

Make Mine Chocolate!



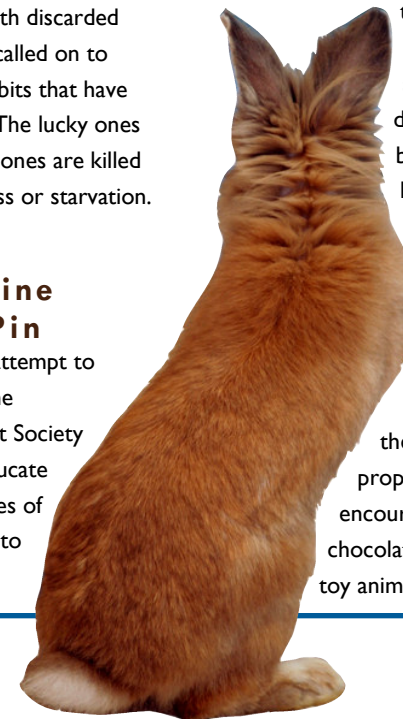
rabbits as Easter gifts. Our campaign, "Make Mine Chocolate!," is an attempt to address the problem of unwanted rabbits at its source. Using ceramic pins in the form of chocolate bunnies as the symbol, the campaign's goal is to spread the message that rabbits should not be casual purchases and to educate the public about the special needs of these often-fragile creatures. The pins serve as conversation starters. Comments about the pin provide the wearer the opportunity to share our message with the general public. These informal conversations are supported by a card that is distributed with each pin, and by business cards that can be handed out to interested parties. Both the pin card and the business card list important facts that should be considered before bringing a rabbit into the home. Our goal is to educate the public of the challenges of properly caring for rabbits and encourage them to purchase chocolate Easter bunnies (or stuffed toy animals) rather than live rabbits.

The Message: Rabbits are NOT Disposable Pets

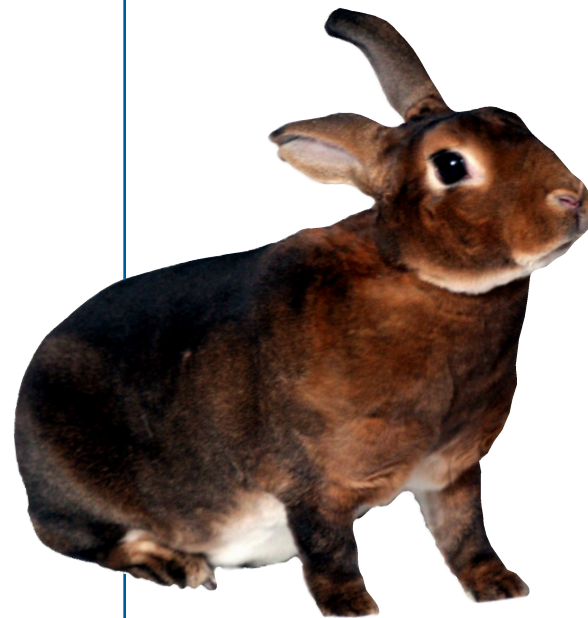
Each year, animal welfare organizations, like yours, are faced with the inevitable problem of unwanted Easter rabbits. Rabbits have become a familiar symbol of the Easter holiday, appearing on television commercials and packages of candy, and on prominent displays in pet stores. It is no surprise that children beg their parents for a bunny of their own. Many families bring cute "Easter bunnies" into their homes only to lose interest in them in a matter of weeks or months. Animal shelters and rescue groups are swamped with discarded Easter rabbits, and are called on to retrieve former pet rabbits that have been released outside. The lucky ones are caught, the unlucky ones are killed by cars, predators, illness or starvation.

The Symbol: The "Make Mine Chocolate!" Pin

Three years ago, in an attempt to address the problem, the Columbus House Rabbit Society began a campaign to educate the public on the realities of living with a rabbit, and to discourage giving live



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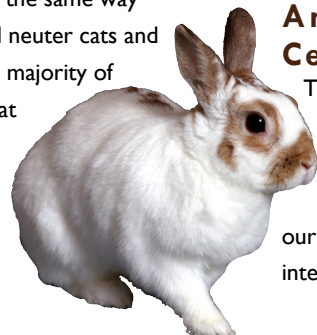
Make Mine Chocolate!™

c/o The Columbus House Rabbit Society
P.O. Box 29444
Columbus, OH 43229
Phone: 614.895.0004
Email: mmcinfo@makeminechocolate.org
www.makeminechocolate.org

Make Mine Chocolate!

The Campaign: Partners in Protecting Rabbits

The consequences of the Easter rabbit problem are enormous. In addition to the suffering experienced by unwanted or poorly cared for rabbits, the costs imposed on animal welfare organizations that take in rabbits are significant. Foster homes and shelters are overwhelmed, limited resources must cover veterinary and other expenses, and precious volunteer time must be spent catching and caring for these unwanted animals. We believe that animal welfare organizations, like yours, are best served by addressing the problem at its source: change the public's attitude towards rabbits and reduce the number of uninformed purchases. In the same way that the need to spay and neuter cats and dogs is recognized by the majority of Americans, we believe that the message to not buy rabbits as Easter gifts can become an integral part of American views on



companion animals. This will benefit both the rabbits and organizations like yours that try to help them.

Building off of the concept of strength in numbers, we believe that your organization can both benefit from the work that has already been done and contribute to broadening its effectiveness. We have three models for Partnership: exchanging web links; selling the "Make Mine Chocolate!" merchandise; or spreading our message. To qualify, an individual or organization must participate in at least one of these activities and inform us of their efforts.

With the help of organizations like yours, we can leverage our educational efforts, reaching every community in America. With each partner organization serving its community, we can change the way Americans think about companion rabbits. And with the "Make Mine Chocolate!" campaign, we can improve the lives of thousands of domestic rabbits nationwide.

The Tools: An Interactive Learning Center

The heart of this campaign is education: educating to prevent impulse purchases and educating owners to better care for their rabbits. To this end, the "Make Mine Chocolate!" campaign is supported by our website, www.makeminechocolate.org. It features interactive tools and games that stimulate and



challenge the participant while providing important education about the responsibilities of rabbit ownership and proper care of companion rabbits. The web site also serves as a tool for encouraging interested visitors to contact the campaign partner closest to their location. As a partner, your organization's logo will appear on our "Make Mine Chocolate!" Partners webpage, and a link to your website will be provided.

Our web-log will keep you abreast of campaign activities. Email us your comments, suggestions, and descriptions of what you're doing to spread the campaign's message. We'll use the Blog to share Partner information, activities, and creative ideas on how you are participating in the "Make Mine Chocolate!" campaign.

The Return: A Happy Easter for Rabbits

The ultimate success of our campaign will be in reducing the number of rabbits surrendered to shelters and rescue groups each year in the aftermath of Easter. By working together to "Make Mine Chocolate!" we CAN achieve this dream.



Partnership Options

Exchange Web Links

This is the most basic level of participation. We will provide our "Make Mine Chocolate!" logo for you to use on your web page. We ask that the link is positioned in a prominent place on your home page. In exchange, we will place your logo and link on our Partners page.

Sell the "Make Mine Chocolate!" Merchandise

We offer wholesale pricing to those who buy our items in bulk for resale. Rules regarding minimum orders for wholesale pricing can be found on our website. We also offer retail pricing for individual orders.

Pins and Magnets: The original symbol of our campaign is still a great way to share our message!

Clothing: Make a fashion statement and help rabbits at the same time by wearing one of our terrific shirts! Available in T-shirts and sweatshirts. Sizes available are Adult S,M,L,XL and Youth M,L.

Please check our website for shipping options and pricing. Orders can be placed online at www.makeminechocolate.org or by contacting us at mmcorders@makeminechocolate.org.

Spread our Message

Under this option, you are required to download and distribute our informational materials. We also ask that you mention "Make Mine Chocolate!" wherever appropriate - for example, in your newsletters or other publications, press releases, media interviews, etc.

We offer a variety of marketing materials, such as flyers and postcards, as well as tips and ideas from our own strategy to apply to your local campaign. Those can be viewed and downloaded at <http://www.makeminechocolate.org/marketing.htm>

Keep Us Informed

To complete your Partnership agreement, you are required to inform us of your campaign efforts. Please send an email to let us know your level of participation and, if appropriate, the specifics of your local campaign. We will use our Blog to keep you informed of Partner activities. Our Partners have found really clever ways to share our message. Check out some of these creative ideas at www.makeminechocolate.org/blog

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