



THE WILDCAT SANCTUARY



2021 Marketing Enrichment for The Wildcat Sanctuary

Thank you for your interest in providing The Wildcat Sanctuary (TWS) with Marketing Enrichment.

The cats love to have different toys to liven their day and help spread the word about giving programs, celebrate holidays, and to say Thank You to special donors. We encourage you to be creative and have fun knowing how much your help is appreciated!

Due to logistics, we work several weeks ahead of the “normal” calendar to ensure that we get new photos taken and edited in time for the event or giving opportunity that your Marketing Enrichment items celebrate. It is imperative to meet all deadlines and stay in contact with the Outreach Coordinator throughout your service as a volunteer.

Marketing Enrichment items must be large, bold, and easy to read from 10-20 yards away. (Test it out. Can you take a photo of your Marketing Enrichment item from far away and still read it without zooming in?) Keep in mind that the audience for these items will be in print or on social media.

Bold, simple designs with contrasting colors works best!



YES!!!!

No.

Marketing Enrichment Volunteers are responsible for gathering TWS approved supplies and creating and delivering the enrichment item according to a predetermined schedule.

Because there are some craft items that can cause injury or obstruction in the cats, it is VERY important to keep these rules in mind when making your enrichment:

1. **Only use Paper & Non-Toxic Products:**

- cardboard tubes
- brown paper bags (no handles)
- cardboard boxes (no stickers, staples or packing tape)
- construction paper
- newspaper
- thin standard wrapping paper – absolutely no foil wrapping paper.



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- Non-toxic, child-safe paint (vegetable-based or tempera)
 - Paper Mache and pinatas are ok as long as there are NO metal pieces
2. **Remove stickers, staples, tape, etc.**
- Be sure you box is completely clear of anything that can cause injury or obstruction (keep in mind that the cats may eat part of these items, so they must be safely digestible.)
 - Use masking tape only. Regular, blue painter's tape, or decorative masking tape is ok.
 - Glue sticks or Elmer's water-soluble glue can be used minimally, but masking tape is preferred.
3. **Banned Products**
Under NO circumstances should these items be used in any enrichment items for the cats.
- NO plastic tape like duct tape, packing tape, or scotch tape
 - NO foam or Styrofoam
 - NO toxic paints or dyes
 - NO sharp objects like box staples
4. **Leave an Opening**
- TWS staff will check the inside of the box for any items that are harmful or dangerous to the cats. You can leave an entire side open or you can create a little "peep" hole so we can see in
 - Staff may also use this opening to add scents depending on which cat it's given to. (Please do not add scents yourself.)
 - These holes will be sealed if needed to enhance the enrichment.

Wrapped boxes are great, but we encourage you to get creative - *beyond the box!*

Ideas other than wrapped boxes:

- Snowflakes or hearts from construction paper or flat cardboard.
- Candy canes or lollipops made from paper towel or toilet paper rolls and construction paper
- Cardboard sculptures - Giraffes, zebras or other animals made from boxes, paper towel rolls, etc.
- Birthday presents made from boxes and wrapping paper with BIG paper bows.
- See below for more inspiration!



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