

The Rescue Effect

Shelter Toolkit: Messaging Guide

Our Messaging Guide will help you advertise your participation in The Rescue Effect and inspire your community to adopt the animals in your care. The language in this guide can be incorporated in emails, social media and other communications. If you have questions, please email rescue.effect@aspca.org.



Key Taglines

- Adopt a pet, help many. That's The Rescue Effect.
- Adopt one, help many. That's The Rescue Effect.
- Adopt a dog / cat, help many more. That's The Rescue Effect.
- Adopt one, save many more. That's The Rescue Effect.

You can replace “**adopt**” with “**foster**” in any of these taglines if your organization wishes to use The Rescue Effect to recruit more foster families.



Supporting Sentences

- You can change ~~one~~ **MANY** lives. Adopting a pet into your home frees shelter resources for other animals who need them.
- Shelters and rescues are full, and your pet's adoption transforms the lives of many. That's The Rescue Effect.
- Choosing adoption frees space and resources for homeless pets to get the shelter they need. That's The Rescue Effect.
- Adopting an animal has a profound impact on that animal's life and frees space and resources for many more to be helped.



Generic Talking Points:

What is #TheRescueEffect?

The Rescue Effect is the ASPCA's national campaign dedicated to helping animal welfare organizations engage their communities and boost adoptions. It's a ripple: When we help one, we help many. That's The Rescue Effect.

Partnership:

[SHELTER/RESCUE NAME] is collaborating with the ASPCA, because when we work together, we save more lives. Alongside organizations from coast to coast, we joined The Rescue Effect to boost our visibility, engage more adopters and reduce the time animals spend waiting for loving homes.

How the Public Can Help by Adopting:

When you bring home your new best friend, you're freeing space and resources for us to give more animals a chance. It's a ripple: When you help one, you help many — that's The Rescue Effect. Adopt today.

How the Public Can Help by Fostering:

Fostering allows animals to heal, unwind, experience love and live like pets should as they await adoption. Plus, it frees space for other animals. Foster one, transform the lives of many. That's The Rescue Effect.

Social Media

Hashtag: **#TheRescueEffect**

Links to Relevant Social Media Channels:

- ASPCA
 - facebook.com/aspca
 - instagram.com/aspca
 - x.com/aspca
 - tiktok.com/aspca
- ASPCA Pro
 - facebook.com/aspcapro
 - instagram.com/aspcapro
 - x.com/aspcapro
 - tiktok.com/aspcapro

ASPCA or ASPCA Pro channels might share your content when you use the hashtag **#TheRescueEffect** and/or if you tag us in your posts!

Sample Posts and Post Captions

Longer Format Captions

- We're teaming up with the **@aspca** and joining **#TheRescueEffect** to help animals find homes! When you adopt or foster an animal, you free space and resources for shelters to give more animals the care they need. When we help one, we help many - that's The Rescue Effect. Check out some of our animals who are available for adoption: **[LINK]**
- By adopting/fostering **[ANIMAL NAME]**, you're changing more than one life - it's a ripple. Adopting/fostering frees space and resources for shelters to take in other animals who need them. When we help one, we help many - that's **#TheRescueEffect**. We're proud to be teaming up with the **@aspca** for this nationwide campaign to help animals find homes. **[INSERT ADOPTABLE INFO]** Meet our adoptable animals: **[LINK]**
- Did you know when you adopt or foster a shelter animal, you save MANY lives, not just one?! It's a ripple: when we help one, we help many - that's **#TheRescueEffect**. This helps shelters free space and resources for animals who need them. We're proud to be teaming up with the **@aspca** on this movement. Join us and meet our adoptable pets: **[LINK]**

Short Format Captions

- Join us and the **@aspca** in highlighting the positive impact adopting and fostering has on shelter animals! By taking home one animal, you save many lives. It's a ripple: when we help one, we help many. That's **#TheRescueEffect**. Meet our adoptables here: **[LINK]**
- Adopt/foster one animal and save many others! That's known as **#TheRescueEffect**, an impactful ripple that extends far beyond one life. We're proud to be teaming up with the **@aspca** on this nationwide campaign. Join the movement: **[LINK]**
- It's a ripple: when we help one, we help many. By adopting or fostering, you help shelters free space and resources to save animals - that's **#TheRescueEffect**. We're proud to be teaming up with the **@aspca** on this nationwide campaign. Meet our adoptables: **[LINK]**

Social Media - *continued*



Reel / TikTok Scripts

Use these customizable scripts to create a voiceover for a Reel, TikTok or other video content, and showcase adoptable animals.

SCRIPT 1:

Intro

We're teaming up with the **ASPCA** and joining **The Rescue Effect** to help animals find homes! When you adopt or foster an animal like **[ANIMAL 1 NAME]**, you're transforming **[ANIMAL 1's NAME]**'s life and freeing space and resources for shelters to help other animals like **[ANIMAL 2 NAME]**. It's a ripple: When we help one, we help many - that's The Rescue Effect.

Event Information

On **[DATE OF EVENT]**, we invite you to attend our adoption event at **[LOCATION OF EVENT]** and meet more animals like **[ANIMAL 1 NAME]** and **[ANIMAL 2 NAME]**.

[Include additional event information here, like details that can prepare adopters for your unique adoption process and fees].

Final CTA

We're proud to be partnering with the **ASPCA** on this nationwide campaign and hope you'll join us too! Visit **[WEBSITE]** to view our adoptable pets and other ways to support our work.

SCRIPT 2:

Intro

Did you know that when you adopt or foster a pet from the shelter, you transform that pet's life and free space and resources for others? It's a ripple: when we help one, we help many - that's #TheRescueEffect.

Feature Pet

This is **[ANIMAL NAME]**. **[Describe that animal and matchmaking qualities]**. When **[ANIMAL NAME]** finds a home, it will free space and resources for us to help the next pets who need us.

Final CTA

We're proud to be teaming up with the **ASPCA** and hope you'll join us by adopting or fostering a pet from **[ORGANIZATION NAME]**. Visit **[LINK]** to view our available pets.

Sample Email

Use the sample below to draft an email inviting your community to participate in The Rescue Effect.

Subject Line: Join The Rescue Effect

Preheader: We're teaming up with the ASPCA to help animals find homes. Join us: Adopt today!

Body:

[SALUTATION],

From August through October, we're teaming up with the ASPCA for a nationwide campaign called The Rescue Effect to help animals find homes. Join us! We have pets of all sizes, ages and wonderful personalities available for adoption — maybe your home is the one they've been waiting for!

[ADOPT TODAY!] - *button that links to your adoptable pets*

When you choose adoption, you'll welcome home the best friend you've been dreaming of, and another animal will get the care and shelter they need. **It's a ripple: When you help one, you help many. That's The Rescue Effect.**

Visit us and check out our upcoming events!

Visit Us Online: [WEBSITE URL]

Meet the Animals Waiting for Homes:

[ADOPTION PAGE URL]

Visit Our Adoption Center:

[STREET ADDRESS]

[CITY, STATE ZIP]

Our Visiting Hours:

[DAY(S): TIMES]

[EVENT/PROMOTION TITLE]

[DATE: TIME]

[STREET ADDRESS]

[CITY, STATE ZIP]

[WEBSITE URL]

[EVENT/PROMOTION TITLE]

[DATE: TIME]

[STREET ADDRESS]

[CITY, STATE ZIP]

[WEBSITE URL]

We hope to see you soon!

Your Friends at [ORGANIZATION NAME]

Sample Press Release

Use the sample below or the [editable press release template in your Shelter Toolkit here \(Microsoft Word\)](#) to draft a press release you can send to your media contacts on or after Tuesday, July 16, 2026.

[LOGO]

FOR IMMEDIATE RELEASE

MEDIA CONTACT:

[Your Name]

[Your Title], [Organization]

[Your Phone Number]

[Your E-mail Address]

[SHELTER OR RESCUE NAME] Joins the ASPCA's Rescue Effect Campaign, Asks Local Community to Adopt [AND/OR FOSTER] Animals in Need

Third year of The Rescue Effect brings together shelters and rescues nationwide to place more animals into loving homes

[CITY], [STATE] – ([MONTH] [DAY], 2026) – [NAME] today announced that it will join hundreds of animal shelters and rescues across the country to participate in the [ASPCA's Rescue Effect campaign](#) to raise awareness about the importance of pet adoption [AND/OR FOSTERING] and place more animals into loving homes. During the three-month-long campaign, [NAME] will offer [LOCAL ADOPTION/FOSTERING OPPORTUNITIES, INCLUDING ANY UPCOMING EVENTS, REDUCED/FEE-WAIVED PROMOTIONS, ETC.]

Most shelters across the country are at capacity with [nearly six million dogs and cats](#) entering shelters and rescues in 2025. Choosing to adopt helps the animal you take home and frees space and resources to help others. Animal shelters have pets of all sizes, ages and an array of wonderful personalities, and if you aren't able to adopt, fostering also helps free space for other animals in need.

[QUOTE FROM SHELTER OR RESCUE]

Launching in August and continuing through October, The Rescue Effect is the ASPCA's national campaign dedicated to helping organizations increase adoptions and engage the public. This year, the ASPCA is once again providing \$2 million in grants to cover adoption fees and support operations at [participating shelters and rescue groups across the country](#) with some holding fee-waived adoption events.

For more information about [NAME], visit [WEBSITE], or learn more about the ASPCA's Rescue Effect campaign at aspca.org/therescueeffect.

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About [SHELTER OR RESCUE NAME]
[INSERT BOILERPLATE]

About the ASPCA®

The [ASPCA®](#) (The American Society for the Prevention of Cruelty to Animals®) believes every animal deserves to live free from suffering. For 160 years, we've been on the frontlines to save, transform and protect millions of lives in the fight against animal cruelty. As the nation's first and leading animal welfare organization, we assist animals in need through on-the-ground disaster and cruelty interventions, behavioral rehabilitation, animal relocation and placement, legal and legislative advocacy, and the advancement of the sheltering and veterinary communities through research, training and resources. As a 501(c)(3) not-for-profit corporation with more than 2 million supporters nationwide, our commitment to eliminating animal cruelty is unwavering. For more information visit aspca.org, and follow the ASPCA on [Facebook](#), [X](#), [Instagram](#), [LinkedIn](#) and [TikTok](#).