



New Adopter Petco Offer: Pima Animal Care Center

As a Petco Foundation partner, we're excited to offer exclusive BIG discounts to your **new** adopters to help make every pet adoption a success! Included in this Petco Offer Toolkit is a flyer that you can pass along to new adopters, either digitally or in print, with discounts for grooming, dog training and their next Petco purchase.

Please note: these offers should not be posted on social media. These are exclusive offers for individuals who have recently adopted from your organization and should not be shared with the general public. The flyer you received contains trackable UPC codes specifically for use for your organization's new adopters. Adopters should be prepared to show their adoption paperwork (digital or print) to redeem the offer. Coupon offers are valid 30 days from adoption date.



Instructions for Using This Toolkit

- Click this link to access your **organization's** unique toolkit folder (do not share this link with your adopters): www.petcofoundation.org/PimaKit
This folder contains:
 - **Instructions:** The instructions you're reading now which tell you what's included in this toolkit.
 - **Email Template and Graphics:** Images/text so you can easily share this offer by email or as part of your digital adoption receipt. Click the link above to access the email images. Continue reading to find the sample text for the email template on the next page.
 - **A subfolder that includes the offer for your adopters.**
- Use this link to share the offer with your **adopters** so they can access their Petco Offer flyer **digitally**: www.petcofoundation.org/PimaAdopter
If you prefer to give your new adopters a printed flyer instead, click the adopter link above, download the PDF flyer onto your computer, and print it out to give to your new adopters. Please be mindful of the expiration date.

If you have any questions about this Petco Offer Toolkit, please email foundationmedia@petcofoundation.org.

LOVE STORIES GRANT OPPORTUNITY (Formerly Holiday Wishes)



ENCOURAGE YOUR ADOPTERS TO SHARE THEIR STORY TO HELP YOU EARN LIFESAVING FUNDS

By presenting new adopters with offers to get their new pet relationship started, your adopters will also be reminded to participate in our Love Stories campaign to give your organization the chance at up to \$100,000 in lifesaving funds. Your adopters can share how their pet has changed their life to help your organization earn

grant awards. Formerly known as the Petco Foundation Holiday Wishes campaign, Love Stories submissions are open from Feb. 1 to Sept. 20 at www.petcofoundation.org/lovestories.

Encourage all of your adopters to share their story. Up to \$1,000,000 in lifesaving funds will be distributed to winning organizations as well as monthly surprise incentives. Stay tuned! Additional digital marketing materials to promote this grant opportunity will be distributed to your organization in March. Be sure to follow us on [Facebook](#), [Instagram](#) and [Twitter](#) to stay up-to-date about this grant opportunity and our lifesaving work.

EMAIL TEMPLATE AND NEWSLETTER COPY

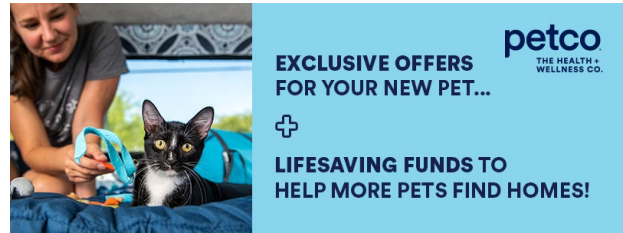
Insert the text and graphics below into your preferred email system to send this exclusive offer to your adopters.

Email Template

Subject: Exclusive Offers for Your New Pet + the Chance to Save More Pet Lives!

Subhead: A thank you from Petco for adopting a pet!

Header Image: Depending on your organization, you can use the cat or dog email header graphic.



Thank you for adopting and saving a life!

As a thank you for choosing adoption, we have exclusive savings from Petco just for you! Follow this link for discounts on grooming, dog training and your next Petco purchase: www.petcofoundation.org/PimaAdopter

As a proud supporter of adoption, Petco is here as a health and wellness partner to help you welcome your new best friend home. Stop by your neighborhood Petco today to meet pet experts and pick up all your pet needs.

Share your pet story and help us earn lifesaving funds!

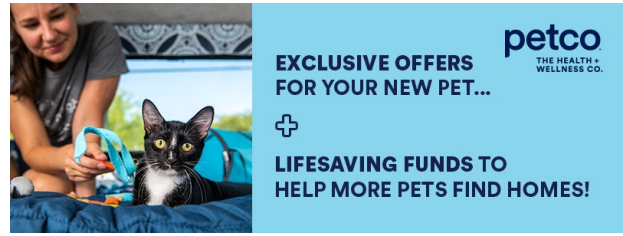
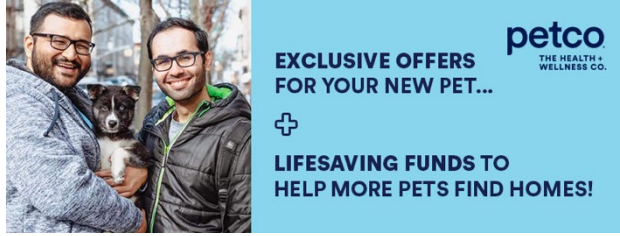


You've already helped save pet lives by choosing adoption, now you have the chance to give back to even more pets in need and help our organization earn up to \$100,000 from the Petco Foundation.

Share how your adopted pet has changed your life and you can help Pima Animal Care Center earn lifesaving funds. **From now through Sept. 20, submit your story at www.petcofoundation.org/lovestories.**

Newsletter Copy:

Image: Depending on your organization, you can use either the cat or dog graphic.



Thank you from Petco for adopting and saving a life!

As proud supporters of adoption, Petco is here as a health and wellness partner to help you welcome your new best friend home. Click the link below to download exclusive offers, and then stop by your neighborhood Petco to meet pet experts and pick up all your pet needs. PLUS, you can help give back to pets in need by sharing how your new pet has changed your life. [Share your story](#) with the Petco Foundation to help Pima Animal Care Center earn up to \$100,000 in lifesaving funds.

Follow this link for discounts on grooming, dog training and your next Petco purchase:

www.petcofoundation.org/PimaAdopter