

JUMP-START YOUR ADOPTION EVENT

Thank you for partnering with the Petco Foundation to host an adoption event at your local Petco store!

HOW TO USE THE RESOURCE GUIDE

1. Visit www.petcofoundation.org, hover over “For Our Partners” and click on “Adoption Media Resources” to locate current resources to promote your adoption event.
2. **Download** the Adoption Resource Guide for customizable templates and graphics.
3. **Customize and Share** flyers, graphics and media alerts to promote your local event!

WHAT'S INCLUDED IN THE RESOURCE GUIDE?

- A customizable media alert to send to your local media outlets
- Shareable social media graphics and overlays and suggested text
- Printable and customizable full-page, color flyers
- Printable and customizable half-page, black and white flyers

GETTING STARTED

Now that you've downloaded the Resource Guide, what's next?

3-4 Weeks from event:

1. Update the customizable flyers and media alert to include your organization's logo, name and event information.
2. Include the event details in your organization's newsletter
3. Post your event details on local community calendars.
4. Create a Facebook event using the provided Facebook event cover photo and description.
5. Begin promoting your event on your social media channels using the provided graphics and video.

2 Weeks from event:

1. Ramp up the posts on your organization's social media channels.
2. Send out an email to your supporters with the event details and encourage them to share the Facebook event with their friends.

Week of event:

1. Send the customized media alert to your local media outlets.
2. Introduce your adoptable pets on your social media channels.
3. Send an email reminder to supporters about your event.

Day of event:

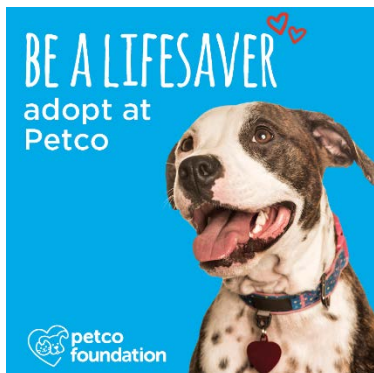
1. Take photos and videos at your event.
2. Try streaming a video on Facebook Live from your event. Ideas for a video:
 - Introduce the adoptable pets
 - Ask volunteers why they support your organization
 - Share a quick interview with families when they adopt a pet

After the event:

1. Share photos on your social media sites with #BeALifesaver and be sure to tag @PetcoFoundation so we can share your lifesaving stories.

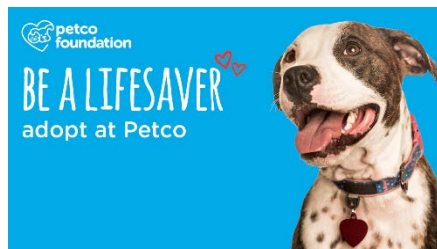
SOCIAL MEDIA IDEAS:

Post: Be a lifesaver! Adopt at @Petco at {enter location address} July 7 & 8 from {enter start and end time}!



Create a Facebook event: include your event date, time and Petco store location.

Description: Be a lifesaver! Join {Your organization name} to meet adoptable cats and dogs in your local @Petco at {enter location address} July 7 & 8 from {enter start and end time}!



PRINTABLE FLYER EXAMPLE:



FREE DESIGN TOOLS TO HELP YOU EDIT FLYERS:

- PicMonkey
- Pixlr
- Gimpshop
- Canva

*PowerPoint and Publisher are other great options if they're available at your office.

