



# Adopt-an-Animal Online Fundraising Solution

February 2012

*Delivering Cloud Software since 1998*



# About Doubleknot

We help organizations promote awareness and increase participation by providing flexible online marketing, event and constituent management cloud-based software.

- ✓ Website Services
- ✓ Email Marketing
- ✓ Social Networks
- ✓ Event Promotions
- ✓ Microsites
- ✓ Partnering Sites
- ✓ Surveys
- ✓ RSS



- ✓ Tickets
- ✓ Admissions/Check In
- ✓ Donations
- ✓ Events
- ✓ Programs
- ✓ Reservations
- ✓ Memberships
- ✓ Merchandise



# Solutions for Zoos & Aquariums

- ✓ **Development**
  - Adopt-An-Animal
  - Fundraising Events
  - eCards
  - Buy-a-Brick
  - Donations
    - Donate Now
    - Donate Recurring
- ✓ **Corporate Sales**
  - Microsites
  - Special Discounts
  - Co-Branding
- ✓ **Ticketing**
  - Print-at-Home Tickets
  - Admissions, Attractions
  - Event Check In
- ✓ **Education Events & Programs**
  - Summer Camp Registration
  - Field Trips, School Tours and Mobile Classrooms
- ✓ **Special Events**
  - Birthday Parties
  - Facility Reservations
- ✓ **Membership Sales & Mgmt**
  - Gift Memberships
  - New & Renewals
  - Upgrades/Downgrades
  - Membership Entitlements
    - Discounts
    - Early registration



## Adopt-an-Animal Features



- ✓ Individually personalized adoption certificates
- ✓ Fully automated certificate fulfillment via email
  - Can include picture/biography of the sponsored animal
- ✓ Configurable donation levels and additional giving options
  - Automatic email receipt to donor
- ✓ Merchandise fulfillment via online store
- ✓ Staff notifications and complete reporting
- ✓ 100% turnkey & matched to your website



# Adopt-an-Animal Costs & Start Up Services

- ✓ \$499 per year (regularly \$1,200)
  - 1,2 or 3 year contract
  - Can be applied to cost of full subscription
  
- ✓ Transaction fees based on payment method
  - Visa/MC/Discover: 2.75% + \$1.50
  - Amex: 3.65% + \$1.50
  - Pay Pal Express: 2.75% + \$1.50
  - Bank Debit: 0.75% + \$1.50
  
- ✓ Setup/Configuration
  - You provide
    - Certificate and adoption documents
    - Adoption levels and donation options
  - We provide
    - Setup services
    - Payment processing services/gateway
  
- ✓ Admin Training
  - Adoption Reports
  - Financial Reports



# Adopt-an-Animal Benefits



- ✓ Automatic delivery of personalized certificate
  - Drives donation revenue
  - Lowers Costs
  - “Green”
  
- ✓ Easy to administer
  - Always fulfilled on time
  - Reports and data exports
    - Emails captured
  - Admin notification
  - Link from your website



# DEMO

# Documents



Packet for Adopt Red Panda - Message (HTML)

Message Adobe PDF

Reply Reply to All Forward to All  
Delete Move to Folder Create Rule Other Actions  
Block Sender Not Junk  
Categorize Follow Up Mark as Unread  
Find Related Select Find

From: San Jose Zoo [noreply@doubleknot.com] Sent: Thu 2/16/2012 9:13 AM  
To: dmimeles@doubleknot.com  
Cc:  
Subject: Packet for Adopt Red Panda

Dear Friend,

We are pleased to inform you that you are now the proud ADOPT parent of the Red Panda at the San Jose Zoo. You can download and print your ADOPT materials by clicking on the link below.

[ADOPT Red Panda](#)

As an ADOPT parent you will be invited to ADOPT Day held the first Saturday in October. ADOPT Day includes special keeper talks, behind-the-scenes tours and a cake cutting ceremony. Most importantly it is a way to thank and celebrate our ADOPT parents for their support of all the Zoo's animals. Your invitation to this special day will arrive in the mail later.

Please thank Doubleknot Test for your gift which directly supports the feeding and care of the Zoo's 1,300 animals.

Sincerely,  
**San Jose Zoo**  
3400 W. Avenue  
San Jose, CA 95070  
US

Please do not reply to this e-mail. If you need help or have a question, please contact [San Jose Zoo](#).

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20665 4th Street, Suite 103  
Saratoga, California 95070



## Gift Recipient Email



This Certificate officially recognizes

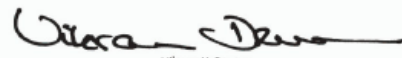
*John Smith*

as a Zoo Parent of the

*Red Panda*

Effective

*February 16, 2012*



Vikram H. Dewan  
President and Chief Executive Officer

**ADOPT**  
Animals Depend On People Too

3400 West Girard Avenue • Philadelphia, PA 19104-1196  
www.philadelphiazoo.org

Personalized  
Donation  
Certificate



## Adopted Animal Information Packet



**ADOPT**  
Animals Depend On People Too

## Red PANDA

*Ailurus fulgens fulgens*



The red panda coat is soft, dense and long with a thick underfur. Their face is light with dark markings. Rust-red stripes beneath each eye separate their white snout from their white cheeks. Their ears are large, upright, pointed and tapered with a white spot on the inside. Red pandas have a long, bushy, reddish-brown tail with distinctly separate pale reddish rings which they use to cover their face and keep their noses warm in the cold.

For tree climbing, the red panda is equipped with razor-sharp claws that are semi-retractable. The soles of their feet are protected with wooly hair that helps to reduce heat loss and the danger of slipping on wet branches. The red panda's large mouth has 38 teeth and powerful jaws used for crushing one of their favorite foods—bamboo. A bone on the inner side of their wrist acts as a "false thumb," and helps them handle bamboo leaves and poles.

They live on forested steep mountain slopes covered with giant rhododendron, oak and bamboo at altitudes of 5,000-13,000 feet.

### Longevity

In the wild and in zoos, red pandas can live up to 14 years.

### Behavior

Unless they are provoked, red pandas are usually solitary, shy and quiet. They communicate with each other by shrill cries, repeated whistles, peeping, or bird-like chirping. When they feel threatened, they'll withdraw into rock crevices or trees.

Red pandas are crepuscular and nocturnal. They sleep during the day in shady branches or tree hollows.

A part of the daily activity of the red panda includes grooming. They'll lick the soles of their feet and rub them across their forehead and ears. Grooming takes place primarily after waking or feeding.

### Reproduction

The red panda has an average of two offspring born between mid-May and July. They usually build their nests in hollow trees or rock crevices. Cubs are born with all of their fur but are blind and helpless. In two to four weeks, their eyes open.

In order to produce enough milk for their young, the mother has to consume 3 times the normal quantity of her low-nutrient bamboo diet. Red pandas are weaned and ready to start eating tender bamboo leaves when they're about five months old. The young stay with their mother for up to one year.

## Adopted Animal Information Packet

From: San Jose Zoo [noreply@doubleknot.com]  
To: dmimeles@doubleknot.com  
Cc:  
Subject: Payment for Adopt Red Panda

Sent: Thu 2/16/2012 9:13 AM

### San Jose Zoo

3400 W. Avenue  
San Jose, CA 95070  
US

## Receipt

**Receipt By:**

Doubleknot Test  
1 Main Street  
Saratoga, CA 95070  
US  
[dmimeles@doubleknot.com](mailto:dmimeles@doubleknot.com)  
123-456-7890  
American Express XXXXXXXXXXXX0005

**Number:** CONF - P892830**Receipt Date:** 2/16/2012**Payment for:**

San Jose Zoo for Adopt Red Panda

All amounts for this payment are in US Dollars (\$) and will appear on your statement as **DOUBLEKNOT, INC.**

Quantity	Name	Description	Unit Cost	Amount
1		\$100 Zoo Adoption	\$100.00	\$100.00
1		Adopt Red Panda	\$0.00	\$0.00

**Total: \$100.00****Total Payment: \$100.00****Balance: \$0.00****Additional documentation (click on link to download):**

[ADOPT Red Panda](#)

**Please direct all inquiries to:**

ADOPT Admin  
Zoological Society  
3400 W. Avenue  
Pittsburgh, PA 15104-1196  
800-ADOPT-ME  
[adopt@thezoo.org](mailto:adopt@thezoo.org)

**Additional Information:**

Thank you for your gift to the Zoo.

Your donation helps provide the finest care for our animals and supports our mission of conservation, education and recreation.



# Donor Receipt




# San Jose Zoo


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## Payment and Attendee Summary Report

Rows to display per page:

Range:   Or:   To:

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Registration Number	Event Title	Reg. Description	Reg. Status	Facility	Admin Note	Last Name	First Name	Phone	Optional Field I	Optional Field II	Optional Field III	Optional Field IV	Optional Field V	Total Debits	Total Credits	Total payments	Balance Due	Tax	Total Number Registered	General
2822143	Adopt Red Panda : 01/01/2010					Test	Doubleknot	123-456-7890						100.00	100.00	100.00	0.00	0.00	1	1
	Adopt Red Panda : 01/01/2010	Totals												3,050.00	2,900.00	2,900.00	150.00	0.00	41	41





# San Jose Zoo

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## Account: Development( San Jose Zoo)

Funds Collected By Doubleknot

Funds Collected: 13,128.00 Funds Cleared: 10,978.00 Withdrawals: -10,738.14 Funds Available: 239.86

Range:  or  To:  Sorted By:

Description	Date	Account Holder	Type	Amount	Status	Payment ID	Method	Details
Adopt Galapagos Tortoise - Jan 1 2010 12:00AM	2/2/2012 6:36:03 PM	Doubleknot Test 1 Main Street Saratoga, CA 95070	Charge	100.00	Pending	1601439	American Express XXXXXXXX0005	<input type="button" value="Details"/>
Adopt Red Panda - Jan 1 2010 12:00AM	2/15/2012 7:01:02 PM	Doubleknot Test 1 Main Street Saratoga, CA 95070	Charge	250.00	Pending	1601487	American Express XXXXXXXX0005	<input type="button" value="Details"/>
Adopt Red Panda - Jan 1 2010 12:00AM	2/15/2012 7:14:22 PM	Doubleknot Test 1 Main Street Saratoga, CA 95070	Charge	100.00	Pending	1601488	American Express XXXXXXXX0005	<input type="button" value="Details"/>
Adopt Red Panda - Jan 1 2010 12:00AM	2/16/2012 12:10:53 PM	Doubleknot Test 1 Main Street Saratoga, CA 95070	Charge	100.00	Pending	1601489	American Express XXXXXXXX0005	<input type="button" value="Details"/>
Adopt Red Panda - Jan 1 2010 12:00AM	2/16/2012 12:12:47 PM	Doubleknot Test 1 Main Street Saratoga, CA 95070	Charge	100.00	Pending	1601490	American Express XXXXXXXX0005	<input type="button" value="Details"/>

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