



Toolkit for **VOLUNTEERS:**

Spreading the Word
About Best Friends



TABLE OF CONTENTS

RESOURCES TO ENGAGE YOUR NETWORK

- Key messages* 05
- Sample talking points* 06
- Template for an email message* 07
- Social media tools* 08
- Photo gallery* 09

WAYS TO ENGAGE FRIENDS AND FAMILY

- Tell your story* 11
- Create a BFFundraiser* 11
- Host an event* 12

Dear volunteer,

Welcome! Thank you for volunteering, and for being a part of Best Friends Animal Society. We are excited to welcome you as an animal ambassador. You are among our most valued volunteers and such an important part of this amazing work.

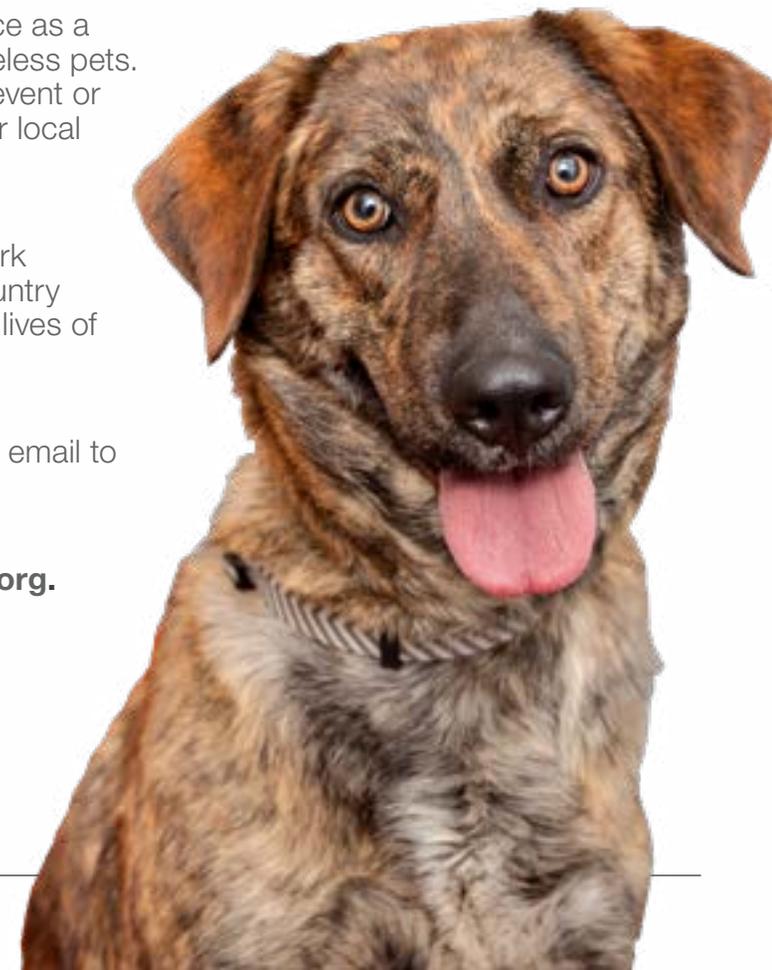
We have developed this toolkit to make it easy for you to share your enthusiasm for saving animals with your friends and family. It contains digital messages, outreach tools and ideas to engage your friends, family and community in the mission of Best Friends.

We know how much you care about the animals. By sharing your experience as a volunteer with Best Friends, you can raise awareness and support for homeless pets. It can be as easy as posting a message on social media, hosting a casual event or sharing photos with friends from a recent trip to the Sanctuary or one of our local partners or regional centers.

With your dedication and passion — and the power of your personal network — we are confident that, together, we can Save Them All and make the country no-kill by 2025. Thank you for your compassion and for helping to save the lives of homeless pets.

If you have any questions or would like additional guidance, please send an email to volunteers@bestfriends.org.

To learn more about Best Friends Animal Society, please visit bestfriends.org.



Resources to Engage Your Network



KEY MESSAGES

These messages will help you talk about Best Friends and your experience with helping to Save Them All. Feel free to put them in your own voice and add depth by sharing your own story about why you are involved with Best Friends.

- Best Friends is a leading animal welfare organization dedicated to ending the killing of dogs and cats in America's shelters. In addition to running lifesaving programs in partnership with thousands of animal welfare groups across the country, Best Friends has regional centers in New York City, Los Angeles, Atlanta and Salt Lake City, and operates the nation's largest no-kill sanctuary for companion animals.
- Best Friends founded Best Friends Animal Sanctuary in Kanab, Utah, in 1984. With around 1,600 animals there on any given day, it is the largest no-kill sanctuary for companion animals in the country. Thousands of people from around the world visit the Sanctuary each year.
- In 2016, Best Friends announced the bold goal to end the killing of dogs and cats in shelters nationwide and lead the country to no-kill by 2025.
- When Best Friends began in the mid-1980s, an estimated 17 million animals per year were killed in shelters nationwide. Best Friends has helped reduce that number to under one million per year.
- Best Friends has a simple approach: Reduce the number of pets entering shelters and increase the number who find homes. To accomplish those goals and reach no-kill nationwide, we must work together. That's why Best Friends created the Best Friends Network, which is made up of thousands of shelters and animal welfare groups, all working to save lives in their own communities.

SAMPLE TALKING POINTS

Below are some sample talking points on a few different topics to help you in your communications about Best Friends to your personal network.

Topic: Learn more

When I learned that nearly 2,200 dogs and cats are killed in America's shelters every day just because they don't have safe places to call home, I wanted to do something to help. So, I signed up to volunteer with Best Friends Animal Society! Best Friends is working with thousands of other animal welfare groups across the country to make the nation no-kill by 2025. I thought you might like to volunteer or learn more about the organization.

Many people don't realize that nearly 2,200 dogs and cats are killed in shelters every day, just because they don't have safe places to call home. I volunteer with Best Friends to help spread the word about how we can all make a difference — and help Save Them All.

My volunteer experience at Best Friends Animal Sanctuary was so wonderful! I would love to share more about my time in Kanab or give you the information you need to plan your own volunteer trip.

Topic: Volunteer

I've recently become more involved with Best Friends Animal Society. I know you care about animals as much as I do, and I'd love to tell you about my experience volunteering at [insert name].

I volunteer with Best Friends because I'm passionate about being a part of their work and their goal to Save Them All. I'm inspired by [share your personal story].

Would you like to join me next time I volunteer in our community? We can find a local Best Friends partner at network.bestfriends.org or volunteer at another local animal welfare organization.

Best Friends hosts fun events like Strut Your Mutt, a fundraising dog walk and festival, and super adoption events, which require lots of volunteer help. Would you like to volunteer with me at the next event?

Topic: Give

Please consider becoming a Best Friends member to support programs across the country that save the lives of homeless pets. You can give online at bestfriends.org to help Save Them All.

TEMPLATE FOR AN EMAIL MESSAGE

Below is a sample email that you can personalize and send to your friends, family and colleagues about your experience with Best Friends.

Dear [name],

I know you're just as passionate about animals as I am, so I wanted to tell you something awesome. I recently volunteered with Best Friends Animal Society!

Best Friends is a leading animal welfare organization that's working with individuals like you and me, and shelters and animal welfare groups across the country, to end the killing of dogs and cats in our nation's shelters. In fact, they're working to make the entire country no-kill by 2025.

I decided to become involved and volunteer with Best Friends because [share your personal story].

What an experience! I volunteered at Best Friends Animal Sanctuary in Kanab, Utah, where there are around 1,600 animals on any given day, including cats, dogs, bunnies, pigs and horses. [Or insert some details about where you volunteered, if it wasn't at the Sanctuary.] Take a look at some of these fun pictures. [Include a few of your photos.]

If you would like to learn more about Best Friends or you want to volunteer to help Save Them All, please don't hesitate to reach out to me or visit bestfriends.org to learn more.

Looking forward to speaking with you soon!

SOCIAL MEDIA TOOLS

You can share your support for homeless pets and share stories about your work with Best Friends by posting about your experiences on social media. Below are some sample social media posts that you can use on your personal accounts. Customize the posts to fit your own voice and add some personal photos.

Please note: If you volunteer at one of our lifesaving centers, please adjust the posts to specify that. For example: “I volunteer with @bestfriendsanimalsocietyLA because I am committed to helping homeless pets find their forever families. Visit bestfriends.org to learn more.”

Sample Facebook posts

Option 1: I volunteered with @bestfriendsanimalsociety to help save homeless pets. Find out how you can help too at bestfriends.org.

Option 2: I just visited @bestfriendsanimalsanctuary in Kanab. Look at these cute tail-waggers! Learn how you can help bestfriends.org. [upload picture]

Option 3: I volunteer with @bestfriendsanimalsociety because I am committed to helping homeless pets find their forever families. Help Save Them All! Visit bestfriends.org to learn more.

Option 4: Nearly 2,200 dogs and cats are killed in shelters every day, just because they don't have safe places to call home. I volunteer with @bestfriendsanimalsociety to help Save Them All and to bring that number down to zero. Would you consider volunteering with Best Friends or making a gift at bestfriends.org to support Best Friends' lifesaving work?

Sample Twitter posts

Option 1: I volunteered with @bestfriends to help save homeless pets. #SaveThemAll

Option 2: I just visited @bestfriends in Kanab. Look at these cute tail-waggers! #SaveThemAll

Option 3: I volunteer with @bestfriends because I am committed to helping homeless pets find their forever families. #SaveThemAll

Sample Instagram posts

Option 1: I volunteered with Best Friends to #SaveThemAll.

Option 2: I just visited Best Friends Animal Sanctuary in Kanab! #SaveThemAll

Option 3: I volunteer with Best Friends because I am committed to helping homeless pets find their forever families. #SaveThemAll

PHOTO GALLERY

Photos can really enhance the story of your time with Best Friends. Feel free to share photos from your volunteering experience or use one from the photo gallery at the link below. Include some photos on your preferred social media platform or embed an image in an email to your friends and family.

Best Friends photo gallery: bestfriends.org/stories/photo-gallery

Favorite Animal Photos

The adorable, silly, captivating, cute, and moving photos that you see on the website and social media sites are courtesy of our amazing Best Friends photography team. Each day they are out taking photos that are sure to put a smile on your face.

Here are a few of our favorites photo feature articles highlighting our photographers' skills.



PHOTO OUTTAKES



9 SMILING DOGS



HUG YOUR CAT DAY



MOTHER'S DAY



BEST OF SENIOR CLASS



ADOPT A SHELTER PET DAY

Ways to Engage Friends and Family



In this section, we offer a few ideas for engaging your friends and family, but creativity is the name of the game when it comes to spreading the word about a cause that is near and dear to your heart. Love the outdoors? Post a picture of you and your pet, wearing Best Friends gear, on a nature hike. Movie buff? Have fun with a Hollywood-themed screening of *The Champions*, complete with fancy hors d'oeuvres or popcorn tubs and Milk Duds, and then post pictures to your social media accounts.

TELL YOUR STORY

Help us broaden our online community of animal lovers. Share your adoption story or a special anecdote about a pet on social media.

CREATE A BFFUNDRAISER

We've made it easy for you to create your own personal fundraiser — called a **BFFundraiser** — with our online tool. The money you raise will go straight to work helping homeless pets, both at the Sanctuary and across the country.

The first step is to decide upon a theme for your BFFundraiser. Some people ask loved ones to donate to Best Friends instead of gifts for a special occasion like a birthday, graduation or wedding. Other reasons include honoring someone special or celebrating your participation in an athletic event (such as a run or bike race). Or you could create a fundraiser just because any time is a good time to help Save Them All.

The next step is to set up your BFFundraiser page with our new personal fundraiser tool. Another option is to set up a fundraiser through Facebook's giving pages at facebook.com/fundraisers.

Don't forget to share your fundraising campaign by email and on social media. The more people you reach, the faster you'll reach your goal.



HOST AN EVENT

Hosting a gathering or social event is a high-impact way to make it easy and fun for family and friends to learn more about Best Friends. The gathering can be a casual party or something more formal — whatever suits your style. Make it yours and share your passion for helping homeless pets and your reasons for volunteering with Best Friends.

At the event, encourage others to join you in supporting the organization in any way that feels good to them. You can also use the event as an opportunity to feature photos and videos highlighting Best Friends' lifesaving work. Here are some tips:

- Guest list: We recommend having 10–15 individuals at your gathering, depending on the size of your home or venue and the event format.
- Invitation template: Customize the sample email invitation on the next page.
- Talking points: To help you describe Best Friends and the mission of the organization to your guests, use the sample talking points and key messages in this toolkit.
- Video: Show a video from Best Friends' website or screen the documentary *The Champions*, available on Netflix or at championsdocumentary.com. There's also a selection of videos at bestfriends.org/stories-blog-videos/videos.

Below is a sample email that you can use to invite guests to your event.

Dear [name],

I hope you are doing well. You may already know that I've been volunteering with Best Friends Animal Society to help save the lives of homeless pets. I am passionate about Best Friends' goal to work collaboratively with other animal welfare groups and individuals to end the killing of dogs and cats in shelters nationwide.

I know you care about pets, too, and I thought you might like to learn a bit more about Best Friends and some of the fulfilling volunteer opportunities they offer. Please join me for a small party on [date] at [time] at [place]. There will be other animal lovers like you and cute animal photos, too!

Even if you don't think you can volunteer, it will be a great opportunity to find out more about Best Friends and talk with people who share our love of animals. I hope you will be able to make it! Please RSVP at [phone number or email].



**Thank you for being a Best Friends volunteer
and for all that you do for homeless pets.
Together, we will Save Them All.**

