

Partner Tools

Partner Home

Marketing & Education

Social Posts

Submit Adopter Data

Order Food



Partner Home

We have provided some great tools for your shelter to use. These tools are exclusive to our partners and can be accessed from the tabs at the top of the **Welcome** page. The **Marketing & Education** tab will provide tip sheets created by our team of experts to help you achieve our shared goal, finding more pets their forever homes. On the **Social Posts** tab, you'll find ready-to-go posts that you can use on your shelter's social channels.

Partner Tools

September

Whether you're looking for tips for pet photography or social media, or even sample posts to use on your organization's social media channels, we've worked with our team of experts to create content to help support your efforts.

Each month, we'll add new tip sheets and social content for you to use. Be sure to visit the [MARKETING & EDUCATION](#) page to see all of the available tip sheets, and visit our [TOOLKIT](#) for more social content. Here's a taste of what's new for this month.

Recently Added

Marketing & Education



Food Recommendation Tip Sheet

High-quality, properly fed nutrition matters—for your shelter pets AND for you. Adopters trust you and look to you for guidance

Social Post



Month of September

Quality is as important for pets as it is for people. Do you know where

Social Post



Month of September

Together with Purina, we're proud to Live Big each and every day.



September Social Calendar

Holidays to remember this month

Month of September
Happy, Healthy Cat Month

9.4
Pets Rock Day

9.5
International Day of Charity

9.11
Grandparents Day

9.18-9.24
Dog Week

9.18-9.24
Deaf Dog Awareness Week

You will find the three most recent articles or posts at the bottom of the [Welcome](#) page for quick access. There is also a social calendar so you can keep track of upcoming important dates.

Marketing & Education

Marketing & Education

Purina Shelter Champions® has worked with our team of experts to compile tip sheets to help you achieve our shared goal - finding more pets their forever homes.

Simply browse through all of our tip sheets below, or use the topics to the left if you're looking for something specific. You can choose to read articles or get a PDF to save or print.

Recently Added

Social Media Tips

Pet Posting Tips

Pet Photography Tips

Tips Presented by Petfinder

Nutrition Tips



Pet Photography

Social Media

**Food
Recommendation
Tip Sheet**



Nutrition

FortiFlora®

Even under the best of conditions, pets in your care may be stressed because of an unfamiliar environment or dietary



Petfinder

**Take Advantage of
Your Petfinder™
Member Benefits**

Being a Petfinder Pro member



Pet Photography

Social Media

Pet Posting

**Help More of Your
Dogs Find Homes**

The **Marketing & Education** tip sheets are a great way to educate your shelter staff or volunteers. You will find information on nutrition, pet photography, social media, and more. We make them easy to find by providing categories in the left navigation. Just click on the topic you are interested and be taken straight to that page, or see our most recent posts right on the front page.

Marketing & Education



Pet Photography

Social Media

Food

Recommendation

Tip Sheet

High-quality, properly fed nutrition matters—for your shelter pets AND for you. Adopters trust you and look to you for guidance during the adoption process. Learn why recommending consistent nutrition is so important, and how to make your recommendation to all of your adopters.

By *Purina*

[Read Article >](#)

[Get PDF !\[\]\(758ebdf4629c903da74c2e079717ae32_img.jpg\)](#)

Each article will have two options at the bottom. You can click **Read Article** to read it on your screen, or you can click **Get PDF** if you would like to save or print the article. There will also be a button to get the PDF on the **Read Article** option if you choose that first. The **Get PDF** button will be located under the left navigation.



Nutrition

FortiFlora[®]

Even under the best of conditions, pets in your care may be stressed because of an unfamiliar environment or dietary changes. This can cause the GI system to be upset and out of balance. FortiFlora is a breakthrough probiotic supplement designed to support digestive health, and can help support GI and immune health while you find your adoptable pets their forever homes.

By *Purina*

[Read Article >](#)

[Get PDF !\[\]\(d3e32d099174a7c248ec1f564ee4f69c_img.jpg\)](#)

Social Posts



Recently Added

Purina Proud Posts

Helpful Tip Posts

Seasonal Posts

Memes

DIY Photo Frames

Social Posts

Creating a following on social media is key to increasing adoptions, donations, volunteers and community awareness. We're here to help with ready-to-go posts and images you can use on your organization's Facebook, Twitter and Instagram accounts.

Simply click the Download icon under the post you wish to use. This one click will copy the text to your computer's clipboard, allowing you to paste it into the text field for whichever social platform you are using, as well as save the image to your computer.

Our Social Posts are a great way to increase your shelter's social presence. Our easy to use posts can be posted on your social media pages in a couple of easy steps. The left navigation will show you the different categories of social posts to choose from. You can click on any of the titles to be taken directly to posts on that subject.