

ACCESS TO VETERINARY CARE PARTNER TOOLKIT

**>>> USE THE TOOLS INCLUDED IN THIS KIT TO HELP SPREAD THE WORD
ABOUT YOUR PARTNERSHIP WITH PETSMART CHARITIES OF CANADA.**

>>> INCLUDED IN THE KIT:

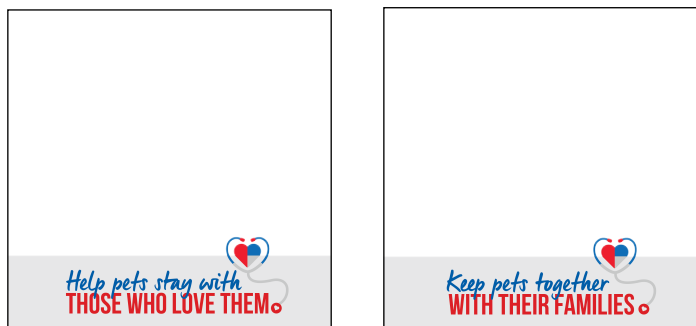
> SOCIAL MEDIA IMAGES

In this kit you will find pre-made images that can be used on your organization's social media accounts, or select one of your own. When selecting an image of your own, remember to avoid graphic veterinary images. Instead, focus on the bond between a pet and their pet parent, or a sweet moment between a pet and staff member/volunteer.

PRE-MADE IMAGES: You may choose one of our campaign images to accompany your post.



EDITABLE IMAGES: Use these image templates to add to your own imagery.



> SOCIAL MEDIA SAMPLE POST COPY

Use this suggested sample post copy to share details about your partnership with PetSmart Charities of Canada. Edit details to suit your grant and year of funding.

We're so excited to be a @PetSmartCharities of Canada [Accelerator/Incubator] grantee!
Grant funds will go directly toward helping pets stay with their families by making veterinary care more [accessible/affordable].
Thanks to this partnership with PetSmart Charities of Canada, we're able to make an even bigger difference for pets in need.
[Optional: Add specific details about how the grant is making a difference in your community/what your organization is doing with the support of your grant funding. Include an impact story if appropriate/applicable.]

Optional hashtags:

#AcceleratorGrantee

#IncubatorGrantee

#PetSmartCharitiesofCanada

Throughout the year, continue to share the impact your organization is making. Don't forget to tag @PetSmartCharities of Canada or use the hashtags above so we can engage with your post!

> PRESS RELEASE TEMPLATE

Use the included customizable template to draft a Press Release template to be distributed to your local media. Add specific details about how the grant is making a difference in your community/what your organization is doing with the support of your grant funding.

Include an impact story if appropriate/applicable. Send the release to your local media contacts. If you need any assistance, please email PublicRelations@PetSmartCharities.org

> GRANTEE BADGES

Spread the news! Add the appropriate grantee badge to your email signature, social media posts and website. You may hyperlink the image to PetSmartCharities.ca to help raise awareness on the work we're doing together.



Accelerator Grantee Badge



Incubator Grantee Badge