

BRAD CECIL & ASSOCIATES

PARTNERING WITH YOU TO TAKE YOUR FUNDRAISING TO THE NEXT LEVEL

A CASE STUDY IN SUCCESSFUL ANIMAL WELFARE FUNDRAISING





A CASE STUDY IN SUCCESS

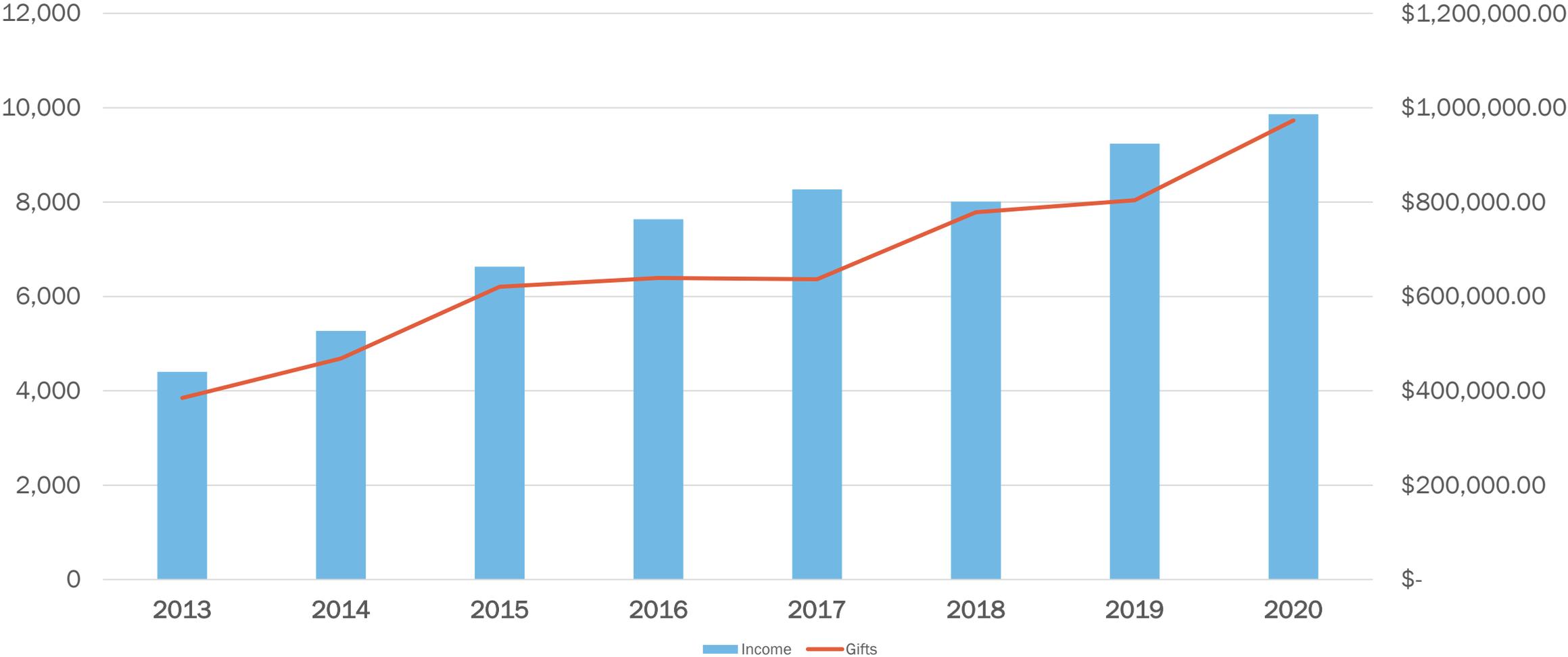
In November 2008 Operation Kindness approached Brad Cecil & Associates (BCA) and asked for assistance with its annual direct-response fundraising. Operation Kindness is the original and largest no-kill animal shelter in North Texas.

BCA had worked with many nonprofit organizations at that time but had never served an organization focused on animal welfare. Operation Kindness had previously worked with a fundraising agency that provided a syndication-style donor communication model (one-size-fits-all). BCA proposed a custom plan to engage individual donors with the unique opportunities of Operation Kindness through the strategic use of custom direct-mail communication, digital donor engagement, and customized major donor strategy.

In year one, the program grew by 17%. By year five, the program had grown by 44%. And by year 12, the program had grown by 265%, doubling the number of donor engagements. In the past 12 years, BCA has helped Operation Kindness grow from \$260,000 a year in direct-response income to \$1,000,000 a year. One of the most interesting details of this growth was that the annual direct-response program grew by 21% during a global pandemic when many organizations were experiencing significant declines in income.

Operations Kindness is celebrating 45 years of service in the north Texas community and Brad Cecil & Associates is honored to partner with them in this remarkable journey.

Helping Operation Kindness Build a Successful Annual Fundraising Program



**INSIDE:
PUPPIES AND
KITTENS WHO
NEED YOU**



CUSTOM DIRECT MAIL & DIGITAL MARKETING



GIVE HOMELESS PUPPIES AND KITTENS A FRESH START!



Mr. John Q. Sample
Brad Cecil & Associates
2115 Arlington Downs Rd
Arlington, TX 76011

March 2020

Dear [Salutation],

It's such a beautiful time of year here in North Texas, as we welcome longer days, warmer weather – and new life. Unfortunately, spring also comes with an influx of homeless puppies and kittens.

At Operation Kindness, we are already seeing an increasing number of new litters in need of medical care and shelter, just like Tiger Lily and her newborn puppies.

When Tiger Lily first came to us, she was pregnant and suffering from illness and skin problems. While she received medical care, she also gave birth to nine healthy puppies.

The proud mother and her babies were moved to foster care where Tiger Lily had time to heal completely and give her babies the care they needed to grow and prepare for adoption.

Thanks to faithful donors like you and our foster care program, mothers like Tiger Lily can care for their puppies until they're old enough to be adopted – giving moms and babies the fresh start they need.

[Salutation], we can't provide lifesaving medical care, foster homes or shelter for animals in need without your continued support.

It's only because you choose to give that second chances and hope are possible for homeless dogs, cats, puppies and kittens across North Texas.

Please make a generous gift of [Ask Amt 1] or more today to ensure more animals can have the bright futures they deserve.

As you consider your donation, I'd like to share another story of hope from our foster care program, Hamish...

(over, please)

MY GIFT TO HELP ANIMALS THRIVE!



[CONTROL]



Yes, Bob, I want to help Operation Kindness give homeless kittens, puppies and their mothers a second chance at life this spring. Enclosed is my gift of:

[Ask 1] [Ask 2] [Ask 3] [Ask 4]

Mr. John Q. Sample
Brad Cecil & Associates
2115 Arlington Downs Rd.
Arlington, Texas 76011

3201 Earhart Drive
Carrollton, TX 75006
www.operationkindness.org
972.418.7297
Your contribution is tax-deductible to the extent allowable by law.

ID A0320

<p>ANIMAL CARE CERTIFICATE</p> <p>Return this certificate with your gift today!</p>   <p>My gift of: [ASK AMT 1]</p> <p>from a caring friend: [FULL NAME]</p> <p>to help provide warm beds for puppies and kittens.</p> <p>Donor ID</p>	<p>ANIMAL CARE CERTIFICATE</p> <p>Return this certificate with your gift today!</p>   <p>My gift of: [ASK AMT 2]</p> <p>from a caring friend: [FULL NAME]</p> <p>to help provide urgent medical care for pets in need.</p> <p>Donor ID</p>
<p>ANIMAL CARE CERTIFICATE</p> <p>Return this certificate with your gift today!</p>   <p>My gift of: [ASK AMT 3]</p> <p>from a caring friend: [FULL NAME]</p> <p>to help provide foster care for homeless puppies and kittens.</p> <p>Donor ID</p>	<p>ANIMAL CARE CERTIFICATE</p> <p>Return this certificate with your gift today!</p>   <p>My gift of: \$ _____</p> <p>from a caring friend: [FULL NAME]</p> <p>to help care for as many dogs, cats, puppies and kittens as possible.</p> <p>Donor ID</p>



Your donations help animals like Davy to recover and find loving forever homes.

November 2020

Dear Friend,

The world would be a better place if everyone cared about the well-being of animals like you and I do. But often, pets like Davy, a gentle Saint Bernard/Border Collie mix, are homeless, alone and urgently in need of lifesaving care.

Davy came to our doorstep after a tragic accident. He'd been struck by a bus and had a severely broken leg and collapsed lung. We're so thankful Davy was brought to Operation Kindness where he was quickly fitted with iron rods to restructure his bones.

After months of fighting infection, undergoing daily physical therapy and building strength, Davy was finally healthy enough to be adopted into a loving home!

Operation Kindness is a leading no-kill animal shelter and saves the lives of pets like Davy every day. But we can't do it alone. It's only through the partnership of compassionate people here in our community - people just like you - that homeless animals will have the care they need this fall.

Will you help save more lives today? A gift of just \$15 can provide vital, lifesaving medication and treatment for sick or injured animals. Or, a more generous gift of \$20 can help cover food and shelter costs for pets waiting to find their new homes.

(over, please)



Help Save Lives in Your Community

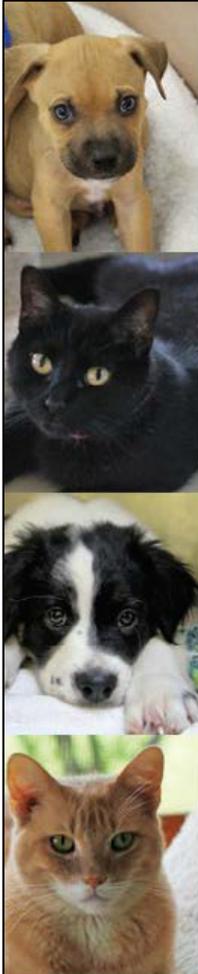
Mr. John Q. Sample
Brad Cecil & Associates
2115 Arlington Downs Rd.
Arlington, TX 76011



FREE Holiday Gift for YOU Inside!



REAL STORIES TO MOTIVATE DONORS



— WORKING TOGETHER TO SAVE HOMELESS PETS

We truly couldn't save the lives of so many animals in need without the support of our community – that includes generous donors like you and the joint efforts of area rescue partners.

Operation Kindness is proud to serve as a transfer partner for 40 animal shelters and rescue groups when they are low on space or animals in need of lifesaving medical care.

Such was the case for Cassandra, a cat who was recently transferred to Operation Kindness from a rescue partner.

Once at Operation Kindness, our medical team examined Cassandra and determined that she has microphthalmia, an eye abnormality she was born with. Though she's blind in that eye, medical staff determined it would not negatively affect her quality of life.

After an examination, Cassandra's eye was cleaned, and she was treated for an upper respiratory infection. She made a complete recovery before heading to her new home!

Last year, 63 percent of our total animal population at Operation Kindness came from rescue partners. In addition to our medical services, our volunteer foster network allows us to take in vulnerable animals who need specialized care, like pregnant animals, nursing mothers, newborns and orphans.



By working together with partner shelters, we can make a lifesaving difference for countless more homeless North Texas pets. Thank you for making that possible through your ongoing support!



INCOME PRODUCING NEWSLETTERS



**OPERATION
KINDNESS**

3201 Earhart Drive
Carrollton, Texas 75006
www.OperationKindness.org
972.418.7297

Make a Lasting Impact With a Legacy of Kindness

Our Legacy of Kindness Society honors those who have included Operation Kindness in their estate plans. If you would like to learn more about how you can make a lasting impact, contact Nikki Walker, Director of Development, at nwalker@operationkindness.org.

KINDNESS CONNECTION



STORIES OF PETS AND PEOPLE ... LIVES CHANGED BY YOU!



Ragnar

— YOU EASED PUPPY'S PAIN —

Ragnar, an American Pit Bull mix, is living a typical puppy life: he's playful, sweet and extra curious with so much to explore — and it's thanks to friends like you.

KINDNESS CONNECTION



STORIES OF PETS AND PEOPLE ... LIVES CHANGED BY YOU!



— YOU HELP ANIMALS SHINE —

Sometimes it's hard to stand out in a big crowd, but for cats and dogs like Ace and Elvis, some special time in foster care is just what they need to let their true selves shine.

In mid-March, every dog, cat, puppy and kitten from Operation



SIGNIFICANT ADVANCEMENTS

Like many successful organizations, the remarkable growth of Operation Kindness revealed another issue, the need for renovated and expanded facilities. In 2016 Operation Kindness launched a plan to study needs in the community and develop a strategic plan to address those needs.

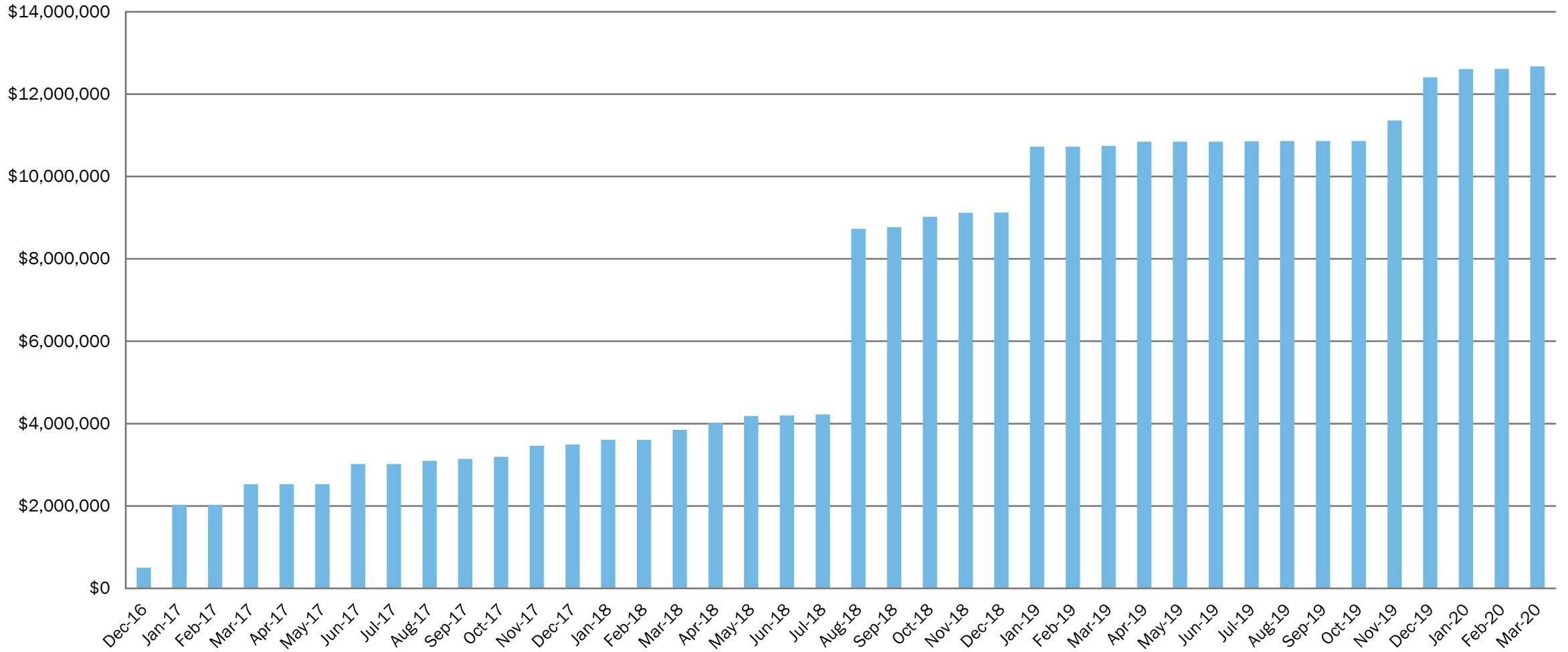
The study revealed a significant need in three significant areas: an expanded medical facility, current facility renovations, and campus improvements. The cost for these proposed improvements totaled \$12,200,000.

Operation Kindness first enlisted the support of a national fundraising firm to lead a feasibility study to determine donor interest and capacity to support the campaign goal. After the feasibility study, Operation Kindness decided to go in a new direction and engaged Brad Cecil & Associates to develop a capital campaign plan to raise the \$12.2 million needed.

BCA partnered with Operation Kindness in 2017 for its capital campaign, while continuing to grow the annual giving program. Over the next 36 months BCA helped Operation Kindness raise \$12,677,437 to successfully complete the capital campaign and make the needed strategic improvements. In February 2020 Operation Kindness cut the ribbon and dedicated its new medical wing.

Over the last 12 years, BCA has partnered with Operation Kindness to raise \$20,000,000 in annual and capital support. Operation Kindness is now regarded as the premiere animal welfare organization in North Texas!

Successful \$12.6 Million Capital Campaign









BRAD CECIL & ASSOCIATES, INC.

Brad Cecil & Associates is fortunate to have some of the most talented and gifted associates in nonprofit fundraising and marketing in the country. Let us know how we can help you. We would be honored to partner with your organization to take your fundraising to the next level and help achieve transformational changes in your annual and capital fundraising programs.

Contact info@cecilcommunication.com to find out more.

Brad Cecil
ASSOCIATES