**PET ADOPTATHON 2024**

**Pet Adoptathon 2024:**

1. The primary focus of Pet Adoptathon is to bring awareness to the plight of homeless animals and save more lives.
2. You are already signed up, now all you need to do is
   1. Go to [**www.animalleague.org/shelterlogin**](http://www.animalleague.org/shelterlogin)
   2. Download promotional material
   3. Promote Pet Adoptathon 2024 through your regular advertising channels
3. Notify NSALA of the adoptions completed throughout the month of May by either logging back on to your shelter page.

**What you will receive:**

## **National Web Site Support**

* Participating shelters, rescue group, coalitions shall include a link on their web site to the Pet Adoptathon site to promote their organization. Banners in various sizes will be available in MArch 2024 for download. NSALA will post event information on the Pet Adoptathon and will provide nationwide e-mail marketing and publicity reaching over 800,000 people worldwide to encourage adoptions at your event and visit your web site.
* All host shelters will be displayed on the Google-powered Pet Adoptathon Shelter map, with a link back to the host shelter’s home page (if provided). This is a great opportunity to increase visitors to your web site.
* NSALA will list ALL participating shelters, coalitions, and rescue groups on the Pet Adoptathon site with links to host shelter’s home page.

## **Social Media Support**

* NSALA will establish a hashtag which can be used on Instagram, Twitter, and Facebook.  We will promote some events by using the hashtag on the social media networks which will be accompanied by a photo of a dog/cat that is available for adoption at the participating organization’s event.  If the participating shelter has social media accounts, they should RT (re-tweet) or share the hashtag including @AnimalLeague.  This will include us and the participating shelter in the conversation.  Each event shall be promoted before and during the event to help maximize adoptions.

#### **Promotional Materials**

* Marketing materials developed and produced by NSALA will be available for you to download prior to the event on the Pet Adoptathon website.
* All materials distributed by sponsors, to the shelter, will be reviewed and approved by NSALA.

**Pet Adoptathon Contact List**

Senior Director of Offsite

[anthonya@animalleague.org](mailto:anthonya@animalleague.org)

516-883-7900 ext 454

516-317-5472

Please contact Anthony with any and all issues or questions with Tour For Life.

Offsite Manager

[cristinad@animalleague.org](mailto:cristinad@animalleague.org)

516-883-7900 ext 455

516-459-7683

Please contact Cristina with all event questions. Such as event site, event locations, animal questions etc.

Senior Director of Communications

[Kathleenl@animalleague.org](mailto:Kathleenl@animalleague.org)

516-883-7900 ext 482

516-652-9151

Please contact Kathleen with Public Relation questions. She will be able to provide you with press release templates and any media help.

Communications Manager

[ilebes@animalleague.org](mailto:ilebes@animalleague.org)

516-883-7900 ext 623

516- 448-4706

Please contact Ilene with any questions related to media for your event.

Allison Bukatman

Social Media Strategist

516-883-7900 ext 247

516-641-8277

[allisonb@animalleague.org](mailto:allisonb@animalleague.org)

Bob Borden

Social Media Specialist

516-883-7900 ext. 827

[robertb@animalleague.org](mailto:robertb@animalleague.org)

Please contact Alison and Bob with Social Media questions. She will be able to provide you with a template of how to post your event on all social media outlets.