Brighter together

Holiday Wishes
Grant Campaign

In partnership with

petco foundation

petco
BOBS for Dogs by Skechers
Pets brighten our lives. Let’s brighten theirs!

Since 2013, we’ve awarded nearly $4 million in grant awards during the annual Holiday Wishes campaign. Each year, we award approximately $750,000 to animal welfare organizations like YOURS dedicated to bringing together people and pets. Because we know that pets and people are:

**Brighter together**

Use this guide and the tools included to rally your adopters to make Holiday Wishes come true for your organization!
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**KEY DATES:**

**August 12-September 23:** Holiday Wishes application open for adopters. All submissions are due by noon CST on September 23.

**August 15:** Holiday Wishes Kickoff Webinar led by the Petco Foundation team at 2:00pm CST.

**September 30:** All organization information due to be eligible for a grant award including: Partnership Report, Holiday Wishes grant application and all adoption verifications for any nominations.

**Holiday Season:** Winning adopters and organizations are notified and celebrations take place.

More information including FAQs at petcofoundation.org/holidaywishes
IN THE TOOLKIT:

- The Holiday Wishes Guide (you’re reading it!)
- Step-by-step document to guide you to complete your grant application
- Template press release for your to customize
- Template email for adopters with suggested copy and graphics
- Social media graphics including images of dogs, cats, rabbits and adopters
- Social media engagement tools for Instagram stories
- Social media graphics that explain to adopters how to submit a story in 3 easy steps
- Twitter and Facebook cover photos for your social profiles
- Social graphic overlay so you can create your own graphics
- Customizable and printable flyers

More information including FAQs at petcofoundation.org/holidaywishes
SPREAD THE WORD

• Send the adopter email to your supporters and ask them to submit a Holiday Wishes story.
• Include information about the Holiday Wishes campaign in your organization’s newsletter.
• Read through the FAQs and last year’s winning stories. Encourage your adopters to read these stories, too!
• Update the customizable flyer, email and press release to include your organization’s logo, name and necessary contact information.
• Send the press release to your local media contacts.
• Check out all the graphics to find one that will resonate with your adopters or use the overlay to create your own graphics using images from your organization.
• If you received an award last year, share the winning story on social media!
• Use the Facebook and Twitter cover photos for the duration of the submission period.
• Encourage your adopters to post on social media too after they’ve submitted a Holiday Wishes story with #brightertogether. The more submissions your organization receives, the more chances for a grant award.

ENSURE YOUR ORG IS ELIGIBLE

• Submit your organization’s annual partnership report, and Holiday Wishes grant application, in the Petco Foundation Partner Portal.
• Keep an eye on your email - whenever an adopter submits a story and enters your organization’s email, you’ll receive a notification and and will be required to verify each adoption through the Petco Foundation Partner Portal.
SINGLE IMAGE POSTS BEST FOR FACEBOOK, TWITTER OR INSTAGRAM

Share one of these images a week while submissions are open to increase excitement among your adopters!

Suggested Copy:
Share how your pet brightens your life and this could be YOU! Submit your story to petcofoundation.org/holidaywishes by Sept. 23 and help us win up to a $100,000 grant from @petcofoundation + a shopping spree from @petco and @bobs_skechers shoes for you! #BrighterTogether #HolidayWishes

MULTI-IMAGE POSTS BEST FOR INSTAGRAM

Suggested Copy:
Merrick’s meows saved his mom’s life. How does your pet brighten your life? Share all the ways big and small to help us win up to a $100,000 grant from @petcofoundation plus a @Petco shopping spree and @Bobs_Skechers shoes for you! Submit your story by Sept. 23: petcofoundation.org/holidaywishes #BrighterTogether #HolidayWishes

Suggested Copy:
Phoebe helped Gabriella get through the ups and downs of college. How does your pet brighten your life? Help us win up to a $100,000 grant from @petcofoundation plus a @Petco shopping spree and @Bobs_Skechers shoes for you! Submit your story by Sept. 23: petcofoundation.org/holidaywishes #BrighterTogether #HolidayWishes

Suggested Copy:
Samson inspired his family to make the most out of every day. How does your pet brighten your life? Help us win up to a $100,000 grant from @petcofoundation plus a @Petco shopping spree and @Bobs_Skechers shoes for you! Submit your story by Sept. 23: petcofoundation.org/holidaywishes #BrighterTogether #HolidayWishes

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**SINGLE GRAPHIC POST**

**BEST FOR FACEBOOK, TWITTER OR INSTAGRAM**

Add your organization’s photo with a Holiday Wishes overlay to customize the social message.

**Suggested Copy:**

ATTN ADOPTERS: The @petcofoundation is making $750,000 in Holiday Wishes grants to animal welfare organizations LIKE US this holiday season! All you need to do is submit a story about how your pet brightens your life. Can you help? Check the chart to see!

Help make our Holiday Wishes come true by sharing your story at petcofoundation.org/holidaywishes by Sept. 23, noon CST. Winning adopters will also receive a @petco shopping spree and @bobs_skechers shoes!

#BrighterTogether #HolidayWishes

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**MULTI-GRAPHIC POST**

**BEST FOR INSTAGRAM**

Post these steps in order to show your adopters just how easy it is to help make your organization’s Holiday Wishes come true: just 3 easy steps!

**Suggested Copy:**

Have you adopted a pet from us? Help us earn up to a $100,000 lifesaving grant award from @petcofoundation by sharing how your pet brightens your life! Follow these steps to submit your story to petcofoundation.org/holidaywishes by Sept. 23! #BrighterTogether #HolidayWishes

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[petco](https://www.petco.com)

[BOBS from Skechers](https://www.bobsfootwear.com)

More information including FAQs at petcofoundation.org/holidaywishes
INSTAGRAM STORY ENGAGEMENT

Share these in your Instagram stories to encourage engagement from your adopters! If you have 10k+ followers, you can even add a swipe up link to encourage adopters to submit their story right then:

petcofoundation.org/holidaywishes

GRAPHIC OVERLAY

Add your organization’s photo with a Holiday Wishes overlay to customize the social message.

Suggested Copy:
PETS BRIGHTEN OUR LIVES, LET’S BRIGHTEN THEIRS. Share your adoption story to help us win up to $100,000 in Holiday Wishes grant funds from @petcofoundation! #BrighterTogether #HolidayWishes

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More information including FAQs at petcofoundation.org/holidaywishes