Stream for Cats

Virtual Cat Centre fundraiser kit

CATS PROTECTION

About this resource

We've created this Virtual Cat Centre as a fun interaction to help you in setting fundraising milestones and give your audience a way to connect with the fundraising while potentially coming away with a virtually adopted cat!

It's been designed to help you tell the story of these abandoned cats by highlighting some real-world cases of cats that have been through Cats Protection care.

Ultimately, it's meant to be cute, fun and to boost your other fundraising ideas and plans.

Included in this file

- 1x virtual cat centre background
- 25 PNG images of cats waiting to be virtually adopted
- 25 virtual adoption certificates
- Pack of cat case studies

How to use this resource

- Open the Virtual Cat Centre and upload that asset into the programme of your choice, for example Canva
- Add in all the cat PNGs that you're hoping to be virtually adopted during your stream (it's up to you how many you want to put into your Cat Centre)
- Distribute the cat images over your cat centre
- Decide on your criteria, for example a donation size of £50 will allow a viewer to virtually adopt a cat
- When someone from your community meets the criteria, allow them to choose a virtual cat to adopt. Remove them from your cat centre
- Share the cat's story with your community using our cat case studies pack
- Send them (maybe with help from a mod?) or show on stream their virtual adoption certificate

Hopefully by the end of your stream you will have had enough donations to virtually rehome all the cats.

Why use this resource?

All the cats in this virtual Cat Centre are real cats that have been abandoned and taken in by our centres and volunteer teams.

Their stories are real, and you can use these to tell your community about why their donations will make a difference.

Alternative ways to use this resource

If you don’t want to have a set amount to virtually adopt a cat, another way to use this is to have it as community milestones. And when you reach certain fundraising goals you can remove a cat from the centre that your community has collectively rescued.

If you want further fundraising advice or to chat through any ideas email us at **stream@cats.org.uk**



Stream for Cats Virtual Cat Centre

Example of how to fill your centre at the start. The cat images are PNG files so can be moved about and removed once they have been adopted.

You might want to use the floor space to include how much to donate to virtually adopt a cat.



Thank you for supporting Cats Protection

cats.org.uk/streamforcats

stream@cats.org.uk

x.com/StreamForCats

discord.com/invite/sAhRZqt

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