



Global Federation of
Animal Sanctuaries

IDEAS TO
LEVERAGE YOUR
GFASS STATUS

License & Accreditation

Peace Ridge Sanctuary is a world-class animal refuge with an important mission. operations and facilities are licensed and accredited by:

- **Maine Department of Agriculture, Conservation, and Forestry**

- Licensed Animal Shelter Facility
 - License #F1577
- Importation of Dogs and Cats for Resale or Adoption
 - Permit #2013-00130Renewal
- [Link to Maine DACF website](#)

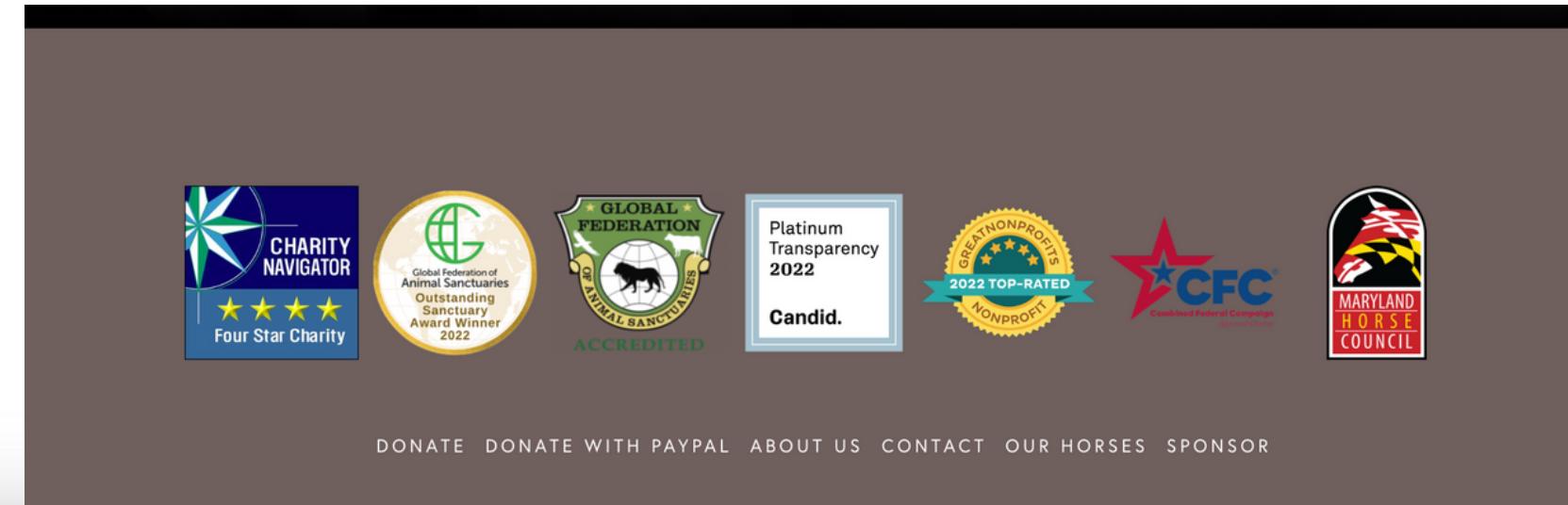
- **Global Federation of Animal Sanctuaries**

- Accredited status
- [Link to GFAS website](#)
- [Read press release about receiving accreditation](#)

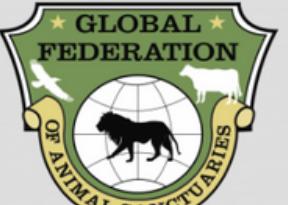
LOCATIONS:

ABOUT US

FOOTER



YOUR WEBSITE



ACCREDITED



NEWS

Goodheart wins Outstanding Farmed Animal Sanctuary Award 2022

Goodheart Farm Animal Sanctuary, based in Worcestershire, has been named Outstanding Farmed Animal Sanctuary 2022 by the [Global Federation of Animal Sanctuaries \(GFAS\)](#).

Goodheart was elected from over 200 GFAS-certified sanctuaries worldwide for this prestigious award, which recognises organisations displaying excellence in humane and responsible animal care as well as outstanding professionalism and ethics. GFAS are the only globally-recognised organisation for certifying that a facility meets the GFAS Standards of Excellence and recognises those as a true “sanctuary.”

“



About Sanctuary Learn V



Our awards & accolades



Winner of the 2022 Outstanding Farmed Animal Sanctuary Award



The very first farm animal sanctuary in Europe to be Verified by the Global Federation of Animal Sanctuaries

EMAIL SIGNATURE



GFAS Outstanding Farmed Animal Sanctuary 2022



SOCIAL MEDIA



YOUR EMAIL & MARKETING MATERIALS

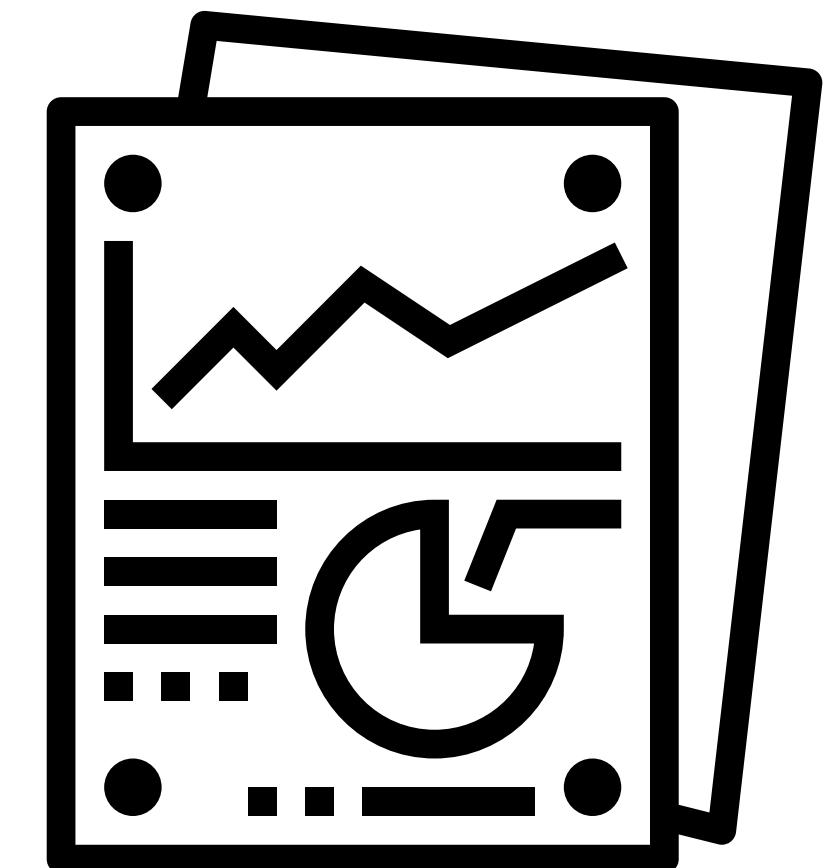
OTHER IDEAS



FLYERS/PAMPHLETS

SANCTUARY SIGNAGE

ANNUAL REPORTS



FUNDRAISING IDEAS



LETTERS OF RECOMMENDATION
-GRANTS/FOUNDATIONS

(MAJOR) DONOR RELATIONS
-QUOTES, LETTERS, MEETINGS

-MARKET YOUR RENEWAL STATUS EVERY 3 YEARS!

Carole Noon Outstanding Sanctuary Award Winners

TOOLKIT

LOGO/BADGE PLACEMENT SUGGESTIONS:

- Include the award logo in all marketing materials.
- Place the award logo next to your organization's logo on your website and in online profiles (see examples below).
- Include the logo on all online ads, emails, and promotional placements (see example below).
- Place the award logo prominently on product merchandise.
- Create signage that showcases the award logo to display at your next open house, educational tour or fundraising event.
- Videos with strategically placed award logos are an invaluable and effective way to spread awareness.

03-Press Opportunities

Winners often gain media interest, leverage your win by promoting to your local media and beyond.

A press release can make the award sound more exclusive/prestigious by including statements like "We were elected from more than 200 GFAS-certified sanctuaries worldwide for this honor.".

Be sure to insert a quote from the organization's leadership to substantiate the news.

Give the reader a way to support your organization by including a 'call to action' such as "Show your support by making a donation at (insert link here)...".

Don't forget to add your organization's boilerplate or standardized text at the end of the press release.

07-2023 Press Release

Recipients of the 2023 Carole Noon and Outstanding Sanctuary Awards Announced

lobal Federation of Animal Sanctuaries honors sanctuaries, rescue, rehabilitation, and transition centers for exceptional animal care, professionalism and ethics.

ctober 16, 2023 - (Washington, DC) The Board of Directors of the Global Federation of Animal Sanctuaries (GFAS) today announced the recipient of the 2023 Carole Noon Award, Tammy Thies of The Wildcat Sanctuary, Minnesota. The Carole Noon Award is named after the late Dr. Carole Noon, a courageous and innovative sanctuary pioneer and champion of chimpanzees.

The GFAS Board of Directors also presented the annual Outstanding Sanctuary Awards to recognize excellence in humane and responsible animal care; professionalism and ethics;

Other hashtags to consider are #gfas, #truesanctuary, and any hashtags related to the types of animals in your care like #wildlife, #equine, or #farmsanctuary.

Sample Social Media Post:

- 1) GREAT NEWS! Our very own, (insert name of winner) has won the 2023 #gfascarolenoonaward!
- 2) We are so proud to be recognized as the 2023 #gfas #farmsanctuary #outstandingsanctuaryaward winner.
- 3) What an achievement! (Insert name of winner) is the 2023 #gfascarolenoonaward winner.
- 4) Thanks to our supporters, we are the 2023 #gfas #equine #outstandingsanctuaryaward winner!
- 5) Join us in celebrating! We won the #gfas #wildlife #outstandingsanctuaryaward for 2023!

Use the ready-made badges provided in this toolkit for your social media posts.

Be sure to tag GFAS in your post:

Facebook: @gfassanctuary

LinkedIn: @Global Federation of Animal Sanctuaries



Verizon 3:09 PM

Julianasanimalsanctuary

2,724 Posts 13.5K Followers 1,275 Following

Juliana's Animal Sanctuary

Nonprofit organization

1st Farm Sanctuary in Colombia

501c3 Non-profit

1st Verified Farm Sanctuary in SA by GFAS

2021 Outstanding International Sanctuary by GFAS

linktr.ee/julianasanimalsanctuary

Followed by gfassanctuary, thedodo and 10 others