**Thank you for being a part of GLOBAL PET ADOPTATHON 2022**

North Shore Animal League America will kick off the 26th annual Global Pet Adoptathon at its headquarters in Port Washington, NY at 9 a.m. on Saturday May 7th. Thousands of participating shelters and rescue groups around the world will host Global Pet Adoptathon events throughout the month of May promoting the benefits of shelter pet adoptions and showcasing hundreds of thousands of adorable puppies, kittens, dogs, and cats available for adoption.

**Global Pet Adoptathon 2022:**

1. The primary focus of Global Pet Adoptathon is to bring awareness to the plight of homeless animals and save more lives.
2. You are already signed up, now all you need to do is
   1. Go to [**www.animalleague.org/shelterlogin**](http://www.animalleague.org/shelterlogin)
   2. Download promotional material
   3. Promote Global Pet Adoptathon 2022 through your regular advertising channels
3. Notify NSALA of the adoptions completed throughout the month of May by either logging back on to your shelter page.

**What you will receive:**

## **National Web Site Support**

* Participating shelters, rescue group, coalitions shall include a link on their web site to the Global Pet Adoptathon site to promote their organization. Banners in various sizes will be available in Feb 2022 for download. NSALA will post event information on the Global Pet Adoptathon and will provide nationwide e-mail marketing and publicity reaching over 800,000 people worldwide to encourage adoptions at your event and visit your web site.
* All host shelters will be displayed on the Google-powered Global Pet Adoptathon Shelter map, with a link back to the host shelter’s home page (if provided). This is a great opportunity to increase visitors to your web site.
* NSALA will list ALL participating shelters, coalitions, and rescue groups on the Global Pet Adoptathon site with links to host shelter’s home page.

## **Social Media Support**

* NSALA will establish a hashtag which can be used on Instagram, Twitter, and Facebook.  We will promote some events by using the hashtag on the social media networks which will be accompanied by a photo of a dog/cat that is available for adoption at the participating organization’s event.  If the participating shelter has social media accounts, they should RT (re-tweet) or share the hashtag including @AnimalLeague.  This will include us and the participating shelter in the conversation.  Each event shall be promoted before and during the event to help maximize adoptions.

#### **Promotional Materials**

* Marketing materials developed and produced by NSALA will be available for you to download prior to the event on the Global Pet Adoptathon website.
* All materials distributed by sponsors, to the shelter, will be reviewed and approved by NSALA.

**Global Pet Adoptathon Contact List**

Director of Offsite

[anthonya@animalleague.org](mailto:anthonya@animalleague.org)

516-883-7900 ext 455

516-459-7683

Please contact Anthony with all event questions.

Offsite Manager

[cristinad@animalleague.org](mailto:cristinad@animalleague.org)

516-883-7900 ext 455

516-459-7683

Please contact Cristina with all event questions. Such as event site, event locations, animal questions etc.

Senior Director of Communications

[kathleenl@animalleague.org](mailto:kathleenl@animalleague.org)

516-883-7900 ext 482

516-652-9151

Please contact Kathleen with Public Relation questions.

Ilene Schreibman

Communications Manager

[Ilenes@animalleague.org](mailto:Ilenes@animalleague.org)

516-883-7900 ext 623

516- 448-4706

Please contact Ilene with any questions related to media for your event.

Senior Social Media Manager

[nadineg@animalleague.org](mailto:nadineg@animalleague.org)

516-883-7900 ext 247

516-641-8277

Please contact Nadine with Social Media questions.

Digital Production Manager

[marym@animalleague.org](mailto:marym@animalleague.org)

Please contact Mary with shelter log in issues questions. She will be able to provide you with answer on any issue you are having with the page.