



## Pennsylvania Society for the Prevention of Cruelty to Animals

February 3, 2009

Dear \_\_\_\_\_,

We appreciate the opportunity to present this agreement for \_\_\_\_\_ to partner with the Pennsylvania SPCA (Society for the Prevention of Cruelty to Animals) and its Membership Benefits Program!

### Background

The Pennsylvania SPCA (PSPCA) rescues animals from abuse and neglect, provides lifesaving care and treatment, guarantees a home for every adoptable animal, and reduces pet-overpopulation through low-cost spay-and-neuter clinics and public awareness initiatives. Through these efforts, we prevent cruelty towards animals and promote respect for their welfare, thus enhancing the lives of people and their companion animals throughout the state of Pennsylvania.

Our organization was founded in 1867 in Philadelphia and is the nation's second oldest and the state's first humane society. Originally created to protect the city's working horses from abuse, the Pennsylvania SPCA was responsible for the early creation of state laws protecting animals from abuse and their subsequent enforcement. In 2008, the Pennsylvania SPCA improved the lives of over 75,000 animals, including 34,000 receiving treatment in our Rutherford Memorial Animal Hospital and 6,000 monitored by our Humane Law Enforcement agents. Overall, we experienced a 25% increase in intake in 2008. In addition to our headquarters (the Rutherford Memorial Animal Hospital and shelter), the PSPCA is comprised of a network of four (4) rural adoption centers throughout Pennsylvania, and the ACCT (Animal Care & Control Team) Powered by the PSPCA Facility in Philadelphia.

The Pennsylvania SPCA is not a publicly funded or managed entity; we rely solely on individual, foundation, and corporate gifts to sustain programs. Additionally, our organization is not affiliated with the American SPCA or any other humane organization.

### PSPCA Membership Program

The PSPCA has a growing group of over 20,000 members and mails to a list of over 120,000 active donors. The PSPCA's Membership levels begin at a base donation of \$35.00 and include Protector Level (\$250), Guardian Level (\$500), and Angel Level (\$1000) donors. All PSPCA Members receive a membership card with an expiration date (annual); our quarterly newsletter, *The Scoop*; and invitations to our events, including the annual Good Dog Gala, historically held at the Lowe's hotel. Additional benefits apply to members who contribute at higher levels.

### PSPCA Member Rewards Program

The PSPCA Member Rewards Program offers members a discount when they present a valid Membership Card to participating businesses. In exchange for anything equal to or better than a 10% discount on merchandise, services, or food and beverage, we will provide a marketing opportunity for the merchant to

reach out to animal owners and animal lovers in the Greater Philadelphia community and attract clientele from our over thousands of members.

Our members are rewarded for their contribution to the PSPCA and your business is rewarded with exposure to our members. This is consistent with our open motto: "Give Love. Get Love". In exchange for a discount offered to our members, the PSPCA will offer participating businesses:

- Logo, contact information and discount details prominently placed on our website at: <http://www.pspca.org/donate/membership> with a link to your own virtual store or site.
- A welcome announcement in our quarterly newsletter, *The Scoop*.
- Name, address, phone and email of your business and discount details on Membership rewards list that is mailed to each new and renewing member with their membership card.
- A 'PSPCA Partner' window cling and/or poster for your business to display in its storefront, wall or bulletin board.

Terms of Agreement:

\_\_\_\_\_ will offer:

- A \_\_\_% discount on any item in the store.
- A \_\_\_% discount on \_\_\_\_\_.
- A free \_\_\_\_\_ with purchase of any \_\_\_\_\_.
- A free \_\_\_\_\_ with a purchase in the amount of \$\_\_\_\_\_.
- A free appetizer with the purchase of a drink.
- \_\_\_% off an entrée
- \_\_\_% off your total bill.
- One free dog walk, nail clipping, bath (circle one).
- Other \_\_\_\_\_  
\_\_\_\_\_.

to PSPCA Members presenting a valid Membership card in 2009. The PSPCA will provide the above mentioned benefits to \_\_\_\_\_. This agreement will be in effect immediately upon acceptance by both parties and will remain in effect indefinitely.

Thank you again for your generous support of the Pennsylvania Society for the Prevention of Cruelty to Animals (PSPCA) and for joining the Member Rewards Program. I look forward to hearing from you.

Sincerely,

ACCEPTED BY: \_\_\_\_\_

Emily Simmons  
Development Associate,  
Institutional Giving

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

\_\_\_\_\_  
TITLE