



TRANSPORT GRANTEE TOOLKIT

**WE'D LOVE TO HELP SPREAD THE NEWS ABOUT THE LIFE-CHANGING WORK YOUR ORGANIZATION IS DOING.
>>> TAG US ON SOCIAL MEDIA SO WE CAN SHARE YOUR STORIES.**

> **SAMPLE POST COPY**

Use this sample post copy to celebrate our partnership and let your community know about the lifesaving work your organization is doing with our support. Whether you are a destination group or a sending group, use the customizable sample post copy below to get started. Add in details about how the grant will support your organization. Tag us so we can engage with or share your posts too!

We're so excited to be a @PetSmartCharities of Canada transport grantee! This partnership will help expand our lifesaving programs by [enter how the grant will support your work]. Together, we can save lives and bring pets and people together.

Optional

Insert relevant emoji, hashtag and tag your transport locations or partner groups.

PetSmart Charities Social Accounts (please add "of Canada" after the tag as shown below):

Facebook & Instagram [@PetSmartCharities](#) of Canada

LinkedIn [@PetSmart_Charities](#) of Canada

> PHOTOS

Use a photo that tells the story of your grant funds, which could include images of the transport, pets with volunteers, or adoption moments. Focus on the human-animal bond and avoid graphic/sad images such as surgeries or pets in kennels. Please refer to the brand guide for additional details.

Photo Examples:



> 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.

