

Make Your 'MAARC': Maryville Alcoa Animal Rescue Center Launches Annual Donation and Holiday Giving Campaign

East Tennessee-based non-profit aiming to set a new record during Giving Tuesday 2022

MARYVILLE, TENNESSEE, UNITED STATES, November 25, 2022

/EINPresswire.com/ -- The Maryville Alcoa Animal Rescue Center, or MAARC, today announces the launch of their [2022 Giving Tuesday](#) annual giving and fundraising campaign. In the lead-up to #GivingTuesday, the "global

generosity movement unleashing the power of people and organizations to transform their communities and the world", the MAARC team is going all-out, working to reach new donors and prospective pet parents, while activating their current supporters across social media, digital media, and email marketing channels.

“

MAARC has been able to serve nearly 800 dogs in the East Tennessee area in the past year through donations alone.”

Jennifer Eanes

Jennifer Eanes, the founder and executive director of MAARC, a [100% volunteer-run non-profit charity](#), expresses excitement for this year's fundraising efforts: “We're always blown away by the generosity of the community each and every day, and have already begun to see an uptick in the number of annual donations received year-over-year.”

“Last year, we raised ~\$9,000 from Giving Tuesday. This year, we're asking donors to compete with last year's total. We've also had a donor come forward who is willing to match donations up to \$15,000, and we think it's certainly attainable,” continued Eanes.

MAARC volunteer and donor Lisa Breazale echoed Eanes's excitement, while reminding that the past year has been especially rough on the local animal community: "We ask people to remember our community animals for Giving Tuesday every year, but this year has been especially challenging. Shelter animal intake has increased dramatically, and we depend on



Maryville Alcoa Animal Rescue Center (MAARC) Logo

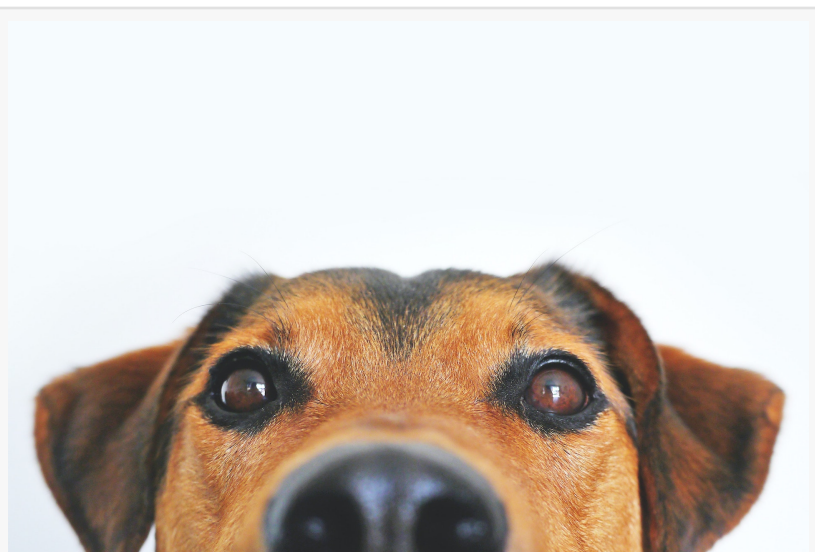
Giving Tuesday to support our animal care efforts."

As part of their own charitable giving initiative, 301 Digital Media is providing the MAARC team access to best-in-class marketing and media agency services, as well as strategic consulting to the MAARC board of directors.

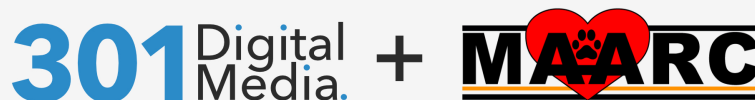
"MAARC is a true grassroots rescue that currently operates on a 100% volunteer basis and with an annual operating budget of less than \$200,000. Not only does every penny count -- but this is really a make-or-break time of year for us. MAARC has been able to serve nearly 800 [dogs in the East Tennessee area](#) in the past year through donations alone," said Eanes.

For more information about MAARC, visit maarcadopt.org.

For more information about 301 Digital Media, visit 301digitalmedia.com.



Cute dog



301 Digital Media + MAARC

About the Maryville Alcoa Animal Rescue Center (MAARC)

The Maryville Alcoa Animal Rescue Center, or MAARC, is a 501(c)(3) nonprofit organization founded in 2018 with a vision of creating a No Kill community for cats and dogs in Alcoa and Maryville. MAARC's founding mission is to find every animal a safe and happy home. MAARC is a true grassroots rescue that currently operates on a 100% volunteer basis and with an annual operating budget of less than \$200,000. MAARC makes every effort to avoid euthanasia by following the Best Friends Animal Society no-kill practices and the No Kill Equation. The non-profit pulls animals from the Maryville City Animal Shelter and provides complete vetting and daily caretaking for them until they are adopted. MAARC has served more than 1,800 dogs and cats since 2018.

About 301 Digital Media

301 Digital Media is a full-service performance marketing agency based in Nashville, Tennessee, with team members around the country. 301 Digital Media's value proposition is not to see themselves as a traditional agency but as an extension of their client's teams. Offering clients access to an embedded team of social and digital marketing experts at any time, 301 Digital

Media seeks to deliver the best results by putting the client's best interests at the heart of all they do. With support for clients in the US, EU, Canada, UK, Australia, New Zealand, and beyond, 301 Digital Media is a global agency well versed with compliance for highly-regulated industries (from clinical patient recruitment to pharmaceuticals, nonprofits to financial services – and beyond).

Sandi Mazzeo

301 Digital Media

press@301digitalmedia.com

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