**ASPCA Find Your Fido Campaign: Media Tips**

*These ideas can help you pitch the media and engage your local community with the ASPCA #FindYourFido campaign during Adopt a Shelter Dog Month to increase exposure for your shelter and raise awareness about the many benefits of adopting a pet to increase dog adoptions.*

1. ***Spread the News:***

* Distribute a press release at the start of October explaining how your shelter plans to participate in the #FindYourFido campaign and any goals you may have set (number of adoptions, etc.).
* Send a media advisory around a week before your Fido-themed adoption event or any special promotions you plan to hold so media outlets can run the story in weekly community newspapers, online, etc. prior to the event.
* Invite the media to attend and cover your events—make sure you’ve shared everything you've got going on, from activities to special adoptions promotions to the participation of local celebrities and influential community members.
* If the media can't attend your event, a few hours before the evening news broadcast, send them a press release with event highlights—be sure to include a few high-quality photos and/or a brief video. They may be able to run a quick segment if you make it easy for them.

***Note:*** Also, press releases and media advisories are similar in that they both serve the purpose of getting media coverage of your shelter. A media advisory is typically shorter and has the very explicit purpose of getting media to attend your event, kind of like an invitation, and is usually sent to outlets that you think are likely to attend. A press release can be longer and sent to a wider audience. Don’t forget to visit the online toolkit for helpful media templates!

1. ***Look for the Hook****:*

* When pitching the media, tell a compelling story of one animal —a dog who beat the odds or who has a particularly compelling story of how he/she came to be at the shelter—and then broaden it to the bigger picture of animal rescue.
* Since you want community members to share social media content about your adoptable dogs – is there one dog (or multiple dogs) that has a very interesting story that resulted in many shares or even an adoption? Perhaps local media could help give him/her a boost or share the success story!
* Share interesting backgrounds of staff, volunteers or adopters—the human-interest angle is compelling, too.
* Have you reached a milestone, celebrated a birthday, hit a record number of animal adoptions – think about a “Top 10 List” or even a “Top 3” format for your pitch.
* Some newspapers and TV stations may also be willing to feature your adoptable dogs on a regular basis throughout the month as a special Adopt a Shelter Dog Month/Find Your Fido series for October.
* Be creative and have fun! Consider renaming several of the harder-to-place dogs in your shelter “Fido” and offering a reduced adoption fee for those animals.
* Use engaging photos and/or short videos in your media pitches.

1. ***Don’t Stop There!***

Use engaging photos and/or short videos in your communications, and consider other channels besides traditional and social media to promote your shelter’s participation in the #FindYourFido campaign:

* Newsletters
* Email blasts
* Your website
* On-hold phone messages
* Email signatures
* Billboards
* T-shirts

1. ***Messaging Matters:***

Go into an interview with a clear message of what you want the audience to take away—and find a way to share that message repeatedly. If you are asked multiple questions, answer the easiest one that allows you to get your message across.

**\*\* Find Your Fido Message Points \*\***

* October is Adopt a Shelter Dog Month, which means it’s the perfect opportunity to help dogs in our community find loving, happy homes by participating in the ASPCA Find Your Fido initiative.
* The ASPCA estimates that approximately 3.3 million dogs enter U.S. animal shelters nationwide every year, where they sit waiting to be adopted into a loving home. We are encouraging animal lovers to celebrate Adopt a Shelter Dog Month by adopting a dog from [ORGANIZATION NAME] in [CITY]. We’re asking everyone to come #FindYourFido!
* If you can’t adopt today, you can still help our dogs find homes by becoming a digital ambassador. Simply share profiles of adoptable dogs from our website [URL] or [OTHER LOCATION LIKE FACEBOOK] on your social media channels to grow their network of potential adopters. Be sure to include #findyourfido as well. You may help make a match!
* [Additional message point about how the local community can further help your organization – foster, donate, volunteer, etc.]