



Sample Social Media Posts for Pet Partners Pet of the Year

The options below are suggested social media posts to help you promote and solicit donations for your Pet of the Year pet candidate and fundraising page. Feel free to use these as is or adjust as you see fit for use on your personal social media accounts. Use the images attached in the tool kit, your own images of your pet, or the Pet of the Year frame graphic—request a customized graphic [here](#). Don't forget to use **#PPPetOfTheYear** and **tag Pet Partners** as shown in the list below.

Here are Pet Partners' social media handles for your convenience:

- **Facebook:** @PetPartnersOrg
- **Twitter:** @pet_partners
- **LinkedIn:** @pet-partners
- **Instagram:** @petpartners
- **Tik Tok:** @petpartners

Sample Facebook, Instagram, and LinkedIn posts

To announce your pet as a candidate:

I'm so excited to share that **[insert pet name]** is a candidate in the Pet Partners Pet of the Year competition! 🎉 Please donate to our team to help us raise funds to support the Pet Partners Therapy Animal Program, which brings unconditional love, happiness, and healing to millions around the world through therapy animal visits. The title of Pet of the Year will be awarded to the pet whose team raises the most money, so we need your help! Please make a donation to **[insert pet name]'s** personal fundraising page today: **[insert direct link to your fundraising page]**.

#PPPetOfTheYear *[tag Pet Partners using the appropriate handle for each channel]*



To post at any time during the competition:

In case you didn't hear, [insert pet name] is a candidate in the 2024 Pet Partners Pet of the Year competition! 🎉 This fundraising competition supports the Pet Partners Therapy Animal Program, which brings unconditional love, happiness, and healing to millions around the world through therapy animal visits. The title of Pet of the Year is awarded to the pet whose team raises the most money, so we need your help! Please make a donation to [insert pet name]'s personal fundraising page today: [insert direct link to your fundraising page]

#PPPetOfTheYear [tag Pet Partners using the appropriate handle for each channel]



To encourage donations:

[insert pet name] is still going strong in the 2024 Pet Partners Pet of the Year competition, but it's not over just yet! Help us raise funds to get ahead of the competition. The title is awarded to the pet whose team raises the most money, so we need your donations! Please make a donation to [insert pet's name] personal fundraising page today: [insert direct link to your fundraising page]

#PPPetOfTheYear [tag Pet Partners using the appropriate handle for each channel]



To encourage donations when leaderboards are hidden:

Donations are needed now more than ever as the competition heats up! Thank you to those who have already donated to help [\[insert pet name\]](#) become the 2024 Pet of the Year. If you haven't made a donation, please consider making one on our fundraising page: [\[insert direct link to your fundraising page\]](#). Funds raised support the Pet Partners Therapy Animal Program, which brings unconditional love, happiness, and healing to millions around the world through therapy animal visits.

#PPPetOfTheYear [\[tag Pet Partners using the appropriate handle for each channel\]](#)



To post during the week of March 5 (last week of fundraising):

There is ONE WEEK LEFT in the 2024 Pet Partners Pet of the Year competition! Help [\[insert pet name\]](#) be the top fundraiser. If you were planning on making a donation, now is the time! Funds raised support the Pet Partners Therapy Animal Program, which brings unconditional love, happiness, and healing to millions around the world through therapy animal visits. 💙 The title of Pet of the Year is awarded to the pet whose team raises the most money, so we need your help! Make a donation to [\[insert pet name\]'s](#) personal fundraising page today: [\[insert direct link to your fundraising page\]](#)

#PPPetOfTheYear [\[tag Pet Partners using the appropriate handle for each channel\]](#)



To post on March 18 (last day of fundraising):

Today is the LAST DAY to help [\[insert pet name\]](#) be crowned 2024 Pet Partners Pet of the Year! Please donate to our team before 11:59 p.m. CT to help us raise the most funds to support Pet Partners' Therapy Animal Program. ❤️ The title of Pet of the Year is awarded to the pet whose team raises the most money, so we need your help! Please make a donation to [\[insert pet's name\]](#) personal fundraising page today: [\[insert direct link to your fundraising page\]](#)

#PPPetOfTheYear [\[tag Pet Partners using the appropriate handle for each channel\]](#)



To thank donors:

Thank you to everyone who has donated to [\[insert pet's name\]](#) fundraising page. We are one step closer to becoming Pet of the Year because of your support. Most importantly, all funds will help bring more therapy animal visits to those in need. Thank you! ❤️

#PPPetOfTheYear [\[tag Pet Partners using the appropriate handle for each channel\]](#)



Sample X/Twitter Posts

To announce your pet as a candidate:

I'm so excited to share that [\[insert pet name\]](#) is a candidate in the 2024 Pet Partners Pet of the Year competition! 🇺🇸 Donate today to help us raise funds to support the Pet Partners Therapy Animal Program: [\[insert direct link to your fundraising page\]](#).

#PPPetOfTheYear @pet_partners

To post any time during the fundraiser:

In case you didn't hear, [\[insert pet name\]](#) is a candidate in the 2024 Pet Partners Pet of the Year competition! 🇺🇸 Donate today to help us raise funds to support the Pet Partners Therapy Animal Program: [\[insert direct link to your fundraising page\]](#).

#PPPetOfTheYear @pet_partners

To encourage donations:

[\[insert pet name\]](#) is still going strong in the 2024 Pet Partners Pet of the Year competition, but it's not over just yet! Make a donation to [\[insert pet name\]'s](#) page today: [\[insert direct link to your fundraising page\]](#).

#PPPetOfTheYear @pet_partners

To encourage donations when leaderboards are hidden:

Donations are needed now more than ever as the competition is heating up! If you haven't made a donation, please consider supporting [\[insert pet name\]](#) in becoming Pet of the Year: [\[insert direct link to your fundraising page\]](#).

#PPPetOfTheYear @pet_partners

To post during the week of March 5 (last week of fundraising):

ONE WEEK LEFT! Help [\[insert pet name\]](#) be the top fundraiser and be crowned 2024 Pet Partners Pet of the Year! Make a donation to support therapy animals 🧡 : [\[insert direct link to your fundraising page\]](#).
#PPPetOfTheYear @pet_partners

To post on March 18 (last day of fundraising):

Today is the LAST DAY to help [\[insert pet name\]](#) be the top fundraiser in the 2024 Pet Partners Pet of the Year competition! Donate today to help us raise funds to support the Pet Partners Therapy Animal Program! 🧡 : [\[insert direct link to your fundraising page\]](#).
#PPPetOfTheYear @pet_partners

To thank your donors:

Thank you to everyone who has donated to [\[insert pet name\]'s](#) fundraising page. We are one step closer to becoming Pet of the Year because of your support. Most importantly, all funds will help bring more therapy animal visits to those in need. Thank you! 🧡
#PPPetOfTheYear @pet_partners