



## Social Media and Email Guide Big Give 2019

**Hashtags:** #biggivesa #mySAPASTory #SAPetsalive #sanantoniopetsalive #adoptdontshop

### Facebook posts:

I am passionate about saving animals. I know many of you have a dog or cat who brightens your day and brings laughter your life. Did you know a gift of \$100 provides the care and basic medical treatment for one dog or cat who was once at-risk of euthanasia?

Today for @biggivesa I am raising money for San Antonio Pets Alive!, whose mission is to provide the programs and services needed to eliminate the killing of at-risk dogs and cats due to lack of space, adopter or foster.

Can you help? Please visit my fundraising page and consider even a small contribution. Every little bit helps and every gift matters. [www.thebiggivesa.org/organizations/san-antonio-pets-alive](http://www.thebiggivesa.org/organizations/san-antonio-pets-alive)

Want to make a difference today? Make a gift to San Antonio Pets Alive! for @biggivesa and help them meet their goal of \$75,000 to save homeless pets at-risk of euthanasia at the city municipal shelter.

Make a gift today: <https://www.thebiggivesa.org/organizations/san-antonio-pets-alive>

Why do I support San Antonio Pets Alive!? [share your SAPA! story]

Join me in making a gift to San Antonio today for @biggivesa. No gift is too small to change the world for a dog or cat. <https://www.thebiggivesa.org/organizations/san-antonio-pets-alive>

### Instagram posts

It's @biggivesa and I support @sapetsalive. Your gift can make a world of difference to victims of abuse or neglect like Crockett and Bowie, the puppies who SAPA! found last year. They were

discarded in a dumpster, riddled with medical issues and left to die. SAPA! saved their life and thousands of other dogs and cats. Make a gift at [www.thebiggivesa.org/organizations/san-antonio-pets-alive](http://www.thebiggivesa.org/organizations/san-antonio-pets-alive).

(Use graphic "Crockett and Bowie" to go with this copy)

## Email template

Hi (Friend),

As you know, I support a lifesaving organization, San Antonio Pets Alive! Their mission is to provide the programs and services needed to eliminate the killing of at-risk dogs and cats due to lack of space, adopters or fosters.

The Big Give is a city-wide day of online giving that occurs for only one day, once a year on Thursday, March 28. I will be fundraising for San Antonio Pets Alive! and their essential programs, and I need your support.

My goal for this year is to raise \$\_\_\_\_. Are you ready to give big for The Big Give?

I hope I can count on you to make a gift towards my fundraiser on March 28. Donate here [\(insert link to personal Big Give fundraiser. If no fundraiser, use link www.thebiggivesa.org/organizations/san-antonio-pets-alive\)](#)

Giving is easy! Please make your commitment to me and then visit my fundraising page on March 28 to make a difference!

Thank you for your support and making a difference in the San Antonio community,

## Day of email:

Hi (Friend),

TODAY is the day! It's the Big Give, so the time to give is now. Our goal is to raise \$75,000 for San Antonio Pets Alive! but we need your support.

Please join me in helping San Antonio Pets Alive! to save the lives of dogs and cats slated for euthanasia at the city municipal shelter visiting our fundraising page at

[www.thebiggivesa.org/organizations/san-antonio-pets-alive](http://www.thebiggivesa.org/organizations/san-antonio-pets-alive).

If you've already donated, thank you so much for your support! I hope you'll consider sharing our fundraising page with your friends and family on social media to get the word out about San Antonio Pets Alive! and the difference they make in our backyard!

Thank you!