



## The Factsheet Series

[www.secondhopecircle.org](http://www.secondhopecircle.org)

### Advertising: Version 2

## A Short Guide on Advertising for Animal Non-profits

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So you want to learn about Advertising!

So you want to learn about advertising for your organization! I have included many different advertising resources. In the first section you will find websites that you can list your organization. This will help you increase awareness of your non-profit and potentially increase adoptions, donations and volunteers. In the second section I have advertising ideas that take a little more work than just listing your organization. These ideas are directed at interactions between you and the public. Take a look in both sections, as both will hopefully be useful! These ideas have been collected from my own experiences and some

research online, so I can't promise that they'll work. I've referenced many helpful websites but I can't guarantee that they are always working or that they are secure. Please let me know if you have any problems with resources that I've referenced. I hope to continue to update this guide, so please note that new versions will be posted!

## *Section 1*

This section includes several places where you can list your non-profit animal organization. This is a really useful way to spread the word without doing very much work! Normally all that is required is an email detailing certain information about your organization. After that unless your information changes you don't have to do anything! I like this form of advertising because it allows people to find out about your organization easily and efficiently.

*Places to list your organization online*

*(I've grouped 'only dog rescues' at the top, followed by cat orgs, small animal/exotic orgs and then places to list all organizations, some require a specific location or non-profit status)*

**Dogs in Canada** – Website allows you to list dog rescues for Canada.

<http://www.dogsincanada.com/rescue>

**Canada's Guide to Dogs** – Website allows you to list dog rescues for Canada.

<http://www.canadaguidetodogs.com/rescue/onrescue.htm>

**Donate to Dogs** – Get your Canadian dog rescue or organization listed on this page. <http://www.donatetodogs.org/donate.php>

**Toronto Barks** – Website allows you to list dog rescues for Canada. If you mention that you are a non-profit you can get an enhanced listing for free.

<http://www.torontobarks.com/advertising/>

**Canadogs Rescue listings** – Lists breed specific and all breed dog rescues in Canada. <http://www.canadogs.com/Rescue.htm>

**Ontario Dog Rescue Groups** – Contact the Quinte Lost Dog Network on Facebook to have your dog rescue listed on this Fb note.

<https://www.facebook.com/notes/quinte-lost-dog-network/ontario-dog-rescue-groups/460874000631774>

**Ottawa Dog Blog** – Lists dog rescues in the Ottawa area.

<http://ottawadogblog.ca/shelters-in-ottawa/>

**The Feline Fund** – Are you a cat rescue in the GTA? You may be able to list your organization on this website or become a featured rescue of the month!

<http://felinefund.yolasite.com/rescues.php>

**Kitty Sites** – List your cat rescue/organization for free on this website. Get an upgraded listing for \$30. [http://kittysites.com/rescue\\_canadaontario.shtml](http://kittysites.com/rescue_canadaontario.shtml)

**Ottawa Ferret Rescue** – has a list of ferret organizations as well as other Ontario animal rescues/shelters listed on their site.

<http://www.ferretrescue.ca/links.php>

**Raising House Rabbits** – Listing rabbit rescues and organizations for Canada.

<http://www3.telus.net/raisinghousebunnies/rescue.htm>

**Parrot Place** – Listing bird rescues and sanctuaries for Canada.

[http://www.parrotplace.ca/bird\\_rescue.htm](http://www.parrotplace.ca/bird_rescue.htm)

**The Rescue Registry** – List your organization (*any* type of animal rescue) from all parts of the world. I don't believe you need to be a registered nonprofit. Not many organizations are currently listed for Canada... let's change that!

<http://www.freewebs.com/rescueregistry/howtoregisterwithus.htm>

**Rescued is my favourite breed US listings** – Currently only listing US animal rescues, perhaps if they get enough emails and support for an international section they might add one! [http://www.lacroixtees.com/fb\\_directory/animal-rescue/](http://www.lacroixtees.com/fb_directory/animal-rescue/)

**Pleelee** – Free business listing, you can add your animal rescue or organization, it's fast and easy! <http://www.Ontario.Pleelee.ca/to/go/33641/Animal-Protection-and-Shelters-.html>

**Fluffy Net** – Listing no-kill shelters in Canada, only one is listed and it's in BC!

<http://fluffynet.com/no-kill-shelters/other-countries/canada-no-kill-shelters/>

**Animal Liberation Front** – Listing no-kill rescues/shelters around the world.

Already has many listed for Ontario.

[http://www.animalliberationfront.com/AR\\_Orgs/No%20Kill%20Animal%20Shelters.htm](http://www.animalliberationfront.com/AR_Orgs/No%20Kill%20Animal%20Shelters.htm)

**Cambridge nonprofits** – List your non-profit organization if it is located in Cambridge Ontario. Click 'suggest a listing' at the very bottom of the page.

<http://www.cambridgenow.ca/cdps/cditem.cfm?nid=6221>

**Pet Businesses.ca** – Free listings to nonprofit animal rescues/shelters, plus all business listings have half of the price donated to animal organizations!

<http://www.petbusinesses.ca/index.html>

**Right Pet** – Another online pet adoption resource that allows you to list your organization online for free. Plus there is an added feature of 'recommendations' which allows users to show if they like a particular business/organization and had a good experience. <http://www.rightpet.com/Providers/adoption-rescue-organizations>

**Ottawa Dog Blog** – Lists animal rescues and shelters in the Ottawa area.

<http://ottawadogblog.ca/shelters-in-ottawa/>

**A Pet Nanny Plus** – Ontario animal rescue listings

<http://www.apetnannyplus.com/page21.html>

**Pet Friendly** – Small list of animal rescues/shelters throughout Canada. (Cat and dog rescues only I believe)

[http://www.petfriendly.ca/links/petorg.php#.Tswk\\_s10Tm0](http://www.petfriendly.ca/links/petorg.php#.Tswk_s10Tm0)

**Dmoz Open Directory Project** – List your organization by clicking 'submit URL' at the top of the page. (Any type of rescue/shelter)

[http://www.dmoz.org/Society/Organizations/Animal\\_Welfare/Rescues\\_and\\_Shelters/Regional/North\\_America/Canada/Ontario/](http://www.dmoz.org/Society/Organizations/Animal_Welfare/Rescues_and_Shelters/Regional/North_America/Canada/Ontario/)

**Hamilton Charities** – Will list Hamilton animal organizations for free.

<http://www.hamiltoncares.ca/animal-charities>

**Green People** – List animal organizations around the world, and have a small list for Ontario currently. <http://www.greenpeople.org/humanesociety.htm>

**Ontario Business Directory** – Free listing, choose 'non profit' as category.

<http://www.aroundont.com/contact/mail.php>

**Best of the Web** – Free listing of animal organizations in Ontario, select 'non commercial' listing.

[http://botw.org/top/Society/Organizations/Animal\\_Welfare/Rescues\\_and\\_Shelters/Regional/North\\_America/Canada/Ontario/](http://botw.org/top/Society/Organizations/Animal_Welfare/Rescues_and_Shelters/Regional/North_America/Canada/Ontario/)

**Toronto Dogs** – Another website that allows listing animal organizations in the Toronto area (for free listing must be registered non-profit or charity).

<http://torontodogs.com/toronto-dog-parks-rescue-groups/>

**Charitable Zazzler's** – Are you using Zazzle.ca to fundraise for your organization? You may be able to be listed on this 'top 100' charitable Zazzler's blog. <http://charitablezazzlers.gotop100.com/>

**Etsy For Animals** – Are you using Etsy to fundraise for your organization? Join this group and get listed on their website! <http://efaartistshelpinganimals.org/>

**Wikipedia** – This listing may take a little longer, because it focuses on your organization as a whole, including relevant history, location, activities and reports. The resource below details how to update or create your non-profit page on Wikipedia. <http://nonprofitorgs.wordpress.com/2010/06/07/how-to-update-your-nonprofits-wikipedia-page-and-why-you-should/>

**Donate2Charities** – This website is for Canadian registered charities (possibly nonprofits too?) and should have you listed if you fall under this category. Includes financial information and I think you can update the profile to include contact information. Members of the public can rate your organization.

<http://donate2charities.ca/en/HOME.CHARITIES.CANADA>

*Places to list just your adoptable animals online (mostly classifieds)*

**Kijiji** – This site while unfortunately used all too often for people looking to get rid of unwanted or ‘inconvenient’ animals can be used to your advantage. Ads cost nothing and you will make people more aware of your organization, perhaps they will consider adoption. <http://www.kijiji.ca/>

**AdPost** – Similar classified site as above.

<http://www.adpost.com/ca/ontario/pet/>

**Flickr** – A website that allows you to share photos for free. You can share just on your own profile but also in groups, why not share in a group dedicated to animals or specifically for your city? <http://www.flickr.com/>

**Free Dog Listing** – post your adoptable dogs on this website for free.

<http://www.freedoglistings.com/misc/signup.aspx>

**Social Media** – Please also check out Facebook and Pinterest described in the social media section as you can post your adoptable animals on both sites in albums/boards

*Places to list your organization and animals online*

**PetFinder** – I’m sure you are all familiar with PetFinder. This website is an enormous compilation of animal shelters, rescues and sanctuaries across North America. Most members of the public are also aware of this website so this would be the place to start listing yourself online (and your adoptables).

<http://www.petfinder.com/register/index.html>

**Petango** – This is another big website that you can list your organization along with your adoptable pets. <http://www.petango.com/Forms/Search.aspx>

**Adopt an Animal Canada** – Not as well known but it is similar to Petfinder and Petango but focuses solely on animals and organizations in Canada.  
<http://www.adoptananimal.ca/add.php>

**Adopt-a-Pet** – Another website that lists animal organizations and their adoptables in North America. Plus this website does not require you to be a registered non-profit or charity, only that you agree with their terms and conditions. [http://www.adoptapet.com/shelter/terms\\_conditions\\_signup.html](http://www.adoptapet.com/shelter/terms_conditions_signup.html)

**Animal Shelter** – Similar website as above, list your organization and potentially your animals as well.  
<http://www.animalshelter.org/shelters/Ontario.asp>

**Second Hope Circle** – Well hopefully you've heard of Second Hope Circle! Participating shelters/rescues from Ontario are able to list themselves, their hard-to-place animals as well as events and fundraisers. <http://secondhopecircle.org/>

**Helping Homeless Pets** – Website that allows participating organizations in North America to have a profile and list your adoptable pets (if you have Petfinder). <http://www.helpinghomelesspets.com/members/index.htm>

**BunSpace** – An interactive website that allows the public and rabbit rescues to list their rabbits. List your organization and your adoptable bunnies.  
<http://www.bunspace.com/>

**RescueGroups** – Free and low cost website and data management provided to animal rescues and shelters. <http://www.rescuegroups.org/>



**Word Press** – Isn't word press for blogs? Well yes in theory it is, however I see more and more animal organizations using word press for their website! It's really simple to use and you can format, decorate and change it any way you like. Plus you can integrate a domain name (so that it doesn't say word press in the url). It will look just like a regular website and it's free! <http://wordpress.org/>

*Places to list your organization online to get volunteers*

**Get Involved** – a large initiative to connect organizations and volunteers across Canada (I believe this is free) <http://www.getinvolved.ca/organizations>

**Volunteer Canada** – another large website that connects volunteers to organizations. I believe you have to pay to be listed.  
<http://volunteer.ca/membership/benefits-membership>

**Canadian Universities Volunteer** – Have your organization listed on this website that provides detailed lists of non-profits by category and location. Second Hope Circle has partnered with this website to give them a comprehensive list of Ontario animal orgs, so if you have a website your organization should be listed here.  
<http://www.canadian-universities.net/Volunteer/Animals-Ontario.html>

**Idealist** – List volunteer, internship and job opportunities for free. I really like this website, it's easy to navigate. There aren't many listings for Ontario yet.  
<http://www.idealist.org/>

**Koodo Microvolunteering** – This platform is really useful for small online projects that you need help with. Examples include editing your website, making a twitter background or making a poster. More than one person can sign up and

complete your task so you can have more than one option. Second Hope Circle has used this to get a Twitter background and have our website edited, it was really useful! <http://www.koodonation.com/>

## *Section 2*

This section includes other ideas and resources for advertising. These ideas are normally a more direct way of advertising (flyers, posters etc.). Ways to directly interact and spread the word about your non-profit to the public and your supporters. The ideas included in this section are free or a small cost, there are many other ideas you can utilize if you have the funds but they are not included here. Social media and networks are also included.

*Ideas to help you advertise and present your organization*

**Google Non-profits** – Free and discounted use of Google advertising services including adwords, apps and Google Earth. <http://www.google.com/nonprofits/>

**Announcement Cards** – These cards are available online for free and come in various dog breed shapes. An interesting way to send information to supporters or you can show donation amounts or 'in-memory' at an event  
<http://www.moderndogmagazine.com/articles/announcement-cards/20657>

**Thunderclap** – Get a social media post out to a large number of people all at the same time! People sign up in support of your idea or post, once enough people sign up all of them will automatically share your post at the same time on

Facebook creating a wave of impact! Super cool and new initiative plus you can easily submit your ideas. <https://www.thunderclap.it/>

**Just Coz** – Get your organization signed up and start having people share your cause and posts via Twitter! <http://justcoz.org/>

**Pet Pictures** – An article that provides suggestions on how to take great photos of your adoptable animals. This can increase their adoptability on the websites listed above. <http://www.thestar.com/living/article/1085906--pet-pictures-that-save-lives?bn=1>

**Photos for Fido** – Initiative aimed at helping animal orgs utilize Instagram to get their animals seen by the public & increase adoptions. It focuses on dogs but I'm sure it can be used for any animal <http://photosforfido.com/>

**Mail Chimp** – Have you considered sending out newsletters to your supporters? Mail Chimp is a fairly simple way to send out newsletters and email campaigns for free. Create templates, gather subscriptions and organize different groups of people using lists. This is the system Second Hope Circle uses. <https://mailchimp.com/signup/>

**20 Ways to Advertise** – directed at businesses and manages to outline several useful tips for advertising non-profits. <http://www.verio.com/resource-center/business-guides/free-advertising/>

*Events in Ontario your organization could attend*

**Canadian Cat Association Show** – Kingston cat event in February. <http://www.kingstoncatshow.com/>

**Ontario Dog Expo** – Barrie dog event in June.

[http://www.ontariodogexpo.com/Ontario\\_Dog\\_Expo/Home.html](http://www.ontariodogexpo.com/Ontario_Dog_Expo/Home.html)

**Woofstock** – Large Toronto dog event in June.

<http://www.woofstock.ca/whatiswoofstock.htm>

**EcoFest** – Eco/environment oriented Barrie event in June. Inquire into a free booth (with volunteering) or by donation for nonprofits. <http://ecofestbarrie.ca/>

**Pawlooza** – Large London dog event in August. Free booth for non-profits, pay for rentals if you need them. <http://www.pawlooza.com/events.html>

**BunFest** – Rabbit event that takes place in Toronto in September. Free booth for non-profits. <http://bunfest.ca/>

**AWARE Festival** – Ottawa Animal event in October.

<http://www.awarefestival.ca/index.php>

**Winter Woofstock** – Large Toronto winter dog event in November.

<http://www.winterwoofstock.com/whatiswoofstock.htm>

**Ontario Reptile Expo** – Events occur throughout the year in different parts of Ontario. <http://www.reptileexpo.ca/>

**Donate2Charties** – Post your upcoming events here! (Must be registered I think) <http://donate2charities.ca/en/EVENTS.EVENT.LIST>

*World holidays/events your organization could celebrate or acknowledge*

**World Stray Animal Day** – April 4<sup>th</sup> <http://www.strayanimalsday.org/>

**International Search and Rescue Dog Day** – Last Sunday in April  
<http://port-tirol.com/extradomains/rescuedogdaycom/category/events2012/>

**Earth Day** – April 22<sup>nd</sup>

**Black Cat Appreciation Day** – August 17<sup>th</sup>  
<http://www.neatorama.com/2012/08/17/Black-Cat-Appreciation-Day/>

**International Homeless Animals Day** – August 18<sup>th</sup>  
<http://www.isaronline.org/ihad.html>

**National Dog Day** – August 26<sup>th</sup>

**Adopt-a-Less-Adoptable-Pet Week** – September 17<sup>th</sup> – 25<sup>th</sup> (SHC's personal favourite!) <http://www.petfinder.com/admin-content/less-adoptable-pets>

**International Rabbit Day** – Last Sat/Sun of September  
[http://www.hartz.com/Small\\_Animals/Getting\\_Started/International\\_rabbit\\_day\\_september\\_26.aspx](http://www.hartz.com/Small_Animals/Getting_Started/International_rabbit_day_september_26.aspx)

**World Farm Animals Day** – October 2<sup>nd</sup>

**World Animal Day** – October 4<sup>th</sup> <http://www.worldanimalday.co.uk/>

**National Feral Cat Day** – October 16<sup>th</sup> <http://nationalferalcatday.org/>

**Pit-Bull-Awareness Day** – October 27<sup>th</sup>

<http://www.nationalpitbullawarenessday.org/>

**US National Humane Education's List of 'days'** – Listing national and international days and weeks with an animal theme.

<http://www.nhes.org/sections/view/285>

*Social media and networks, directly communicate with your supporters*

**Facebook** – An amazing way to connect with a large number of people interested in helping you! Not only do many people have Facebook, you can share content with them, including notes, photos, videos and links! Plus if you have the funds you can advertise using Facebook Ads (whatever amount you want to set) and direct your ads at very specific groups of people... like people who live in Toronto and love cats for example. <http://www.facebook.com/>

**Twitter** – Similar yet different to Facebook! I think of Twitter as a more casual way to share information and connect with people. It's also a fantastic way to connect with other organizations that have similar interests to yours. Support each other by 'retweeting' and 'mentioning' each other. I've included a how-to resource below for Twitter. <http://twitter.com/>

**Pinterest** – This is a super fun way to connect with your supporters and other organizations, not to mention invaluable in sharing your adoptable pets and other interesting content! The really important part of Pinterest is that every photo is linked back to the original source it was taken from no matter how many times it's shared. So if someone 'pins' a photo off of your website people will always be directed back to that page no matter how widely it's shared!

<http://pinterest.com/>

**Google+** - While Second Hope Circle is not utilizing Google+ at the moment that is not to say it isn't a great way to connect with people. It's fairly new but I've heard it's great! A resource is also included below with more info on why you should consider signing up.

<https://accounts.google.com/NewAccount?continue=https%3A%2F%2Fplus.google.com%2F%3Fgpcz%3D2a247dbd&hl=en-GB&service=oz&ltmpl=gposl920>

**YouTube** – You might wonder why I put YouTube here. Well it's a really creative way to connect with people who support you, share videos (or photos) with people and on Facebook, Twitter etc. You can run contests, campaigns or show people what a 'day-in-the-life' is like or focus on individual pets. A YouTube resource is also included below. <http://www.youtube.com/>

*Social media How-to's and info*

**Social Media Guide for Nonprofits** – This blog posts tons of resources about how to utilize social media. <http://nonprofitorgs.wordpress.com/>

**How to start up on Google+** - More information on why you should consider utilizing Google+ <http://nonprofitorgs.wordpress.com/>

**How-to YouTube** – Like the title says. <http://www.petpr.com/blog/?p=1945>

**Social Media Numbers** – Blog listing various statistics and information to do with Facebook, Twitter and YouTube plus it details 6 different social media campaigns and their results.

<http://mashable.com/2011/08/16/social-media-marketing-stats-infographic/>

**HootSuite** – Don't have time to constantly update your social media? Let this website do all the work! You can write posts ahead of time and get them posted at set times, great for volunteers and busy people. <http://hootsuite.com/>

**How To Do Good** - A list of useful resources for non-profit organizations and people on how to create a difference, fundraising, campaigns and advertising (it lists many social media related sources)  
[http://mashable.com/2011/09/14/digital-roundup-social-good/?WT.mc\\_id=obinsite](http://mashable.com/2011/09/14/digital-roundup-social-good/?WT.mc_id=obinsite)

**How to involve young people** – How to engage the 'social media generation' in your non-profit  
<http://adage.com/article/digital/social-media-generation/144686/>

**How-to Twitter** – Like the title says.  
[http://webtrends.about.com/od/twitter/u/twitter\\_guide.htm](http://webtrends.about.com/od/twitter/u/twitter_guide.htm)

**Useful Hashtag Websites** – An article outlining useful websites that can help you choose appropriate and popular hashtags for Twitter  
<http://sproutsocial.com/insights/2011/08/twitter-hashtags/>

**How-to Facebook** – Like the title says (directed at charities).  
<http://blog.justgiving.com/charities/is-your-charity-making-the-most-of-facebook/>

**How-to Facebook via Rescued Is My Favourite Breed** – directed at animal nonprofits this page outlines how to best utilize Facebook and basic dos/donts  
<http://www.rescuedismyfavoritebreed.org/FB8.htm>



**Pagemodo** – Create an awesome Facebook tab for free! Through this site you are able to utilize tons of templates and create one tab for free. Tabs look professional and you could use it to feature adoptable pets, events and more!

[http://www.pagemodo.com/facebook\\_pages](http://www.pagemodo.com/facebook_pages)

*SHC has a pagemodo tab, check it out to see what we mean!*

[https://www.facebook.com/secondhopecircle/app\\_106171216118819](https://www.facebook.com/secondhopecircle/app_106171216118819)

**How-to Pinterest** – Like the title says.

<http://mashable.com/2011/12/26/pinterest-beginners-guide/>

**How-to Pinterest Strategies** – Strategies for Pinterest for nonprofits.

<http://mashable.com/2012/03/02/pinterest-strategies-non-profits/>

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