



The Petco Foundation, in partnership with Petco, is awarding more than \$750,000 in Holiday Wishes grants to animal welfare organizations like yours! Use this resource kit to share the Holiday Wishes campaign with your adopters and increase your chance of earning a Holiday Wishes grant award.

### **WHAT'S INCLUDED IN THE RESOURCE KIT?**

- A customizable press release to send to your local media outlets
- Shareable social media graphics and sample social media posts
  - Image overlays to create your own social media graphics for the campaign
- A half-page flyer and a full-page printable, customizable flyer
- A suggested email to send out to your pet adopters

### **GETTING STARTED**

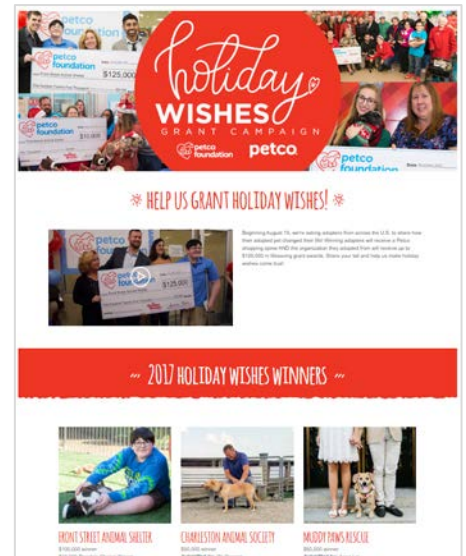
Now that you've downloaded the Resource Kit, what's next?

1. Update the customizable flyer, email and press release to include your organization's logo, name and necessary contact information.
2. Send the press release to your local media contacts.
3. Include information about the Holiday Wishes campaign in your organization's print and/or email newsletters, and direct supporters to [petcofoundation.org/holidaywishes](https://petcofoundation.org/holidaywishes) to submit their story.
4. Send the Adopter Email to your supporters and ask them to submit a Holiday Wishes story.
5. Begin promoting the campaign on your social media channels using the provided graphics or use the overlays to create graphics of your own.
6. Work with your adopters to help them craft their stories and obtain high quality photos and/or video.
7. Check your email and verify adoptions whenever stories are submitted.
8. Submit your organization's grant application: [Holiday Wishes application.](#)

## REVIEW LAST YEAR'S STORIES ONLINE

Read through last year's winning stories to see which were selected. Remember, great photos and videos can make a difference! Encourage your adopters to read these stories, too!

All winning stories can be found at [petcofoundation.org/holidaywishes](http://petcofoundation.org/holidaywishes).



## SHARE ON SOCIAL MEDIA

**Sample Post:** The Petco Foundation announced its Holiday Wishes grant campaign and we have the chance at a \$100,000 grant award – but we need your help! If you adopted your pet from us, share your story about how your pet brings joy to your life each day! If your story is selected for the grand prize you will receive a \$1,000 Petco gift card! Submit your story about how your adopted pet changed your life at [petcofoundation.org/holidaywishes](http://petcofoundation.org/holidaywishes). #HolidayWishes



## Other Ideas:

- Find additional suggested posts for Facebook, Twitter, and Instagram in the resource kit.
- Check out all the graphics to find one that will resonate with your adopters or use the overlay to create your own graphics using images from your organization.
- If you received an award last year, share the winning story on social media!
- Use the Facebook and Twitter cover photos for the duration of the submission period.
- Encourage your adopters to post on social media too after they've submitted a Holiday Wishes story!

## CUSTOMIZE YOUR FLYERS



The Petco Foundation, in partnership with Petco, wants to make **Holiday Wishes** come true for animal welfare organizations throughout the country!

If you adopted a pet from us, we encourage you to share your story with the Petco Foundation for the 2018 Holiday Wishes grant campaign. Share all the ways - big and small - that your pet has changed your life for the better! Help us win up to \$100,000 in grant awards. Adopters will also have the chance to receive a Petco shopping spree up to \$1,000.

**SHARE YOUR STORY AT**  
petcofoundation.org/holidaywishes

Include the following information

when submitting your story:  
Organization Name [Enter Organization Name]  
Organization Contact [Enter Organization Contact Person]  
Organization Email [Enter Organization Email]  
Organization Phone [Enter Organization Phone Number]  
Organization Tax ID [Enter Organization Tax ID]

(Add your org.'s logo here)



Update the included customizable flyers with your organization's information (org. name, contact, email, phone, tax ID). Adding accurate information to your flyer will help ensure you can verify adoptions once stories are submitted. Then print and share them with your adopters!



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**SHARE YOUR STORY AT**  
PETCOFOUNDATION.ORG/HOLIDAYWISHES

Stories must be submitted by October 1, 2018 at noon CST.

Include the following information  
when submitting your story:  
Organization Name [Enter Organization Name]  
Organization Contact [Enter Organization Contact Person]  
Organization Email [Enter Organization Email]  
Organization Phone [Enter Organization Phone Number]  
Organization Tax ID [Enter Organization Tax ID]



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Organization Tax ID [Enter Organization Tax ID]



## CUSTOMIZE YOUR ADOPTER EMAIL

Subject Line: Share YOUR story! Win a Petco shopping spree and help us win \$100k!



(Adopter Name)

We have a chance at \$100,000 in lifesaving funds, but we need your help!

The Petco Foundation, in partnership with Petco, will be granting more than \$750,000 to animal welfare organizations like ours during their annual Holiday Wishes campaign.

Share your story of love!

The Petco Foundation wants to know all the ways, big and small, that the love of your adopted pet has changed your life for the better. Share your story, along with photos and/or video, illustrating how your pet brings more joy to your life each day. You could help us win a lifesaving grant and have the chance to win a Petco shopping spree for your pet, up to \$1,000!

How to Participate:

1. Write your story of love in 500 words or less. Visit [petcofoundation.org/holidaywishes](http://petcofoundation.org/holidaywishes) to read prior year's winning entries and get some inspiration!
2. Include one photo of your pet by themselves, one photo of you or your family with your pet and up to two other photos to illustrate how your pet has changed your life. Pets must have been adopted from our organization, and they must be living to qualify.
3. Stories can be submitted starting Aug. 15. Submit your story and photos to [petcofoundation.org/holidaywishes](http://petcofoundation.org/holidaywishes) by Monday, Oct. 1 at noon CST but hurry because only the first 10,000 stories are guaranteed to be reviewed.
4. Include our organization's contact information so that we can be eligible for a grant award!
  - [Organization Name]
  - [Executive Director or contact name to verify the adoption and complete the grant paperwork]
  - [Executive Director or contact email address to verify the adoption and complete the grant paperwork]
  - [Organization Phone Number]

We have included a simple email layout with graphics and suggested text. Send this email to your supporters asking them to submit a story. Be sure to update the sample email with your organization's information (including: org. name, contact, email, phone, tax ID).