



Thank you for your participation in the HungryBowl pet food and supplies drive to benefit Pet Pal Animal Shelter. It's a great opportunity to help the efforts of St. Pete's own Pet Pal Animal Shelter during this season of giving. While we asked for your assistance with serving as a drop off location for donations, we've gotten some feedback for other ideas to really get involved in the HungryBowl. Below are some ideas but please remember that they're simply that. Your participation with any of the ideas is optional, and they're simple brainstorming. Feel free to add your own flair to any of them.

Website

If you have the time and ability to add content to your website, please feel free and let us know if we can help with anything. Otherwise, you can use our dedicated HungryBowl URL – www.yourpetathome.com/hungrybowl. This is our one stop shop for making any announcements during the drive.

Social Media and Emails

Utilize your social media channels! Spread the word about your support of the HungryBowl pet food and supplies drive! Create a countdown to the event and continue to mention throughout the drive. Consider including the HungryBowl URL in your posts as it explains more about the drive, and also has a link to Pet Pal's Wish List of items they would like to receive as donations.

Most of all have fun with your posts! You can make mentions of some of the donations received. Even better, if a customer is willing, post pictures of them making the donation. If you plan a special HungryBowl event, certainly take pictures the fun opportunity that this drive can create for the community.

If you utilize email campaigns with your customers, send them an email blast about your support and participation in this year's 1st Annual HungryBowl pet food and supplies drive for Pet Pal Animal Shelter. If you don't have the time or space to host something on your site, we'd recommend including the HungryBowl URL for additional information.

In-Store Promotion

You should consider where you place the donation bin within your business that makes the most sense for your operation, but working towards maximum exposure and impact. The donation bins will have HungryBowl signage on it along with a copy of Pet Pal's Wish List. If your business sells items on the wish list, place them near the register to inquire whether a customer may be interested in purchasing an item to donate to Pet Pal. Also, feel free to decorate the donation bin if you'd like.

With the signage that we provide, like the donation box, place them in locations that will garner the maximum exposure. If you have the ability to create additional signage that is more appropriate for your operation, please feel free. Again, if we can help with anything, please let us know.

Additional Ideas

During the HungryBowl drive, consider creating a promotion for your customers for their donations. This could be a percentage off service, merchandise or a tab. It could even be a complimentary drink, beer or treat in exchange for a food donation, or donation of certain items on the wish list. This could be a promotion during the entire drive, or on a certain day. You could even have a party and during that party, any customers making a donation receive the promotion.

Again, your participation in the event is ultimately to serve as a drop off location for Pet Pal's donations. But by all means, please feel free to put your own unique spin on it. This is St. Pete...we know how to make things fun! Your Pet at Home is coordinating the overall effort and promotion of HungryBowl, but as a business community we can bond together and create an even larger awareness and participation by creating additional buzz about the drive through your unique channels. **We will post any promotions on the HungryBowl dedicated URL page along with your location, so please let us know asap so we can get the website updated.**

Feedback

Throughout the drive, please provide any feedback in any situations you encounter serving as a drop off location. Also, again let us know about any promotions your doing of the drive and success stories of donations! This was a last minute idea that we discovered and received Pet Pal's approval to serve as the recipient of these items so I hope that in the short timeframe this is a successful endeavor for all participating parties. But if anything arises, please call Shawn (410) 802-6550 or email – info@yourpetathome.com.