

# How to Rock Adopt a Shelter Dog Month

*with the ASPCA's*

***Find Your Fido Campaign***

*October 2017*



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# Today's Presenters



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# Agenda

- I. Campaign Overview and Goals
- II. Why Join FYF
- III. Components of FYF
- IV. Traditional Media Tips and Tricks
- V. Social Media Tips and Tricks
- VI. Q&A



# What Is Find Your Fido?



Public awareness and engagement campaign to promote dog adoption.

**Campaign runs October 1-October 31<sup>st</sup>**  
(Adopt a Shelter Dog Month)

# Goals of FYF

- Generate a positive buzz around dog adoption and animal shelters/rescues
- Increase actual number of dogs adopted

[@aspca.org](https://aspca.org/FindYourFido)



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# Why Join FYF?

- 🐾 Increase dog adoptions during Adopt a Shelter Dog Month
- 🐾 National digital exposure for your shelter and your dogs
- 🐾 Easy, fun and free



# Free Find Your Fido Toolkit:

[www.ASPCApro.org/fyf](http://www.ASPCApro.org/fyf)

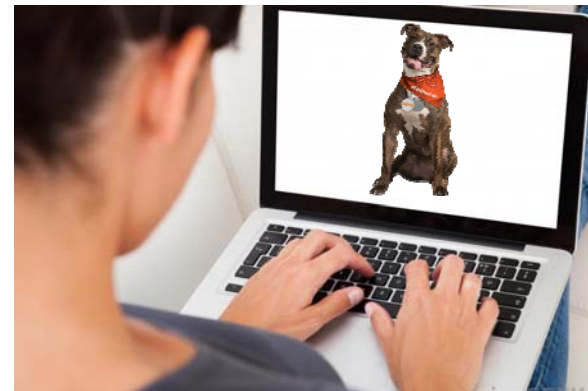
- Press release templates
- Sample social media posts
- Shareable graphics
- Posters



# Components of FYF Campaign

## 1. National Public Engagement

- ASPCA webpage  
[www.asPCA.org/findyourfido](http://www.asPCA.org/findyourfido)  
<https://rescuegroups.org>
- ASPCA social media channels
- Celebrity engagement
- Online media partner





# Components of FYF Campaign

## 2. Shelter Collaborations



# Components of FYF Campaign

## 3. ASPCA NYC

- Partnerships
- Events



# Promoting Your Fido(s)

 Engage your community and promote your dogs

- Hit the town
- Involve local influencers and community partners
- Host a Fido-themed adoption event
- Use existing Adopt a Shelter Dog Month opportunities



# Media Matters!

- 🐾 Use traditional media outreach to announce your participation in the national campaign
  - Visit the online toolkit for templates and message points
  - Be playful, get creative & look for the hook
  - Don't forget to share your successes!



Email us: **FindYourFido@aspca.org**

# Social Media:

## Let's get dog adoption trending this October!



- Use Fido's image anywhere and everywhere!
- Always use the **#FindYourFido** hashtag on every post, and encourage your fans to do the same
- All posts with this tag will appear on the ASPCA's live feed



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# Social Media Engagement Tips

- Post photos of Fido hitting the town
- Make a #FindYourFido sign for each new family to hold up in pictures
- Respond to all questions and comments, RT campaign tweets from followers, say “thanks!”
- Ask them to post photos of dogs they adopted
- Go Live!

\* Download our toolkit for more tips



# Social Media Toolkit Resources

- Full toolkit will be available on ASPCApro.org
- Includes sample messaging for various social media channels – customize and make it your own!





# Social Media Toolkit Samples

- General campaign promotion posts

October is Adopt a Shelter Dog Month! Have you found YOUR Fido? Help [YOUR SHELTER] home shelter dogs by visiting [ASPCA.org/FindYourFido](https://www.aspcapro.org/FindYourFido)!

We're so excited to be joining the @ASPCA's #FindYourFido campaign for Adopt a Shelter Dog Month! Please visit our [shelter/rescue] and join us in finding homes for all the "Fidos" near you. Visit [ASPCA.org/FindYourFido](https://www.aspcapro.org/FindYourFido) to learn more!

During the month of October, you can join thousands of dog lovers around the country in sharing your rescue story to promote adoption. Just snap a photo with YOUR Fido with the hashtag #FindYourFido for a chance to win a visit to the ASPCA Adoption Center in NYC! Learn more and enter at [ASPCA.org/FindYourFido](https://www.aspcapro.org/FindYourFido)



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# Social Media Toolkit Samples

- Event Lead-up posts

We are ONE WEEK away from our #FindYourFido event on [DATE]!! Our animals can't wait to meet you!!

Our #FindYourFido adoption event is in FIVE DAYS! Are you ready to adopt? Lifelong love and furry kisses await you! [ASPCA.org/FindYourFido](https://ASPCA.org/FindYourFido)

Shelter dogs need you! Tell your friends and family about this Saturday's #FindYourFido event, and please apply to adopt a dog in need of a home. Contact us to find out more or visit [ASPCA.org/FindYourFido](https://ASPCA.org/FindYourFido)!



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# Social Media Toolkit Samples

- Posts about specific animals

[Insert photo of dog] Ready to #FindYourFido? Meet [pet's name]! [He/She] likes belly rubs and long walks, and is looking forward to meeting [her/his] new family during Adopt a Shelter Dog Month! Contact us to find out more about adopting [pet's name]! [INSERT ADOPTION LISTING]

Could [DOG'S NAME] be \*your\* Fido? [He/She] is looking for a family and is available for adoption at our shelter! Find out more about this sweetheart and #FindYourFido at [YOUR ADOPTION PAGE LINK]



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# Q&A

After the webinar, please email  
all campaign questions to  
[FindYourFido@aspca.org](mailto:FindYourFido@aspca.org)

