



Outreach Strategies to Keep Pets Safe This Spring & Summer Season

With Spring officially here (though we may not believe it yet), it marks the start of the “busy season” for animal admissions and follows straight into Summer. In honor of the changing seasons, the focus of this newsletter and the next will be sharing tips and strategies to help your organization spread the word and reduce the influx of stray animals.

Building a virtual community online will complement your traditional communications – just don't forgo the basics. With the cutbacks that exist in the newspaper industry, local papers are looking for experts to commit to writing columns for free. You are the expert when it comes to pets so why not contact your newspaper and offer to write a column?

The written word is a powerful resource and so is social media. Your organization can take advantage of both by engaging with adopters and supporters through your website, blog, newsletter and Facebook account. Suggested topics that are especially timely and may be of interest to your readers include:

- Traveling with pets
- Leaving your pet in a hot car
- Fireworks and your pets
- Summertime illness and injuries
- Prevention of heartworm, fleas and ticks

For example, traveling with pets is a useful and relevant topic for all those planning a vacation this summer. It's important that readers understand that travelling with four-legged family members requires additional planning. First things first, be sure to remind adopters that before they begin their trip they need to ensure their pet's identification is up to date and contact information is accurate. Assuming their pet is microchipped, tell them to contact their microchip provider to confirm all updated information and provide any additional contact information. Take this opportunity to also promote the 24PetWatch Lost Pet Recovery program and its 24PetWatch microchips.

Here at PetPoint, we often engage with our clients through various communication channels including online newsletters. In a past edition of our 24PetWatch Quarterly Newsletter we wrote a similar article on traveling with pets during the holiday season. [Click here](#) to view this article and [click here](#) to view more articles and offers from our latest 24PetWatch Quarterly Newsletter. These might help inspire you when writing your own article.

For even more ideas, might I suggest looking through some of my past Connie's Newsletter articles? You can find them all [here](#). You will find newsletters covering the danger of fireworks and your pets, and the rise of flea and ticks in dogs as examples that you are free to use.

Look forward to more tips in next month's newsletter. Until then, try to enjoy the warmer weather!

Sincerely,

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