



Butte Humane Society

Business Buddies

Table of Contents

Introduction.....	1
Contact List.....	4
Business-to-Business Letter.....	5
Special Business-to-Business Letter	6
Past Dog Posters.....	7
Past Cat Posters.....	11
Special Business Buddies Poster Example.....	15
Press Release.....	16

What is Business Buddies?

Business Buddies was started in March 2011 in order to expose our adoptable animals to the community and increase adoption rates. It's been noticed that, people do not like visiting the shelter because it is seen as a sad place. This program is a way to get information about the animals out to the community about what animals we have. The goal is to get people interested in adopting to come to the shelter.

Every three weeks we send out two 8.5x11 posters featuring BHS animals and ask the Business Buddies to display them in visible locations in their store (either by the cashier or in storefront windows). One poster shows three dogs and the other three cats. They give out brief information about each animal, a photo, a personal bio and shelter contacts.

How to pick the animals:

The animals selected for the fliers are normally ones who have been at the shelter a bit longer and need some extra attention. We don't want to put animals on the poster who are likely to get adopted in a couple days. Check the website (buttehumane.org) and scroll through the animals to look up their "intake date." Also, normally the animals that have been at the shelter the longest are near the top of the list.

How to create the posters:

1. The poster is created in Adobe InDesign. The template is available on the server and all past posters are located in the binder.
2. It is extremely important to have good pictures of the animals. Feel free to take the image from the website, but if the picture is not a great one, a new one should be taken.
 - Cats:** Go to the Cat Adoption Center at 587 Country Dr. and take some new pictures. Remember that some might be in foster and are not available.
 - Dogs:** You have the option of getting permission to have the dogs taken out of the kennel. Talk to your supervisor.
3. The bios can be taken from the website, but normally need to be rewritten. Never put any information on the flier that is not positive. You have about three sentences to get people interested in the animal so use the space wisely. If there is no bio or there just isn't enough information, talk to your supervisor. Go visit the animal or have it brought into the office and come up with new ways to describe them. Remember, keep it positive!
4. Posters need to be exported into a PDF so the Buddies can open it.

5. Keep track of the dates that you send the posters out. It needs to be every three weeks. This can be done in an Excel spreadsheet.

What happens when an animal gets adopted?

You need to check the BHS website daily to check up on your six animals. When one gets adopted, ask your supervisor or a staff member to double-check the system and make sure the animal was adopted. As soon as it's confirmed send a mass email to all Business Buddies telling them the good news and requesting that they write "Adopted!" over the animal's bio.

How to keep track of the Business Buddies:

1. There is an Excel spreadsheet in the server that contains all contact information. It needs to be updated whenever a new Buddy is added. An example is located in this binder.
2. Keep all Business Buddies in your email's address book. If your email allows you to group/label them, do so. This guarantees that a Buddy won't slip from the system.

How to get new Business Buddies:

1. We have a business-to-business letter that is in the server. A copy of it is located in this binder. This letter can be emailed or delivered to new businesses. We have never had a business reject us — we just would never receive a reply. So feel free to send it to any business.
2. Keeping Business Buddies in the media is key and is the main way that people hear about the program. A press release is in the server and a copy of it is located in this binder. Since the press release is old, it will need updating. The Synthesis and the Chico Enterprise-Record have been good about getting us in the PSA section. KNVN already has a news video that was published, so keep in touch with Bryan Callahan and see if he can get the video released again on a slow day.
3. Create a "Special Business Buddy." See more information below.
4. Drop posters and business-to-business letters off at local businesses, especially animal clinics, veterinary hospitals or pet supply stores.

Special Business Buddies:

Sometimes, BHS animals have names that are similar to local businesses. In hopes of them hanging out the poster and eventually becoming a Business Buddy, we make them their own special poster featuring just that animal. The poster needs to be a little bit more creative and have their bio incorporating the theme of the business in some way. An example is located in the binder.

Once the poster is complete, print it out along with a “special” business-to-business letter. Put the two together and deliver them to the manager or owner of the business.

When the animal gets adopted, notify the business and tell them that if they are interested in become a real Business Buddy to contact us.

Additional Advice:

1. Continue to thank the Business Buddies and tell them how much we appreciate their support.
2. Get creative on the posters and use great photos. The more adorable the pictures, the better.
3. Don't pick out the animals and make the posters too far ahead of time. There's a chance someone will get adopted and you'll have to start over. Do it either the day before or the day of.
4. Get the animals you select approved by your supervisor. There might be better ones out there!
5. Talk to your supervisor as well as the people in charge of naming the animals. They have been willing to name incoming animals in coordination with us trying to get a certain business as a buddy.

For Immediate Release

March 21, 2011



For further information contact:
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BUTTE HUMANE SOCIETY SEEKS HELP FROM COMMUNITY BUSINESSES

CHICO, Calif. —Butte Humane Society’s newly developed program invites Chico businesses to partner with them in order to increase exposure of their adoptable animals to a larger range of community members.

The new program, Business Buddies, will ask local business owners to allow posters of six featured animals to be displayed inside their store or on their windows. This way, customers or passersby will be shown the wide-array of dogs and cats available for adoption. The posters will also be marked when each animal is adopted and will be changed every three weeks.

“Animal shelters are stereotypically considered a ‘sad’ place so often people don’t like visiting them but they are still interested in adopting,” said Lori Wells, BHS Communication and Outreach Associate. “This program allows people to see animals that they would have otherwise never encountered and fall in love with.”

Since the program is still under development, there are only two confirmed businesses — Hotel Diamond and TrailBlazer Pet Supply. However, both are eager to help BHS increase the number of adoptions.

“I am going to end up with a lot of dogs at my house because I will fall in love with their pictures,” said Sandy Teague, general manager of Hotel Diamond. “I will be more than happy to post these for employees to see.”

Each year, BHS takes in on average 6,000 animals and are doing the best they can to find owners for each one. BHS is a no-kill shelter and needs the support of the community in order to help every animal that comes their way. Therefore, they are looking for at least 20 Business Buddies by the end of May.

“Finding homes for animals is a never-ending job,” Wells said. “We are trying to do everything we can to spread the word and help find them a forever home.”

If interested in becoming a Business Buddy, please e-mail tmarucci18@gmail.com with contact information.

Butte Humane Society is a 501(c)3 non-profit organization that has worked to provide and advocate humane care of companion and other animals since 1911.

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Butte Humane Society's Adoptable Animals



Starbuck

Female/Spayed

6 years, 9 months

Domestic Shorthair/Mix

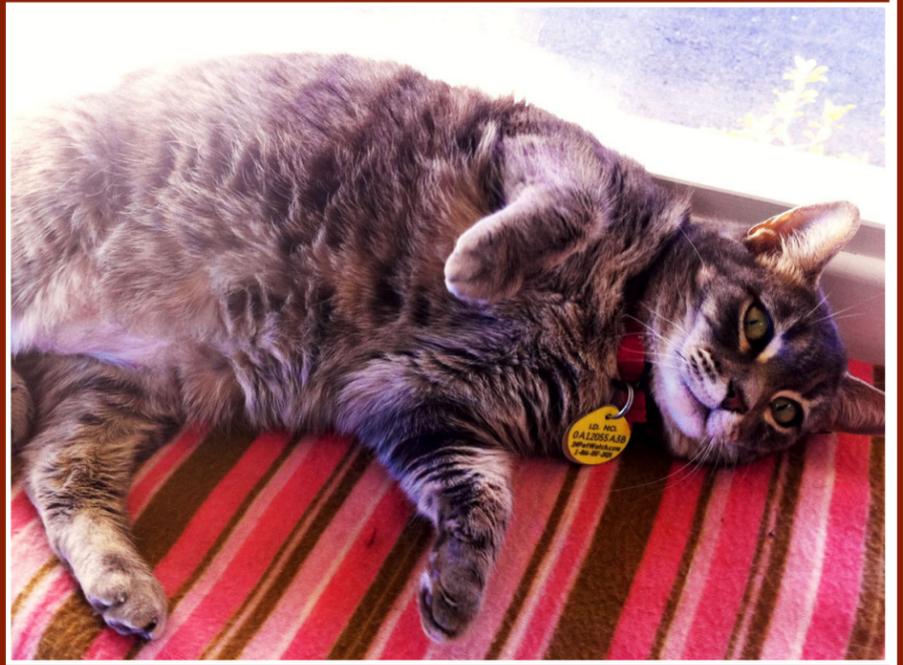
Size:



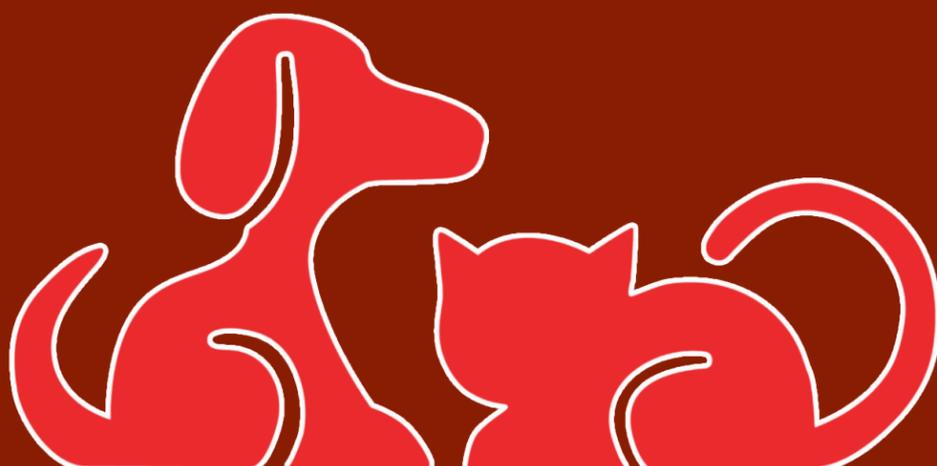
This mellow cat is like a decaf cup of coffee — full of flavor without the caffeine. Starbuck loves relaxing in comfy spots and enjoys a good, old-fashioned ear scratch. This sweetie gets along well with dogs and other cats.

**For more information on Starbuck and other animals,
please contact BHS at 343-7917 or visit us at 587 Country Drive!**

**We'll be here
Saturday!**

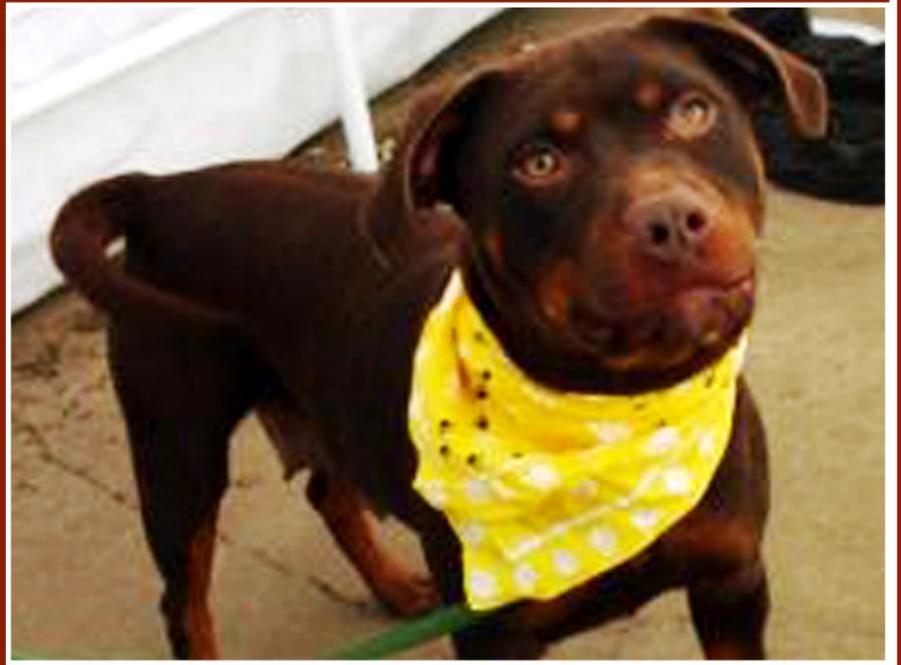


**Until then, come see us at
Butte Humane Society's clinic
587 Country Dr. Chico, CA**

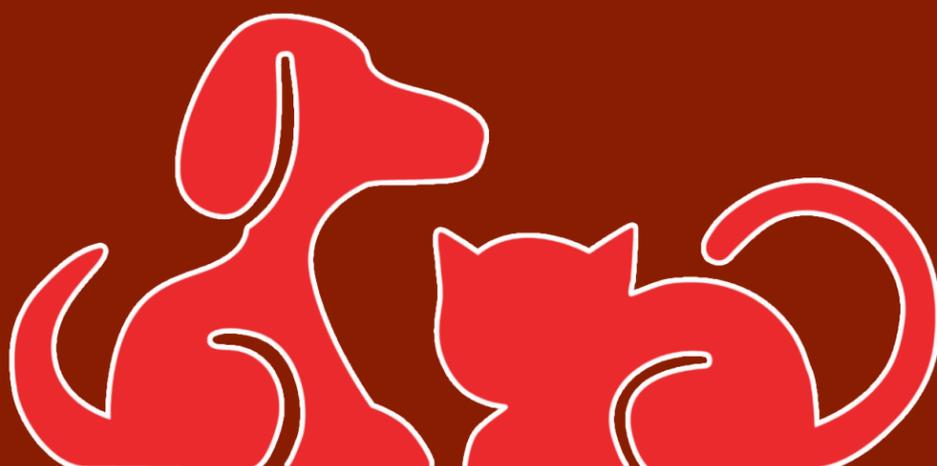


530-343-7917

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**Until then, come see us at the
Butte Humane Society
2579 Fair St. Chico, CA**



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