

NATIONAL ADOPTION WEEK PARTNER TOOLKIT

WE WANT TO HELP YOU PROMOTE ADOPTIONS IN YOUR LOCAL PETSMART STORES DURING NATIONAL ADOPTION WEEK!

>>> USE THE TOOLS INCLUDED IN THIS KIT TO HELP SPREAD THE WORD ABOUT YOUR EVENT TO POTENTIAL ADOPTERS IN YOUR COMMUNITY.

>>> INCLUDED IN THE KIT:

> EMAIL SIGNATURE BANNER

Use this banner on your email signature to let your contacts know you will be participating in National Adoption Week events. This can also be used as a digital banner on your website. Remember to link the banner to a website with information about your event, or direct it to PetSmartCharities.org.

CAT



DOG



> SOCIAL MEDIA IMAGES

In this kit you will find pre-made images that can be used on your organization's social media accounts, or you can use the editable images to create your own custom version. Space on the editable version can be used for pet images, event dates/info, or your own logo.

PRE-MADE IMAGES: Use these images to accompany your social media post promoting your event.

CAT



DOG



EDITABLE IMAGES: Use these if you prefer to add your own customizations to the images you post. You may choose to add your logo, event dates, or pictures of adoptable pets to help promote your National Adoption Week event.



> SOCIAL MEDIA SAMPLE POST COPY

Craft your own message - including your event dates, PetSmart store location, and any adoptable pets you expect to have at the event, or simply use the sample post copy below.

Join us at @PetSmart for #NationalAdoptionWeek! 🐾
 We're partnering up with @PetSmartCharities to host an adoption event at the following PetSmart store(s):
 [PetSmart location and address]
 [Event Date]
 [Event time]
 So many pets are waiting to meet their perfect match; it could be you!
 🐾 See you there!

> EDITABLE EVENT FLYER

Use the editable flyer template to promote your event. This can be filled in and emailed or printed and posted in your community. Dog and cat versions in English and Bilingual English/Spanish are included in the kit.



> PRESS RELEASE TEMPLATE

Input the information about your event into the Press Release template and send it to your local media contacts.