

CFA Development & Sponsorship Report

Jo Ann Miksa-Blackwell

Director of Development

Building the CFA Brand Experience

The CFA Brand Experience. It is more than the fact that CFA maintains the largest registry of pedigreed cats in the world. More than its hundreds of member cat clubs with thousands of club member; more than the 300+ CFA cat shows every year. It is a Journey offering multiple paths and gateways, all converging at CFA's mission: to preserve the uniqueness and beauty of the pedigreed breeds of cats and enhance the well-being of ALL cats.

This journey takes CFA brand messaging to the next level, promoting CFA in fresh new ways, telling the story of what CFA is all about, and enticing the public to lean-in, learn more, follow their own paths, and become part of CFA.

To achieve this, CFA is focusing on program development that helps build the CFA Brand through outreach strategies that create opportunities for interaction with the general public. The recently launched Companion Cat World (CCW) program is a great example of that new approach. CCW's welcoming messaging, "Your cat deserves the best!" and "You don't need a show cat to join the party!" invites cat lovers to take a closer look.

While CCW may seem to be just about the "ordinary" companion cats that people love, in reality, it is far more. It is an enticing gateway to CFA. Through CCW, people from all walks of life will begin to know CFA. While they come to CFA through their pet cats, their journeys lead to learning about CFA, it's a mission, the people of CFA, and the beautiful cats, both pedigreed and non-pedigreed, that we love.

The expanded Feline Agility Competition is another example of a great gateway to CFA, creating opportunities for interactive participation and telling people who wonder how their companion cats can be involved; they too can "Join the fun!"

Whether people discover CFA through CCW, Feline Agility, Ambassador Cats, seeing CFA at a Pet Expo, or simply attending a CFA show, the CFA Journey begins with the love of cats. Our outreach programs and new initiatives all lead to more people learning about pedigreed cats, attending shows, participating in Feline Agility, showing cats in Household Pets competition, getting to know breeders and exhibitors and, for many, falling in love with a breed and acquiring and showing their first pedigreed cat.

This is the CFA Journey, the CFA Brand Experience!



The Journey Is Underway: The CFA Pet Expo and Event Plan

Events and Expos feature interactive activities such as Feline Agility, Pet Me Cats, and Companion Cat World, and are another path to the CFA Experience.

Brenda Flahault invited me to participate in the **Garden State Show** in Edison on July 20-21. Rich Nolte and I hosted the CFA Booth at the entrance of this wonderful event with its amazing cats, vendors, and hard-working club members. We welcomed spectators and introduced them to the CFA Experience. Rich supported the show with interviews and social media blasts. The show theme "*Cats in Wonderland*" added a whimsical element that was a lot of fun for everyone. Take a look at [this video](#)!



2019 Minnesota State Fair August 22 through September 2. Special thanks to Jill Singer and **Twin City Cat Club** for inviting me to attend this remarkable event and support your efforts. Twin City Cat Club's participation in this 12-day event that once again had record-breaking attendance is another great example of how involvement in events can work to spread the CFA story.



We are getting many requests for support for other events around the US. CFA Development can help, but there must be "boots on the ground" leading these efforts.

2019 Pittsburgh Pet Expo, November 15-17, David L. Lawrence Convention Center

CFA Booth, Feline Agility, Pet me Cats and Great Lakes Regional Fundraiser Show will be at this amazing event. Special thanks to Regional Director John Colilla for helping to make it happen!

You can join us and show your cats,

<http://www.catshows.us/greatlakesregional/nov19flyer.pdf>

Sponsorships

Visibility at events, combined with high-impact, high-response marketing, maximizes exposure and builds a well-qualified and loyal following for both CFA and sponsors. To reach prospective sponsors, we created an updated media kit, "**The CFA Experience**" that answers the question, "Why Partner with CFA?" The answer? "Sponsoring CFA events and projects will expand your brand awareness and give you access to your best prospects and target customers."

The messages in **The CFA Experience** and conversations and meetings between potential sponsors, CFA Development, and CFA officers have already resulted in Royal Canin and NOURSE partnerships.