

ACCELERATOR GRANTEE 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 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 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
 #PetSmartCharities

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

A press release is an official, written announcement to share newsworthy information, like a company update, aiming to generate media coverage and inform the public. Use the provided Press Release template and add specific details about how the grant will support your work and make a difference in your community. Send it to your local media outlets (ex. local broadcast TV stations, radio, print newspapers and local blogs or newsletters) to help drive awareness. For 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

