

BECOME A GIVING
TUESDAY AMBASSADOR

GIVING TUESDAY 2020



BUILD BIG BARN



On December 1st, help ALIVE Rescue raise \$50,000 to officially break ground on The Big Barn, ALIVE Rescue's largest project, newest facility, and biggest dream.



ALIVE 
 **Rescue**
aliverescue.org



From the founder

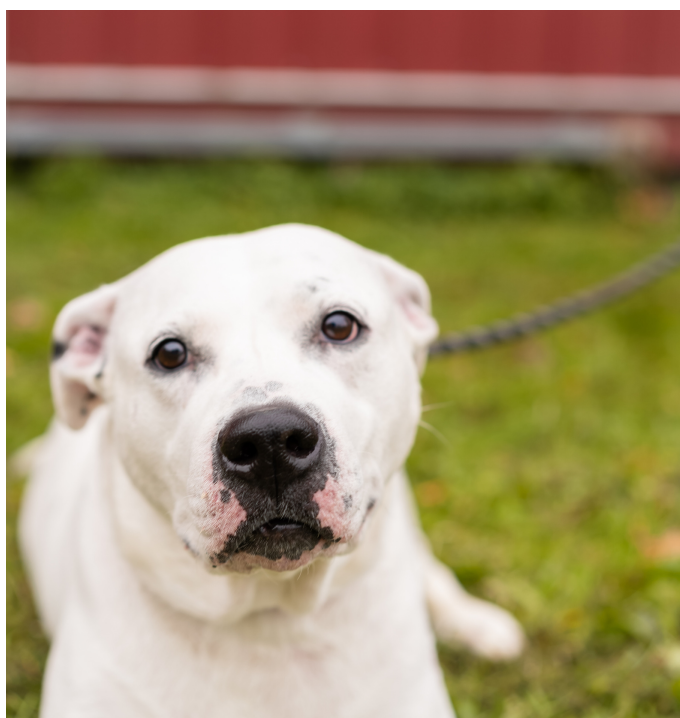
DEAR POTENTIAL AMBASSADOR,
Our goal this Giving Tuesday is to raise \$50,000
for The Big Barn's construction, and we can't do it
without you.



It's hard to believe that four years ago we announced our plans to build our dream shelter, The Big Barn. Since then we have redesigned the floor plan to ensure the animals will have the best experience possible. We've encountered some hiccups and delays along the way, but I'm happy to report our groundbreaking is finally here and it was worth the wait. This beautiful 4,800 square foot facility will be opening in Salem Lakes, Wisconsin in 2021.

Once complete, The Big Barn will house up to 30 dogs and puppies at a time. The shelter will have two whelping rooms for pregnant and nursing dogs, a retirement room for any dogs needing long-term housing, two specially-designed suites for dogs experiencing behavior issues, 16 regular dog suites, a grooming room, and large indoor play areas to use during inclement weather.

Dogs at The Big Barn will be able to decompress from the chaos of the city and enjoy playing in large fenced-in fields within the 70-acre lot. Additionally, because we will have a full-time staff member on-site, we will be able to provide 24-hour care to dogs with medical needs. Our Rescue House will be located steps away from The Big Barn and will offer individual sleeping rooms where dogs can rest with a volunteer/staff member monitoring them throughout the night. It's a dream come true.



Help us make this dream become a reality by signing up to be an ALIVE Rescue Giving Tuesday Ambassador this December. I have included The Big Barn architectural drawings and details about how to become an Ambassador in the following pages. Your participation will truly make a difference in ALIVE Rescue's life saving efforts. If you have any questions, please feel free to reach out to me at kristen.aliverescue@gmail.com.

Sincerely,

Kristen Gerali

GIVING TUESDAY AMBASSADOR

REQUIREMENTS

- Raise \$250 by creating an ALIVE Rescue Facebook fundraiser
- Animal lover



EXPECTATIONS

- **On December 1st:** Share Giving Tuesday Ambassador graphic provided by ALIVE Rescue on all active social media channels (Instagram, Facebook, LinkedIn and Twitter) at least once with a link to individual Facebook fundraising page
 - Must tag ALIVE Rescue, include #BigDreamsBigBarn and #GivingTuesday in post
- **By end of day December 1st:** Raise a minimum of \$250 on individual Facebook fundraising page

INCENTIVES FOR PARTICIPATION

- Invitation to virtual Giving Tuesday after party the evening of December 1st
- Receive swag bucks to be used in updated ALIVE Rescue online store. Swag bucks are based on surpassing fundraising "targets" - \$250 (\$25 in swag \$), \$500 (\$50 in swag \$), \$750 (\$75 in swag \$), \$1,000 (\$100 in swag \$)
 - *Example: Raise \$600 and receive \$50 in swag bucks because \$750 was not surpassed*

