



Thank you for coordinating a food drive for SAFE Haven’s Pet Food Pantry! We have included a promotion package to help you market your food drive, including a pre-written email, Facebook posts and tweets. You can use these messages as they are, or edit them to suit you and your audience. **Don’t forget to add your event’s location and time!**

Your work means the world to us. Because of your efforts, pets all over the Triangle will be able to sleep with their furry bellies full. Thank you!

In this kit, you will find:

- Sample email to send to promote your Food Drive
- Sample social media posts to use on Facebook and Twitter
- Also make sure to use this FREE flyer to promote your event!
 - http://www.safehavenpfp.org/wp-content/uploads/2016/10/SAFEHaven-Pet_Food_Pantry_Flyer_Form-d01.pdf

SAMPLE EMAIL

SUBJECT LINE: Pet food drive (INSERT DATE HERE): Hungry pets need YOUR help!

EMAIL BODY:

We’re sponsoring a pet food drive for SAFE Haven for Cats’ Pet Food Pantry, and we would love your support!

DATE(S): **[Add Date]**

LOCATION: **[Add Location]**

QUESTIONS? ASK: **[Add Contact]**

What should you donate?

- Unopened bags of cat and dog food
- Canned cat and dog food
- Cat litter
- Flea preventative such as Advantage or Frontline

The SAFE Haven Pet Food Pantry is Wake County’s only food bank for pets. It provides cat and dog food to pet owners who are struggling financially. Last year The Pet Food Pantry distributed over 10 tons of food in the community.

To learn more about the SAFE Haven Pet Food Pantry, visit www.safehavenpfp.org.



SAMPLE FACEBOOK POSTS

- Hungry pets need YOUR help! We're sponsoring a food drive for SAFE Haven for Cats' Pet Food Pantry on [DATE AND TIME]. Learn more about the Pet Food Pantry: <http://www.safehavenpfp.org/>
- Did you know that economic hardship accounts for 25% of the pets that are surrendered to shelters each year? You can help pets and their owners stay together! We're holding a food drive on [DATE AND TIME]! For more info about SAFE Haven for Cats and the Pet Food Pantry, click here: <http://www.safehavenpfp.org/>
- The Pet Food Pantry relies on community support to help collect food and spread the word to pet owners in need. So we're doing a food drive on [DATE AND TIME]! For more info about SAFE Haven for Cats and the Pet Food Pantry, click here: <http://www.safehavenpfp.org/>
- We're hosting a food drive for pets, and we need your help! Join us on [DATE AND TIME] as we help hungry pets in our community. For more info about SAFE Haven for Cats and the Pet Food Pantry, click here: <http://www.safehavenpfp.org/>

SAMPLE TWITTER POSTS

- The Pet Food Pantry at @SAFEHaven4Cats needs your help! Learn more about the Pantry: <http://www.safehavenpfp.org/>
- We're holding a food drive for pets on [DATE]! Learn more about the Pet Food Pantry: <http://www.safehavenpfp.org/>
- Hungry pets need YOUR help! Donate to our Pet Food Pantry food drive [INDIVIDUAL EVENT DETAILS].