

# **PAY IT** *forward*



CITY OF SAN ANTONIO  
**ANIMAL CARE SERVICES  
DEPARTMENT**

Hello!

I'm reaching out to you on behalf of the City of San Antonio Animal Care Services Department to introduce you to our program, Pay it Furward! This initiative focuses on educating our community on responsible pet care and provides organizations like yours a chance to help pets in need right here in San Antonio.

Helping pets is as easy as 1 - 2 - 3!

Step 1: We drop off our donation bins and promo materials to your organization. Set them up in a high-traffic area where staff can see them every day!

Step 2: Send out an email to your staff about the event. We'll even provide you with a customizable email template and toolkit for a successful campaign.

Step 3: At the end of your drive, we'll pick up donations and give your organization a shoutout on our social media platforms! You will also get FREE goodies and resources for your staff.

Please let us know if this is something your organization would like to take part in. You can contact us directly at [acseducation@sanantonio.gov](mailto:acseducation@sanantonio.gov)

We look forward to hearing from you!



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**DONATION DRIVE**

*tool Kit!*



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## **ABOUT SAN ANTONIO ANIMAL CARE SERVICES**

San Antonio Animal Care Services is one of the largest municipal pet shelters in the country, bringing in over 30,000 animals every year. We work hard to maintain an over 90% Live Release Rate and find homes for every pet that comes through our shelter. In addition to being San Antonio's "Number 1" pet adoption center, we also provide our community with a variety of services including: free pet microchips, low-cost vaccines, free and low-cost spay or neuter, pet training, and free spay or neuter surgeries for feral cats.

If you have any questions regarding any of our programs or services, please visit:

**[WWW.SAACS.NET](http://WWW.SAACS.NET)**



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## DONATION DRIVE BREAKDOWN

Our donation drives are based on a 2 week timeline. We provide you with all the marketing materials you'll need to spread the word for a successful drive! In addition, we feature your organization on our social media pages to show gratitude for your support! Your team can also receive FREE pet tags and other goodies.

### DONATION DRIVE KIT INCLUDES:

- 4 large color posters
- 2 donation collection bins
- Donation pick up at end of the drive
- Marketing emails and digital flyers
- FREE giveaways for your team



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## SAMPLE LETTER FOR PARTICIPANTS (EMAIL 1)

Customize the following letter for a personal appeal from an executive or leader in your organization.

**Subject Line:** Donation Drive for Shelter Pets!

Our organization will be holding a donation drive on [INSERT DATES] to help pets in need at San Antonio Animal Care Services. This is a great chance to make a difference for the pets in our community. I encourage you to join us in our efforts to help homeless pets!

Our help will allow Animal Care Services to stock their Pet Pantry for less fortunate families in our community, as well as distribute enrichment for shelter pets like rope toys and cat scratchers.

**Ways you can help:**

- Donate Pet Wish List items in the ACS donation boxes located [INSERT LOCATION] during the drive.

**Much needed pet items include:**

- Dog/Cat treats
- Dog/Cat food
- Rope toys (enrichment)
- Gently used linens, pet beds, towels, or blankets

If you have any questions regarding items to donate, you can contact the ACS Team at: [acseducation@sanantonio.gov](mailto:acseducation@sanantonio.gov)

Thank you for your help!

**YOUR SIGNATURE HERE**



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# DONATION DRIVE FOR HOMELESS PETS!

S.A. Animal Care Services provides homeless pets with shelter, food & care - but we are looking for ways to enrich each pet's life from the moment they enter our shelter. **That's where we need you!** With your support, we can create a positive and rich environment for the animals in need.

## WISH LIST:



**CAT/DOG  
FOOD & TREATS**



**FLEECE FABRIC (DOG  
BANDANAS/BLANKETS)**



**GENTLY USED  
LINENS/PET BEDS**



**ROPE TOYS**

Prefer to make a  
monetary donation?  
**We'll be onsite on:**



**NEWSPAPER**



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## SAMPLE LETTER FOR PARTICIPANTS (EMAIL 2)

Customize the following letter for a personal appeal from an executive or leader in your organization.

**Subject Line:** Last chance to donate!

A quick reminder that this will be the last three days for our pet donation drive. If you're interested in making a donation, check out the wish list attached. You'll find collection points located [insert location] and the Animal Care Services Team will be visiting us on **x/xx from 1pm-2pm** with free goodies and information on local pet resources. If you'd like to make a monetary donation you can do so online or while they're onsite.

**Much needed pet items include:**

- Dog/Cat treats
- Dog/Cat food
- Rope toys (enrichment)
- Cat scratchers (enrichment)

If you have any questions regarding items to donate, you can contact the ACS Team at: [acseducation@sanantonio.gov](mailto:acseducation@sanantonio.gov)

Thank you for your help!

**YOUR SIGNATURE HERE**



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# MARKETING MATERIALS

We will provide the following donation  
drive posters for use in your  
organization.



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Pay it Furward.

# **DONATION DRIVE FOR SHELTER PETS.**

All donated items will  
go directly to San  
Antonio pets in need.



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