



Promoting Your Pet of the Year Candidate

Say it loud and proud! You already know how much you love your pet, but now is the time to help everyone else see just how special your pet is and why they should be crowned the 2024 Pet Partners Pet of the Year to help you collect **even more** donations!

Here are some quick tips on how to promote your fundraising page, garner media coverage, and help get the word out about your Pet of the Year candidate!

- **Social Media:** Post about your Pet of the Year candidate on your social media accounts. Share a link to your fundraising page and encourage your fundraising committee members and followers to share this information too. Don't forget to tag Pet Partners with #PetPartners and #PPPetOfTheYear so we can share on our social accounts too. We have a short promotional video, sample social media posts, graphics, and customizable photo frames available in this toolkit for you to use as well.
- **Local media:** We've provided a sample press release in this toolkit that you can use to alert the media of this philanthropic competition and encourage individuals in your local community to donate and cheer on your pet candidate. Just fill in the information specific to your pet, location, and fundraising information.

Use these simple steps to increase your chance of media exposure to promote your pet candidate and their fundraising page:

1. Do an online search for the top news outlets in your area, including the main networks—Fox, CBS, NBC, and ABC—as well as local newspapers.
2. Find the assignment desk contact via the news outlet's website and email them a personal note with your press release.
3. Include images of your pet being extraordinary. Many stories get picked up purely because of the story the images tell.
4. Follow up with a phone call a day or so later if you do not hear back.

If you receive media coverage of your announcement or event, please let us know! Send an email to digitalmedia@petpartners.org with a link to the media coverage.