

An alert from animalsheltering.org and Humane Society University,  
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## extra THE SCOOP!



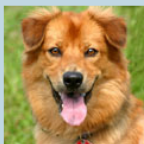
### Get Ready for Lots of New Adopters!



Launching this summer, [The Shelter Pet Project](#) is an unprecedented media campaign aimed at boosting pet adoptions nationwide. A collaborative effort by The Humane Society of the United States, Maddie's Fund, and the Ad Council, the three-year, nationwide campaign centers on two main messages:

- Shelter pets are loving, well-adjusted animals who are homeless through no fault of their own.
- When considering adding a pet to the family, ADOPT!

The [upbeat, funny ads](#), created pro bono by Draftfcb, are designed specifically to overcome stereotypes that discourage people from adopting shelter pets. To learn more about the development and goals of this campaign, read "[A Big New Voice for Shelter Animals](#)" in the current issue of *Animal Sheltering* magazine.



The campaign rolls out in August and is sure to drive the public to your doorstep! Are you ready? When is the last time you examined your [adoption policies](#)? Does your staff need a [customer service](#) refresher? Will [volunteers](#) be ready to help adopters select the right pet for their family?

Watch your inbox—*Extra Scoop* will arrive every two weeks between now and the end of July with more tips to help you prepare. And get behind-the-scenes news on the campaign by following The HSUS on [Facebook](#) and [Twitter](#).

The Shelter Pet Project is more than an advertising campaign—it's a movement that can have a positive impact on the lives of millions of companion animals. Working together, we can make pet overpopulation a thing of the past.



Join The Shelter Pet Project effort! Here are four quick ways to take part:

See if your [adoption process](#) makes the grade.

Watch a special [behind-the-scenes video](#) on the making of the PSAs.

Read *Animal Sheltering* magazine's [coverage of the campaign](#).

Check out the [campaign website](#).



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The Pet Rescue Foundation



DRAFTFCB

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