

# PASS Canned Email Responses - Organize Crowdfunding

## Medical Emergencies

If people call or email needing medical help, our first step is to reply with a canned response with information on low cost vets (*Appendix C*). If it's an emergency and they have no money at all, ask for photo of the pet and an email or phone for contact. Find out exactly what is wrong with the animals, and post on Facebook asking if anyone can contact the person to help. If the animal is already at a vet clinic, we can share that clinic's phone number so that people can call there directly to make a donation. Make sure people know to contact the person directly. Also make sure you give adequate information about the situation.

You will need to monitor the comments. People tend to have LOTS of questions and comments about the medical emergencies that we post about. We DO have a PASS medical fund, but there is not much in it. We try to use this fund only as a last resort (never more than 2x a year), but never before trying to raise all the funds necessary first through Facebook posts, and even then we only contribute a small amount (up to \$100). Most of the medical emergencies we see happen late at night when people have no choice but an expensive emergency vet. We ALWAYS post first and try to get the community to donate. If you have exhausted all other resources, contact the PASS program manager to determine if we can use PASS emergency medical funds.

## For Pet Deposit

If someone calls because they are in a situation in which they would have to give up their dog or cat because they cannot afford a pet deposit, then offer to help raise it for them. You will need:

- Name & Number of apartment manager
- The person's apartment number
- Name of person on the lease
- Apartment name and address
- Photo of their dog or cat
- Name of dog or cat
- Amount of deposit

Call the apartment manager and tell them you are with Austin Pets Alive! and calling on behalf of this person. Inform them this person cannot afford their pet deposit, and that we will raise it for them. Let them know we have raised several and have never failed, and we should have the full amount of the deposit to them within a week to two weeks.

Verify the following:

- That the dog breed (or the cat) can actually be at the apartment (some apartments have breed or size restrictions)
- The amount of the deposit
- Where the money should be sent when it is raised, and to whose attention.

As a rule, we never send the money to the pet owner. This is to ensure that the funds go directly to the cause it was raised for.

Once the fundraiser has been created and you have the link, share it on the PASS Facebook page and on [other area rescue] Facebook page. In your post ask people to help Austin Pets Alive! keep this pet with their owner. Keep an eye on the fundraiser and posts. If the funds have not been raised in 3 days, re-post it and plea again. Continue this until the full amount has been raised.

Once fully raised, reply back to the email you sent Erin and Sara and let them know funds are raised and can be sent.