

HELP MAKE YOUR HOLIDAY WISHES COME TRUE!

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

WHAT'S INCLUDED IN THE RESOURCE GUIDE?

- A customizable media alert to send to your local media outlets
- Shareable social media graphics and suggested text
- An overlay banner to use to create your own social media graphics for the campaign
- A printable and customizable flyer
- A customizable email to send out to your adopters

GETTING STARTED

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

1. Update the customizable flyer, email and media alert to include your organization's logo, name and necessary contact information
2. Send the media alert to your local media contacts
3. Include the campaign in your organization's print and/or email newsletters and direct supporters to petcofoundation.org/holidaywishes to submit their stories
4. Send the included email to your supporters, asking them to submit a Holiday Wishes story
5. Begin promoting the campaign on your social media channels using the provided graphics or use the overlay banner to create your own graphic
6. Work with your adopters to craft their stories and obtain high quality photos and/or video.
7. Check your email and verify adoptions as stories are submitted and submit your organization's grant [Holiday Wishes application here.](#)

REVIEW LAST YEAR'S STORIES



Read through last year's winning stories to see what kind of stories were selected. Remember, great photos and great videos can make a difference! Encourage your adopters to read these stories, too! All winning stories can be found at petcofoundation.org/holidaywishes



SHARE ON SOCIAL MEDIA

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 here: petcofoundation.org/holidaywishes. #HolidayWishes



Other Ideas:

- Check out all of the graphics to find one that will resonate with your adopters or use the overlay banner to create your own graphic with an image from your organization.
- If you received an award last year, share the winning story on social media.
- Encourage your adopters to post on social media when they submit a Holiday Wishes story!

CUSTOMIZE YOUR FLYER



Update the included customizable flyer with your organization's information! Adding accurate information to your flyer will help ensure you have the opportunity to verify adoptions once the stories are submitted.

Submissions will not be considered if the adoptions are not verified.

[YOUR ORGANIZATION'S NAME]
Could earn \$100,000 from the Petco Foundation with your help!

[YOUR ORGANIZATION'S LOGO]

**Share your story of love with the Petco Foundation
Holiday Wishes Campaign**

The Petco Foundation, in partnership with Petco, wants to make Holiday Wishes come true for deserving animal welfare organizations throughout the country during the 2017 Holiday Wishes Grant Campaign. If you adopted a pet from us, we encourage you to share your story with the Petco Foundation. Share all of the way – big and small – **that** your pet has changed your life for the better!

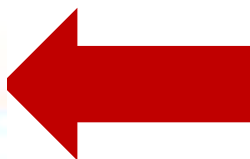
Apply at: petcofoundation.org/holidaywishes
Submissions are due by September 30 at 11:59pm CST.

Include the following information when submitting your story:

- Organization Name: (Your Organization's Name)
- Organization Contact: (Your Organization's Contact Name)
- Organization Email: (Contact Email)
- Organization Phone Number: (Contact Phone Number)
- Organization Tax ID: (Organization Tax ID Number)



- Organization Name
- Organization Contact
- Organization Email
- Organization Phone Number
- Organization Tax ID Number



CUSTOMIZE YOUR EMAIL

Subject: Share YOUR story – help us win \$100K!



[Adopter Name] – We have exciting news!

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.

We have a chance to win \$100,000, but we need your help!

Your role is simple: 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.

How to Participate:

1. Write your story of love in 500 words or fewer.
2. Include a photo of your pet by him/herself, a photo of you or your family with your pet and up to two other photos to illustrate how your pet has changed your life.
3. Submit your story and photos at petcofoundation.org/holidaywishes by **Saturday, September 30th at 11:59pm CST.**
4. Include our organization's contact information so that we can be eligible for a grant award!
 - **[Organization Name]**
 - **[Organization Tax ID Number]**

We have included a customizable email layout with graphics and suggested text. Send this email to your supporters asking them to submit a story. It's easy!

1. Fill-in the yellow highlighted information with your organization's information
2. Load the text in your email provider (Constant Contact, MailChimp, etc.) or copy and paste the text into an email
3. Add the provided graphics!
4. Hit Send!