A Step-by-Step Guide to Raising Funds for Your Adopt-a-Classroom Program

THE HUMANE SOCIETY
OF THE UNITED STATES
This booklet will make participating in the Adopt-a-Classroom program easy and rewarding for your organization. If you already have a humane education initiative, the program will enable you to reach more children and teachers more consistently. If you haven’t started a communitywide youth education initiative yet, Adopt-a-Classroom is a great way to do just that with surprisingly little time and effort.

It’s easy!

Implementing your Adopt-a-Classroom program does not have to be time consuming or laborious. That’s because we do most of the work for you. Our experienced educational publishing team creates all the teacher-friendly learning materials, and we send them directly to the classrooms you adopt.

Will the materials be used? Yes! KIND News, the classroom newspaper provided by the program, is acclaimed by thousands of teachers and enjoyed by millions of children. Our randomized surveys show that virtually 100 percent of teachers in the program use the materials with their students.

So what’s your job, you ask? That’s what this booklet is all about!

Since teachers are typically given wide latitude when it comes to choosing supplemental educational resources, you will generally not need permission from school officials to provide the Adopt-a-Classroom materials—which makes your job easier still!
A KIND News subscription includes:

◆ 28 copies (one for each student) of KIND News five times a year, September through May, in one of three editions: Primary (grades K-2), Junior (grades 3-4), or Senior (grades 5-6).

◆ a teacher’s guide with each issue.

◆ access to reproducible worksheets to supplement each issue.

◆ Mission: Humane materials upon request.

To order KIND News, see page page 22.
Your participation in the Adopt-a-Classroom program provides K-6 teachers and their students with gift subscriptions to KIND News. The award-winning classroom newspaper and accompanying materials encourage good character and the humane treatment of animals through articles, activities, and projects.

One way of participating in the Adopt-a-Classroom program is by paying for KIND News from your own budget at the discounted prices available only to animal care and control agencies (see the chart on page 4 and the order form on page 22). Or you can participate by seeking donations from civic groups, businesses, and individuals in your community. Read on to learn more!

“A Note About Donations

All donations to the Adopt-a-Classroom program should be made to your organization. It may be helpful to deposit them in a separate education fund or identify them with a separate line item number in your annual budget or financial statements. Ultimately, you’ll write one check to KIND News for the total number of KIND News subscriptions you’re purchasing. (See the KIND News subscription discount table on page 4 to determine the amount of that check.)
Participating in the Adopt-a-Classroom program will help you

• **Reach more children more often about the issues you face every day.** *KIND News* reaches entire classrooms consistently with lessons in responsible pet care. The various features of *KIND News*—whether a math puzzle about pet needs or a short story about the value of helping a homeless animal—fit smoothly into teachers’ everyday lessons. In our 2007 survey, 96 percent of teachers receiving *KIND News* say it increased their students’ knowledge of humane issues, such as the role of animal shelters, responsible pet care, and the importance of protecting endangered species. And the projects and activities in *KIND News* encourage children to help animals and animal care and control agencies in their communities.

• **Raise money.** The regular price of providing one *KIND News* subscription to a classroom is $25. As an animal care and control agency we offer you a special discount (see chart). So when you seek funding from outside sources, your agency keeps the difference between the full $25 price donated to you and the discounted price you pay. For example, if a local business sponsors 60 classrooms, your agency keeps $5 per *KIND News* subscription—or $300!

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**KIND News Discounts**

*for Animal Care and Control Agencies (regular price: $25 per subscription)*

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<th>No. of classrooms adopted</th>
<th>Price of each subscription</th>
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• **Gain supporters.** The Adopt-a-Classroom program can help attract new donors and community partners to your organization. For example, some businesses, civic groups, or individuals who may be uninterested in supporting an animal cause may be more likely to support a program that also includes children and character building as its focus.

• **Increase your visibility in the community.** When you participate in the Adopt-a-Classroom program, the teachers are notified that your agency has “adopted” their classrooms, and your agency’s name appears on the mailing label of each monthly bundle of *KIND News* (see image at right). When you adopt a large number of classrooms, we can personalize every issue of *KIND News* with information about your agency (e.g. name, address, phone number, and logo) on the color banner atop the front page of every copy of *KIND News* you sponsor (see sample above). Plus, *KIND News* reaches beyond the classroom: 90 percent of children who get *KIND News* in school take the newspaper home to share with their families.

Providing *KIND News* to local schools helps your humane agency develop a positive relationship with teachers, children, and parents in the community—all of whom may support your organization as a result.
“We’ve participated in the Adopt-a-Classroom program since 1983. We just love it! The teachers love sharing KIND News with their students. They make it part of their curriculum. I’m really excited about that.”

—Kappy Munzer, Executive Director
Citizens for Animal Protection
Houston, Texas

“If you’re reading this, thinking, ‘I don’t have money to participate in the Adopt-a-Classroom program,’ well, I didn’t either. Humane education materials are not part of our city budget, but I found that KIND News gave me a way to tap into the money in my community. We went from sponsoring 17 classrooms to over 500 classrooms!”

—Peggy Bender, Humane Education Specialist, Fort Wayne Animal Care and Control, Fort Wayne, Indiana

“The Adopt-a-Classroom program enables us to get into the schools and educate kids about responsible pet ownership on a consistent basis. In our first year, we sent a letter explaining the program to 40 groups, businesses, and individuals. From the first mailing, 22 people had adopted classrooms.”

—Cheri Stephan, Board Member
Door County Humane Society
Sturgeon Bay, Wisconsin
“I love reading all your articles. They are very interesting. I like them because they mostly talk to you about animals, and it makes me think about all the animals who need a home. I have four horses and two dogs. When I’m older, I want to be a veterinarian so that I can help animals who are hurt. Thank you for teaching us to care. I also wanted to thank you for having all those games and puzzles in KIND News. They are really fun to do.”

Alisha S.
Grade 4
Hudson, Florida

Set Your Goals High!

A useful way to begin is to set an Adopt-a-Classroom fundraising goal. To do that, it helps to gather a little information about the elementary schools in your service area. First, determine the number of teachers at each of the following levels: grades K-2, grades 3-4, and grades 5-6. Chances are good that you’ll be able to get that information by calling school secretaries. You may wish to tell them you’re making the request so that your organization can provide free educational materials to classrooms.

Other sources of information are your school district’s office and state department of education. Contact them to request a directory of school names, addresses, and the number of teachers at each grade. Also, you might want to check out the Common Core of Data (CCD) website at http://nces.ed.gov/ccd/, which contains detailed information about thousands of schools, including the number of teachers and the number of classes at each grade level in a particular school. The “Data Tools” section has a school search function that will give you a list of schools for different cities or counties.

Once you know the number of teachers in grades K-6 in your service area, you can set that number as your long-range Adopt-

Will You Need Board Approval?

Once you’ve set a fundraising goal, you may need to get approval from your agency’s board of directors or executive director to proceed further. If you’ve gathered information about the number of elementary-school classrooms in your service area and reviewed the information in this guide, you’ll be well equipped to make a brief, informed presentation about the Adopt-a-Classroom program. Be sure to show sample copies of KIND News! Your board members may even choose to adopt classrooms themselves. And it’s likely that many of them will have community connections that can jump-start your fundraising efforts.
a-Classroom objective. For this year, however, you may want to set a slightly less daunting goal, to help ensure that you get off to a successful start. For example, adopting all the classes at a particular grade level in your service area or adopting all the classrooms in one school might be worthwhile options for you. Of course, if your fundraising efforts go better than anticipated, you can always reach for your ultimate goal of adopting all elementary-school classrooms in your service area!

Effective Fundraising Strategies

Foundation Grants

Writing grant proposals is one tried-and-true way of raising Adopt-a-Classroom funds. There are hundreds of foundations that support education initiatives, and you can apply to more than one. Corporations in your area may even offer grants for education programs. Writing a grant can be a lengthy process, however, so give yourself plenty of time. Generally, grant proposals should be submitted by January 1. Keep in mind that grant money is usually awarded to start a program, not keep it going year after year, so your proposal will need to indicate how you intend to get funding in subsequent years. For more information about grant writing, visit the Foundation Center’s website at fdncenter.org. The “Find Funders” section has common grant application formats and a list of grant-maker websites. Directories of grants also are available on the Foundation Center site or in the reference section of your public library.

If your organization receives municipal funding, there may be someone in one of your municipal government offices who writes grants for all departments. Why not check into using that excellent resource!
Tips for Creating Community Partnerships

Get the Word Out

Let everyone know that your organization is seeking funds to supply schools in your area with materials that help teach children kindness and respect for animals.

Press releases. Feel free to use the sample news release on page 15. You can personalize it with your agency’s contact information and send it to newspapers, magazines, and radio and TV stations. Just let us know if you need help identifying media contacts in your area.

You will have other opportunities to garner media attention once your Adopt-a-Classroom program is under way. You can let the media know you’re providing classrooms with KIND News (there’s a sample news release which you can use to announce your sponsorship of schools on page 21). If our shelter wants to celebrate its
success in grand style, you might invite local media to a press conference that features your donors, teachers, and students they’ve sponsored. Presenting certificates to your adopted teachers provides a perfect photo opportunity! Certificates are ready for you to download at humanesociety.org/youth.

**Announcements.** Be sure to include an announcement of your program in your organization’s newsletter. There’s a sample announcement on page 16.

Also, announce the program on your website, and consider adding an online Adopt-a-Classroom order form. The form should ask for all the information requested in the sample announcement on page 16.

**Flyers.** You might consider posting a flyer in your agency’s public areas, your local libraries, post offices, or supermarkets (permission may be needed).

**Make a Presentation**

Use our Teach Kids to Care folders as your promotional tools to make brief presentations that will attract donations from civic groups, parent-teacher organizations, small businesses, and corporations. The folders include an order form and sample copies of **KIND News**, so potential donors can see it for themselves. Leave behind copies of the folders and the sample letter on page 17, which you can personalize with information about your organization. Giving face-to-face presentations will enable you to provide groups and businesses with immediate answers to any questions they might have about **KIND News** and the Adopt-a-Classroom program. Don’t be surprised if your presentations bring prompt, positive responses!
Consider involving teens in your fundraising efforts. Teens often like to get involved with helping younger kids and the Adopt-a-Classroom program is something they will likely find meaningful. They’ll also learn valuable lessons in leadership, business, education, and nonprofit development, and when it comes to fundraising, teens can succeed where adults sometimes fail.

You may also want to involve teens in promotions such as writing an article for your newsletter or creating and posting flyers. You may be pleasantly surprised by just how much they can accomplish!

HOST A THEMED FUNDRAISER

Consider hosting a special fundraiser to raise Adopt-a-Classroom funds. Perhaps you can hold an animal-friendly bake sale or silent auction in a school gymnasium. Maybe you can even host the fundraiser at the same time as a school basketball game. This would be a great opportunity to get teen volunteers involved! If you host an event at your shelter, you can use a “school” theme to help attract attention to the Adopt-a-Classroom program. If you have any young volunteers, perhaps they can pass out KIND News.

Whatever fundraiser you do, have Teach Kids to Care folders and KIND News samples available for attendees to take. Also, be ready with order forms for anyone who wants to adopt a classroom on the spot. To request materials, e-mail youth@humanesociety.org.

GET HELP FROM BIG KIDS

Consider involving teens in your fundraising efforts. Teens often like to get involved with helping younger kids and the Adopt-a-Classroom program is something they will likely find meaningful. They’ll also learn valuable lessons in leadership, business, education, and nonprofit development, and when it comes to fundraising, teens can succeed where adults sometimes fail.

You may also want to involve teens in promotions such as writing an article for your newsletter or creating and posting flyers. You may be pleasantly surprised by just how much they can accomplish!

WHY TEENAGERS?

Young people can be highly effective fundraisers on behalf of your organization. Here is some advice from longtime youth advocate Wendy Lesko on getting them involved. “Young people are powerful activists,” says Lesko, “because to them, everything is possible. The key is to get them involved at the ground floor as much as you can. ... The secret is ownership. When young people are actively immersed in the cause and treated as equal partners, that passionate engagement can be unleashed in the never-ending fundraising campaign.”

Wendy Lesko is founder of the Activism 2000 Project and author of “Youth Infusion: Intergenerational Advocacy Toolkit.”
To help you organize your community-wide humane education effort and raise Adopt-a-Classroom funds, we’ve put together a sample timeline. While a *KIND News* subscription can start with the September/October, November/December, January/February, March/April or May issue and may carry over to the next school year, the timeline is designed to help you plan ahead so that your subscriptions will begin with the September issue at the start of the next school year. That way, students receive all five issues in the same school year.

Of course, you’re free to develop a timeline that best suits your organization’s needs and schedule. And don’t forget, you can get your feet wet by simply adopting a few classrooms right away with funds that may currently be available from your organization. (The subscription schedule on page 22 will guide you in when your subscriptions would begin.)

### September

- Gather information about the schools in your service area. Determine the number of teachers at each level: grades K-2, grades 3-4, and grades 5-6, and set your Adopt-a-Classroom fundraising goal.

- If necessary, obtain approval for participating in the Adopt-a-Classroom program from your organization’s board of directors or executive director.

- Are you planning to write grant proposals? If you haven’t already started, we suggest you begin as soon as possible so that you can meet foundation deadlines.

- Begin publicizing your fundraising efforts and the Adopt-a-Classroom program in your community’s media outlets. We’ve included a sample news release on page 15, which you’re free to personalize with information about your organization. Consider making announcements in your newsletter and website. (See Sample Announcement on page 16.)

### October

- It’s time to start working on those partnerships! Begin contacting businesses and organizations in your community and scheduling presentations. When making a presentation, don’t forget to hand out Teach Kids to Care folders and the sample letter on page 17.

- Hold a meeting with volunteers interested in humane education and teens involved with your organization. Plan a fundraising campaign designed to develop community partnerships.
April
✓ Check your progress. How many classrooms can your agency adopt with the funds you’ve raised? Did you meet your goal? Once you’ve done the math, you’ll want to decide which classrooms your organization will adopt.

✓ If you haven’t already done so, put together a list of teachers’ names and school addresses representing the classrooms your organization is adopting this year. If you don’t know the names of new teachers, you can supply them later. If you wish to target teachers who are especially interested in receiving KIND News, use our letters on pages 18 and 19.

June
✓ Write one check to KIND News to cover all your adopted classrooms. It’s a good idea to double-check the KIND News subscription discount table on page 4 to be sure your total includes the correct discount for the number of classrooms you’re adopting.

✓ Mail teacher information and check to:

KIND News
P.O. Box 213
Congers, NY 10920-0213
(We must receive this by July 1 to begin subscriptions the following September).

August
✓ As a courtesy, you may wish to mail or hand-deliver sample copies of KIND News and a letter to the principal at each school where you’re adopting classrooms. When entire schools are adopted, principals may be especially appreciative. We’ve included a sample letter to principals on page 20.

September
✓ We will be sending cards to all teachers in your adopted classrooms, notifying them that they will be receiving KIND News as a gift from your organization. You may also wish to send a personal letter as a way of making direct contact with the teachers in your service area.

✓ Late in the month, check to ensure that the September issue of KIND News has arrived at the classrooms you’ve adopted. If a classroom hasn’t received it yet, check the teacher’s name and address to be sure the information you submitted is accurate. Also, please remember that for subscriptions to start in September, we would have needed to receive your payment and list of teachers’ names and school addresses by July 1.

✓ Let the community know about your youth education accomplishments by sending a news release about your Adopt-a-Classroom program. There is a sample news release for that purpose on page 21. If you wish, you can download certificates you can present to classrooms at humansociety.org/youth. (A photo of such a presentation will add a nice touch to your news release.)
Congratulations!

You now have an effective, low maintenance humane education program that is working in the classroom even when you can’t be! Continued participation in the Adopt-a-Classroom program will provide your organization with the opportunity to create additional partnerships in your community and expand your overall fundraising base. You can use the same timeline to begin planning from year to year. And don’t forget to contact us at youth@humanesociety.org if you have any questions or need help along the way.

January

If you wish, send a brief survey to participating classrooms, asking teachers, “Are you distributing KIND News to your students? Would you like to receive KIND News at no cost again next year?” Include a blank space for comments. That will help you select teachers in the future. Our annual surveys indicate that virtually all teachers at least distribute KIND News, with most distributing and discussing one or more of the articles. You can see the results of our surveys at humanesociety.org/youth, “Research & Evaluation.”
News Release Announcing that You’re Seeking Supporters

Use this news release to generate publicity for your Adopt-a-Classroom program and find sponsors. Personalize it with your organization’s information and send it to newspapers, magazines, and radio and TV stations.

FOR IMMEDIATE RELEASE: (Date)
FOR INFORMATION, CONTACT: (Your Name, Phone Number, and E-mail Address)

(Your Organization Name) Says Teach Kids to Care

(Your Organization Name) is seeking businesses, civic groups, and individuals to adopt classrooms in (Your Service Area or Town Name). The Adopt-a-Classroom program teaches elementary-school children to treat animals with kindness and respect.

Each $25 tax-deductible contribution made to (Your Organization Name) for the Adopt-a-Classroom program provides a K-6 teacher and his or her class with a subscription to KIND News. The classroom newspaper features articles, activities, puzzles, and celebrity interviews that emphasize the importance of kindness and help children put basic values like compassion, responsibility, and respect into practice.

A subscription to KIND News includes five issues, September through May. Each issue comes with 28 copies of the newspaper and a teacher’s guide. Teachers also have access to reproducible worksheets to supplement each issue.

Highly acclaimed by thousands of teachers nationwide, KIND News has received numerous awards for educational and editorial excellence. (Your Organization Name) hopes to provide this valuable character education tool to as many as (Number of Classrooms You Wish to Adopt) classrooms in (Your Service Area or Town Name).

Donors may select a specific classroom to receive KIND News, or (Your Organization Name) can make the selection from their list of classrooms waiting to be adopted.

To make a contribution or for more information about the Adopt-a-Classroom program, please visit (Your Organization website, if applicable) or contact (Your Organization Name) at (Phone Number) or (E-mail Address or Other Contact Info).
Sample Announcement

Use this announcement to attract Adopt-a-Classroom donations. Feel free to add artwork or photos and include the announcement in your newsletter and/or website. (If you’d like a KIND News photo, e-mail us at youth@humanesociety.org.) Also, consider submitting it to local publications such as newspapers, magazines, or civic group newsletters. Don’t forget to fill in your organization’s information at the bottom.

Teach Kids to Care

Helping stray, abused, and abandoned animals in our community is our number-one goal. But rescuing, sheltering, and adopting animals isn’t enough. We also need to teach our youngest citizens the basics of responsible pet care and the value of treating people and animals with kindness and respect. That’s why your support for our Adopt-a-Classroom program is so vital.

For each $25 tax-deductible contribution you make to our Adopt-a-Classroom program, you’ll provide an entire elementary-school class with KIND News, an award-winning classroom newspaper that teaches children kindness and respect for animals.

A subscription to KIND News includes five issues, September through May. Each issue comes with 28 copies of the newspaper and a teacher’s guide. Teachers also have access to reproducible worksheets that reinforce lessons in kindness and responsibility. Please help us teach our children to care by adopting classrooms today!

☐ Yes, I want to help teach kids to care. I’ve enclosed $25 (check or money order) for each classroom I wish to adopt.
☐ Please select a classroom for me.
☐ I wish to adopt a particular classroom. Please send the subscription to:

__________________________________________________________________________  Grade ☐ K-2 ☐ 3-4 ☐ 5-6

Name of child or teacher whose class will receive the subscription

__________________________________________________________________________

School name

__________________________________________________________________________

School address

Reproduce this form to adopt more than one classroom.

Mail this form and payment to: (Your Organization Name and Address) For more information, contact us at: (Your Organization Phone Number and E-mail Address).
Sample Letter to Potential Donors

Personalize this letter with your organization’s information and give it along with a Teach Kids to Care folder to potential Adopt-a-Classroom donors.

Dear Friend,

Since (Year, Your Organization Name) has been helping some of the smallest, neediest residents of our community. Thanks to generous support from caring citizens like you, we are able to provide food, medical care, and shelter for stray cats and dogs, reunite lost pets with their caregivers, and place abandoned animals in loving homes.

But rescuing, sheltering, and adopting animals isn’t enough. To do our job effectively, we must also teach community members the basics of pet care and dog-bite prevention, the importance of spaying and neutering, and the value of treating all beings with respect.

To help us take our message to children and families in our community, we proudly participate in the Adopt-a-Classroom program. Through this innovative program, elementary-school teachers and students receive KIND News, a colorful, four-page newspaper that features articles, puzzles, stories, and fun projects that encourage kindness, compassion, citizenship, and responsible pet care. Published since 1983 by Humane Society Youth, a division of The Humane Society of the United States, KIND News has earned numerous awards for editorial and educational excellence.

Enclosed are copies of KIND News for your review. We hope you’ll agree that this publication can be a wonderful asset to the teachers and students in our community, and we hope you’ll help us provide KIND News to one or more classrooms. By joining our Adopt-a-Classroom program, each $25 tax-deductible donation you make provides KIND News to a class of elementary-school children for an entire school year. That’s 28 copies of KIND News sent five times a year from September through May, plus a teacher’s guide with each issue, and access to downloadable worksheets to reinforce lessons in kindness and respect. Best of all, your donations fully support the work of (Your Organization Name).

Please read the enclosed materials to see how you can help us bring high-quality humane education resources to our community’s schools. As always, thank you for being a friend to animals.

Sincerely,

Note: You can “adopt” a classroom anywhere in the United States, not just in your town or county. Consider providing KIND News for a grandchild, a special niece or nephew, or a friend who’s a schoolteacher!
Sample Letter to School Principals – Introductory

While you typically do not need school permission to adopt classrooms, use this letter if you wish to confirm principal and/or teacher interest in *KIND News*. If you would like to contact teachers directly, e-mail addresses can often be found on school websites or through school main offices.

(Date)
(Principal’s Name)
(Elementary School Address)
(City, State, ZIP Code)

Dear (Ms./Mr./Dr.):

(Your Organization Name) is offering to provide a free subscription of *KIND News*, an award-winning classroom newspaper, to teachers in your school.

Published by the youth education division of The Humane Society of the United States, *KIND News* teaches K-6 children kindness and respect for animals. Focusing on a child’s connection to animals and nature, the four-page newspaper inspires a love of reading through informative articles, colorful puzzles, and fun activities.

*KIND News* is read by more than a million students nationwide, meets National Education Standards, and is published in three editions for different reading levels (K-2, 3-4, 5-6). It serves as a valuable tool for encouraging literacy, violence prevention, good citizenship, and peaceful conflict resolution.

As an investment in our future, we’d like to reach as many classrooms as possible and provide a school year’s subscription of this newspaper, at no cost, to teachers who are interested in using it as a teaching tool.

We’d like to ask you to disseminate the enclosed letters and sample *KIND News* copies to the teachers in your school. We would like to hear back from interested teachers by (Date) in order to provide them with the newspaper for the (Current) school year.

Additional information is available at humanesociety.org/youth.

Please feel free to contact me with any questions. Thanks for your assistance!

Sincerely,

[Your Name]
[Your Title]

Note: Keep in mind that due to principals’ and teachers’ busy schedules, follow-up is likely needed. Lack of response does not necessarily mean lack of interest!
Sample Letter to Teachers

While you typically do not need school permission to adopt classrooms, use this letter if you wish to confirm teacher interest in KIND News. It is often easier to contact teachers through their school e-mail addresses, which can often be found through school websites or main offices.

Dear Teacher:

(Your Organization's Name) is offering to provide a FREE subscription of KIND News, an award-winning classroom newspaper, to interested teachers.

Published by the youth education division of The Humane Society of the United States, KIND News teaches K-6 children kindness and respect for animals. Focusing on a child’s connection to animals and nature, the four-page newspaper inspires a love of reading through informative articles, colorful puzzles, and fun activities. KIND News is read by more than a million students nationwide, meets National Education Standards, and is published in three editions (K-2, 3-4, 5-6) for different reading levels. It serves as a valuable tool for encouraging literacy, violence prevention, good citizenship, and peaceful conflict resolution.

A school year’s subscription includes:

- 28 copies of KIND News five times a year, September through May.
- a teacher’s guide with each issue.
- access to reproducible worksheets to supplement each issue.

Please review the sample copy, or you may learn more at humanesociety.org/youth. If you are interested in receiving KIND News, please fill-out the application form below and mail, fax, or email it back to: (Your Organization’s Contact Info.) by (Date).

Sincerely,

(Name), (Title)

Yes, I would like to receive KIND News!

Teacher Name: ________________________________________________________________

School: ________________________________________________________________________

Address: _______________________________________________________________________

City: __________________________ State: _____________ ZIP CODE: _________________

Email: _________________________________________________________________________

Check One:

Primary/Grades K-2_______ Junior/Grades 3-4 ________ Senior/Grades 5-6: ________

Note: Keep in mind that due to teachers’ busy schedules, follow-up is likely needed. Lack of response does not necessarily mean lack of interest!
Dear (Principal’s Name),

Congratulations! Beginning in (Month), the teachers of grades (XX) in your school will receive KIND News, an exciting supplementary educational resource published by Humane Society Youth, a division of The Humane Society of the United States. (Your Organization Name) has provided this award-winning classroom newspaper as a gift to your school.

Published since 1983, KIND News is read in over 30,000 classrooms nationwide. It features articles, activities, puzzles, and celebrity interviews that teach children the importance of treating animals with kindness and respect. Its emphasis on basic values, such as fairness, compassion, and responsibility, seeks to instill good character in children. Virtually 100 percent of the teachers who receive KIND News use it in their classrooms, and 86 percent rate it “excellent” or “very good” as a supplementary resource.

KIND News is published five times a year throughout the school year and is delivered to classrooms in bundles of 28 copies with an accompanying teacher’s guide. It is published in three editions to accommodate a range of reading levels: Primary edition (grades K-2), Jr. edition (grades 3-4), and Sr. edition (grades 5-6). Teachers may change the edition they receive at any time.

Your teachers will be notified about their gift subscriptions to KIND News. They may use this gift as much or as little as time allows or simply send it home with students to share with their families. Many parents enjoy reading KIND News too! Of course, if a teacher decides that he or she no longer wishes to receive the newspaper, please let us know so that we may transfer the subscription to someone else.

We hope your teachers and students enjoy KIND News. Please don’t hesitate to contact us if you have any questions.

Sincerely,
Sample News Release Announcing Your Program’s Success

Once your Adopt-a-Classroom program is up and running, send out this news release to let the community know about your success and encourage even more people to support your efforts.

FOR IMMEDIATE RELEASE: (Date)
FOR MORE INFORMATION, CONTACT: (Your Name, Title, Phone, and E-mail Address)

(Your Organization Name) Gives Lessons in Kindness to (Your Town Name) Schools

This school year, (Your Organization Name) is reaching (Your Service Area or Town Name)’s youngest citizens with lessons in kindness to animals. (Your Organization Name) is providing (Number of Classrooms Your Organization has Adopted) (Your Service Area or Town Name) elementary-school classrooms with the children’s newspaper KIND News to help teachers encourage good character in children. The award-winning newspaper teaches children about proper pet care, respect for wildlife and other topics through articles, activities, projects, and puzzles.

In (Month/Year You Began The Program), (Your Organization Name) started an Adopt-a-Classroom program to fund the initiative and has received donations from individuals, community groups, and businesses such as (Any Particular Sponsors You Wish to Recognize). The Adopt-a-Classroom program and KIND News will be a vital part of (Your Organization Name)’s efforts to solve animal-related problems in (Your Service Area), including pet overpopulation, neglect, and cruelty.

(Your Organization Name) is seeking individuals to further support the program to achieve its goal of adopting (Your Goal for Numbers of Classrooms Adopted) classrooms. Donors may select a specific classroom to receive these materials, or (Your Organization Name) can make the selection from their list of classrooms waiting to be adopted. Each $25 tax-deductible contribution made to (Your Organization Name) for the Adopt-a-Classroom program provides a K-6 teacher and his or her class with 28 copies of KIND News and a teacher’s guide five times during the school year. Teachers also have access to reproducible worksheets to reinforce lessons in kindness.

To make a contribution or for more information about the Adopt-a-Classroom program, please contact (Your Organization Name) at (Phone Number) or visit (website).
YES, I want to help teach kids to be kind today!

- I've enclosed $22 for each classroom I wish to sponsor. (See payment options below and volume discounts chart on page 4.) For classrooms outside the United States, add $20 per subscription.

Name of child or teacher

School name

School address

When adopting more than one classroom, use a separate sheet to provide the additional information.

Did you include the correct address? Please ensure that all school addresses you are submitting to us are correct. An error will delay delivery of your subscription. Do not rely on information from the school or telephone directory; use your post office as the definitive source.

Your name and title

Your organization and address

Method of payment: □ check □ money order

□ MasterCard □ Visa □ Discover □ AmEx

Account number ________________________________

Expiration date _______ Cardholder’s name ________________________________

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Mail this form and payment to KIND News, P.O. Box 213, Congers, NY 10920-0213. You may also call in, fax, or e-mail your order: Phone: 1-866-512-3111 (toll free) or 845-267-3004 (local or international) Fax: 845-267-3478. E-mail: youth@humanesociety.org.