



Black Friday and Cyber Monday Opportunities for Your Organization

Connie's Weekly Newsletter

This week historically marks the official start of "crunch time" for not-for-profits to generate significant revenue through year-end giving and retail spending. Some groups have launched creative adoption promotions, events and marketing strategies that leverage the wild success of Black Friday and Cyber Monday.

Black Friday falls on the day after Thanksgiving and has earned the reputation of being the busiest shopping day of the year. The name was adopted from an accounting term - red ink denotes a negative profit margin, where "in the black" denotes a positive profit margin. Many retailers make or break their sales goals between Thanksgiving and Christmas, with the season kicking off on the Friday after Thanksgiving, hence the name "Black Friday."

With the advent of online shopping, Cyber Monday has become another important shopping event for online as well as brick and mortar stores. Clearly, this year's Cyber Monday is shaping up to be a big one. According to comScore, which measures digital commerce, consumers spent approximately \$1.25 billion in 2011, up 22 percent from 2010. And this year should show similar growth. Experts are forecasting that Cyber Monday 2012 will see online revenue growth of 18% year-over-year to \$2 billion, making it the most lucrative digital shopping day in history.

Your organization can benefit from the online shopping spike by encouraging adopters and pet owners to shop for pet supplies and holiday treats through ThePetangoStore.com. In addition to saving 25% all week long, shoppers can have 10% of their purchase donated to your organization, helping you to reach your revenue objectives for the year.

Additionally, with adoption rates likely to increase from now until the end of the year, this is a good opportunity to encourage new owners to sign up for our recently launched Pet Food Subscription Service. Pethealth will donate \$30 to your organization after just two deliveries. For all subscriptions still active after one year, your organization will receive an additional \$15 donation.

Here are a couple more event ideas that tag onto these two major shopping days:

- Host a Black Friday and Cyber Monday Adoption Event
- Consider extending adoption hours
- Email current donors and recent adopters and suggest a donation to your not-for-profit in lieu of Black Friday or Cyber Monday shopping

Regardless of the route you take, piggy backing on already established nation-wide events makes smart business sense.

Did you know?

You can benefit from the craze of Cyber Monday. Encourage your supporters to shop online for pet supplies and holiday treats through ThePetangoStore.com. In addition to saving 25% all week long, customers can select your organization to donate 10% of their purchase, \$30.00 from all food subscriptions and \$1.00 from all pharmaceuticals. Consider using Facebook or Twitter to remind your friends, family and supporters to shop online to benefit your group!

Sincerely,

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