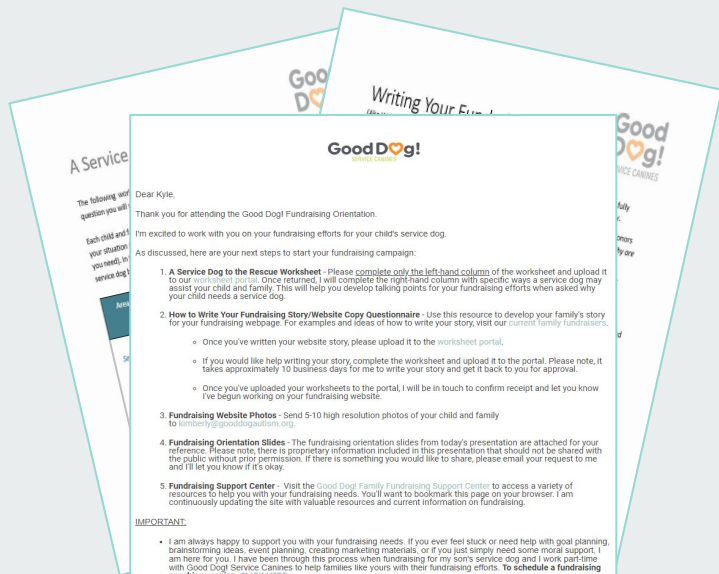
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# Fundraising Orientation Follow-Up Email

You will receive an email with your next steps for getting started with fundraising and setting up your webpage, including:

- A Service Dog to the Rescue Worksheet
- How to Write Your Fundraising Story (Website Copy Questionnaire)
- Fundraising Website Photos
- Fundraising Orientation Slides
- Fundraising Support Center

**IMPORTANT: Please add [kimberly@gooddogautism.org](mailto:kimberly@gooddogautism.org) to your email providers safe list (aka whitelist)**





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