north shore animalleague america
Global Pet Adoptathon®

SINCE 1995

DIGITAL

TOOLKIT

Sponsor:

Swiffer

north shore animalleague america
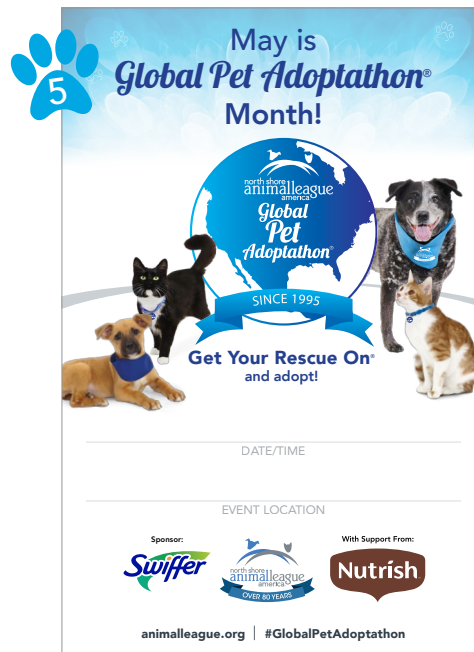OVER 80 YEARS

With Support From:

Nutrish

Use the tools included in this kit to help spread the word about Global Pet Adoptathon to potential adopters in your community!

2025 GLOBAL PET ADOPTATHON DIGITAL TOOLKIT

Thank you for participating in our 2025 Global Pet Adoptathon Adoption Event. Sign into the Shelter Partner Portal to download your PA digital resources. Digital Toolkit includes the following:

1 Email Signature Banners:
   Pre-made & Editable Banner

2 Social Media Images:
   Pre-made & Editable Image

3 Facebook Covers:
   Pre-made & Editable Image

4 Editable Event Flyer

5 Editable Event Poster

6 Adoptable Pet Frames

SIGN INTO THE SHELTER PARTNER PORTAL TO DOWNLOAD YOUR GLOBAL PET ADOPTATHON DIGITAL RESOURCES.

EMAIL SIGNATURE BANNER

Add this banner to your email signature to let your contacts know you're participating in our Global Pet Adoptathon Adoption Event. You can also use it as a digital banner on your website. Be sure to link the banner to a webpage with details about your event or to **animalleague.org/petadoptathon**

PRE-MADE IMAGES: Add these images to your email signature to help promote your event.

EDITABLE IMAGES: Use these if you'd like to customize the images you post. You can add your logo, event dates, or photos of adoptable pets to help promote your Global Pet Adoptathon Adoption Event.

**SCAN TO DOWNLOAD ON CANVA
OR CLICK HERE**

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OR CLICK HERE**

SOCIAL MEDIA IMAGES

This kit includes pre-made images for your organization's social media accounts, as well as editable templates for creating your own custom versions. You can use the editable space to add pet images, event dates and details, or your organization's logo.

PRE-MADE IMAGES: Add these images to your social media posts to help promote your event.

EDITABLE IMAGES: Use these if you'd like to customize the images you post. You can add your logo, event dates, or photos of adoptable pets to help promote your Global Pet Adoptathon Adoption Event.

**Download
Template
on Canva
OR
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PRE-MADE IMAGES: Add these images to your social media posts to help promote your event.

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Download Template on Canva OR CLICK HERE

SOCIAL MEDIA SAMPLE POST COPY: Create your own personalized message to promote the event, including the event date, location, and details about adoptable pets expected to be there. Or, feel free to use the sample copy below as a starting point.

Join us (@SHELTERPARTNER) for #GlobalPetAdoptathon!
We're partnering up with @AnimalLeague to host an adoption event at the following location
[Location and address]
[Event Date]
[Event time]
#GetYourRescueOn and adopt your new best friend!

EDITABLE EVENT FLYER

Use the editable flyer template to promote your adoption event. You can fill it in and share it by email or print and post it in your community.

EDITABLE EVENT POSTER

Use the editable poster template to promote your adoption event. You can fill it in and share it by email or print and post it in your community.

ADOPTABLE PET FRAME

Digital pet frames are available to highlight adoptable pets during the event. Simply use the template for the pet's photo and upload it to your social media, website, or adoption platform.

Download Template on Canva OR CLICK HERE