# GIVE HUMANE
San Diego Humane Society's Day of Giving

# Community Partner Guide

THURSDAY, JUNE 29, 2023 • GIVEHUMANESD.ORG

**THANK YOU!** Thank you for your interest in partnering with us for Give Humane: San Diego Humane Society's Day of Giving. Now in its eighth year, this annual fundraising campaign unites our community to make a lifesaving impact for animals in need. With your support, we can make an incredible difference for pets and wildlife throughout San Diego County!

## PARTNERSHIP BENEFITS

- When you become a Give Humane partner, we will promote your brand to our extensive audience of passionate and engaged animal lovers. San Diego is home to more than 500,000 dogs — not to mention tens of thousands of cats, small pets, horses, reptiles and more — and frequently ranks among the top "pet friendly" communities in the nation. Our reach spans:

  **144,000+** email recipients, including our donors, staff, volunteers and fellow animal lovers who reside, work and shop throughout San Diego County.

  **227,000+** Facebook followers.

  **170,800+** TikTok followers.

  **72,700+** Instagram followers.

  **14,800+** Twitter followers.

  **6,300+** LinkedIn followers.

- We will conduct a robust promotional campaign for Give Humane with media coverage and paid advertising throughout the month of June, and you will be recognized on our website at givehumanesd.org.

- We provide customizable content and collateral, including emails, social posts, flyers and posters, to support your own promotional efforts.

- As a Give Humane partner, you will have a designated point of contact. Bobbie Barnes, Director of Philanthropy, Annual & Corporate Giving can be reached directly at bbarnes@sdhumane.org or 619-243-3401.

- Your fundraising efforts will be matched by generous sponsors, doubling your lifesaving impact for more than 40,000 pets and wildlife this year!

## WHAT IS GIVE HUMANE?

Give Humane is an annual fundraising movement that unites our entire community to celebrate our shared compassion for animals in need and support the work of San Diego Humane Society. With a goal of raising $800,000 for our eighth annual day of giving, Give Humane will directly support our lifesaving work for the tens of thousands of pets, people and wildlife who rely on us each year.

## WHO WE ARE AND WHAT WE DO

Through lifesaving programs that lead the way nationally in impact and effectiveness, San Diego Humane Society inspires compassion for all animals — companion and wild — in San Diego County and beyond.

This year, our organization will directly care for more than 40,000 animals, and thousands more pets through our programs offering low- or no-cost veterinary care, free pet food and more — keeping animals out of the shelter and at home with their families.

Whether preventing cruelty and neglect, providing animal sheltering and adoptions, performing lifesaving veterinary care, rehabilitating wildlife or offering safety-net services for pet families, San Diego Humane Society is committed to meeting the needs of local animals and the people who love them. Which is why we need the support of our community — and you! Together we can create a more humane San Diego.

### Your support of Give Humane this year means:

- **Nearly 30,000** companion animals will receive safe shelter and life-changing care.
- **More than 13,000** wild animals will benefit from specialized care through Project Wildlife.
- **More than 18,700 animals** will be supported by our Humane Law Enforcement officers.
- **Over 17,000** spay/neuter surgeries will be performed by our veterinarians.
- **Over 5,000** kittens under 8 weeks of age will find a safe haven through our Kitten and Foster Programs.
- Thousands of families will benefit from our distribution of more than **2.2 million** pet meals via our Community Pet Pantry and partnered organizations.
- **More than 700** animals with behavior challenges will get individualized rehabilitation through our Behavior & Training Program.

# WAYS YOU CAN SUPPORT GIVE HUMANE



donation jar!



donate proceeds!

There are so many ways a business can get involved with Give Humane and we're excited to discuss how we can most productively team up for the animals! Below are just some of the ways other partners have participated in previous years.

- **Round up sales:** Ask your customers, guests or clients if they would like to round up their purchase price to the nearest dollar.

- **Donate a percentage of your proceeds:** Make every sale count by dedicating a percentage of your proceeds on the day(s) of your choice during or throughout the month of June.

- **Ask for a donation at the point of sale:** Offer the opportunity to make a donation at the time of purchase. Point-of-purchase donation card templates are available for your use.

- **Use donation jars:** Display donation jars at registers or points of sale as an easy and effective way to encourage your clients to participate. A printable sign is offered for your use.

- **Get your staff involved:** Encourage your team to promote your company's participation to your customers as well as their friends, family and social network!



round up sales!

# SPREAD THE WORD

Whether you post on social media, email your clients, or place signage throughout your business or on your website, there are plenty of ways to promote your Give Humane participation.

**1. Email** your customers to let them know you're supporting the animals. They will love knowing they can save lives by purchasing from a favorite business! Not sure where to start? We provide sample content, including text and images, that you can use as-is or customize to fit with your existing email vehicles.

**2. Post** messages to your social media pages to spread the word about Give Humane. Here are samples you can adapt:

> **• Proceeds from a specific item:** We're proud to partner with San Diego Humane Society for #givehumane to give 40,000+ animals a second chance this year. Order *ITEM* from *COMPANY* and *XX%* of your purchase will make a lifesaving difference. Learn more at givehumanesd.org!

> **• Purchase during a specific time:** We're excited to support San Diego Humane Society for #givehumane! Order from *COMPANY* during *TIMEFRAME* and *XX%* of your purchase will help 40,000+ animals get a second chance this year. Learn more at givehumanesd.org!
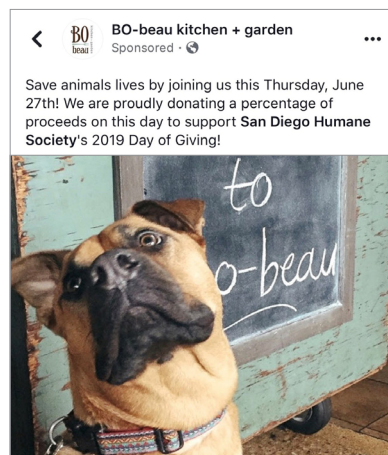


**3. Tag and Hashtag** for increased visibility. be sure to use #givehumane and tag us in your posts: @SanDiegoHumaneSociety on Facebook, @SDHumaneSociety on Instagram and TikTok, and @sdhumane on Twitter.

**4. Add** an image. Visit sdhumane.org/partner for pictures and graphics you can use in your posts and on your social pages, or add one of our "proud supporter" icons to your own image.
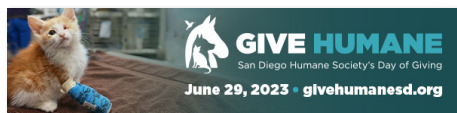


**5. Make** it your own. You know your followers best, so make your Give Humane messages your own to ensure they will speak to your audience!

# FAST FACTS

Here's how your support will make an impact in our community. Feel free to use these tidbits when promoting your support for #givehumane!

• San Diego Humane Society is a nonprofit animal welfare organization committed to creating a more compassionate world. We have been serving the community for nearly 150 years and are dedicated to ensuring that San Diego stays at zero euthanasia of healthy or treatable shelter animals.

• With your help, we will provide lifesaving care to more than 40,000 companion and wild animals this year, and impact tens of thousands more pets and their families through our Community Support Service programs.

• With campuses in El Cajon, Escondido, Oceanside, Ramona and San Diego, we provide vital services to animals and people throughout San Diego County, including shelter and adoption services, training classes for cats and dogs of all ages, investigations of animal cruelty and neglect, wildlife rescue and rehabilitation, education programs and so much more!

# TEMPLATES & COLLATERAL

Want to showcase your support of Give Humane? Digital graphics as well as customizable and printable posters, fliers and more can be downloaded at sdhumane.org/partner.



## PRINTED COLLATERAL

Show your support by sharing Give Humane collateral in your business.



## DONATION PINUPS

Use these donation pinups as a way to encourage support of Give Humane at point of sale.

# CAMPAIGN STYLE GUIDE

If you would like to design your own materials to promote your Give Humane participation, you can access our suite of event logos, animal photos and more at sdhumane.org/partner.

## LOGOS



## TYPOGRAPHY

### GOTHAM

abcdefghijklmnopqrstuvwxyz

### WHITNEY

abcdefghijklmnopqrstuvwxyz

## PRIMARY COLORS

| | |
|---|---|
| **PMS** 7710C | |
| **CMYK** 81 0 23 0 | |
| **RGB** 0 167 181 | |
| **HEX** #00A7B5 | |

| | |
|---|---|
| **CMYK** 0 0 0 0 | |
| **RGB** 255 255 255 | |
| **HEX** #FFFFFF | |

| | |
|---|---|
| **PMS** BLACK C | |
| **CMYK** 63 62 59 94 | |
| **RGB** 45 41 38 | |
| **HEX** #2D2926 | |

## IMAGERY
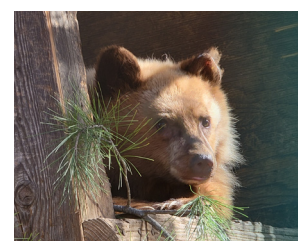
# CONTACT

If you have any questions or would like to learn more about how your business can become a Give Humane partner, please contact
Bobbie Barnes at bbarnes@sdhumane.org or 619-243-3401.

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