



Your Shelter's Wish List

Connie's Weekly Newsletter

Just this past month the quarterly Petango checks were sent out to all the groups who earned sales for the store. Many creative ways exist to help increase your Petango Store sales, and ultimately money for your organization. One easy way would be to create a **Shelter Wish List**, selecting items from ThePetangoStore.com for your supporters to purchase for you. Not only will you get these donations shipped directly to your doorstep, you will also build a revenue stream through the donations made whenever a shopper chooses to support your organization.

Here are a few tips on how to build a **Shelter Wish List** that best fits your organization's needs and wants, while promoting The Petango Store:

- 1) Be specific** – Take the guesswork out of the process and remove as many sources of error as possible. If you need a certain size of collar, select the exact sizes and colors that you need. As you select items you can even include the quantity needed. For items that might not seem obvious, you can include an explanation of why you need them. For example, if you list something like dog puzzle toys, make sure to explain the importance of having mentally stimulating games for dogs so that your donors don't see this as a frivolous item.
- 2) Benefit from the purchase of dog or cat food** – Encourage people to sign up for our new Food Subscription Program, which enables your adopters and supporters to purchase food online and have it delivered to their home, while generating up to \$45 to your organization for every subscription on the service for more than 12 months. To help generate even more revenue, with every purchase made online, a portion of that purchase will be donated to the shelter of that customers choosing.

Make sure that people know that this specialty program is of no charge to them beyond the purchase of food.

- 3) Don't forget to cover off all departments** – At the Humane Society of Boulder Valley we found that when we asked for anything to do with our clinic, our donors found that to be the most interesting. You can list items such as flea and tick treatment or a heartworm preventive. Tell supporters to contact you so that we can facilitate the veterinary license needed. Let people give where their hearts are.
- 4) Share your wish list** – It doesn't do any good to have a wish list and not tell anyone about it. You can send your wish list out to your email database; post it on Twitter, Facebook, LinkedIn, or any other social platform. Use Pinterest to display your wish list by creating different boards of all your needs and wants. Your wish list should also be updated on your website. Offline methods work well too; direct people to your wish list with the use of printed materials or with a newsletter.
- 5) Use your wish list to tell your story** – Why not use one of your animal stories (you have an abundance of these), and publish them either on your website or as part of your printed materials. You could create a flyer with a story on one side and your wish list on the other. Give these flyers out to adopters when they come into your shelter or stuff them in the bags when a customer purchases something from your retail store.
- 6) Ask local businesses to support your wish list** – If local businesses are using Facebook, Twitter, or any other social media platform, ask them to help share your wish list online. Also see if they are willing to hand out flyers in their stores, maybe stuffing them in customers' shopping bags.
- 7) Revisit your lists often** – Nothing is worse than a stale wish list. Your needs change throughout the year and you may have specific needs during different seasons, like flea and tick season. Feel free to add and remove items as you see fit, based on your demand over time. You don't want to get too many of some products and not enough of others so update your list accordingly. I would suggest updating your list on a monthly or quarterly basis to help accommodate this. This way readers are more likely to recommend your wish list to others, and will do so more frequently as a result.
- 8) Make sure you have something for everyone** – My daughter was married recently and when registering she was advised to select items from all different price points. Often organizations shy away from higher priced items thinking that people won't purchase them. Go ahead and put that cat tree on your wish list, you may be pleasantly surprised.

Inform your donors of your needs and wants, and see what happens!

Did you know?

You can save money and make money partnering with ThePetangoStore.com? Learn more about White Label Stores, The Petango Store for Business and the Subscription-Based Food Delivery Program by clicking [here](#).

Sincerely,

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