



FLORIDA
ANIMAL FRIEND

Electronic Marketing Kit

Congratulations on being a Florida Animal Friend grant recipient!

Our license plate has been recently redesigned and we need your help to promote the sales to continue funding important organizations such as yours.

We recognize that your organization is the hands and feet (or should we say paws!) on the ground conducting the spay and neutering programs to help eliminate pet overpopulation. Without your efforts, Florida Animal Friend would not exist.

Our mission is to encourage pet lovers throughout the state to purchase the official Florida Animal Friend license plate. The purchase and annual renewal of each license plates helps to fund organizations such as yours.

In your application pack, Florida Animal Friend distinctly states that all selected grant recipients must promote the Florida Animal Friend Spay & Neuter specialty license plate.

“Applicants selected for funding are expected to publicize their grant in support of their spay/neuter program via press releases, newsletters, website links, etc. In addition, they are expected to promote the sales of license plates so that additional spay/neuter grants can be funded.”

With this goal in mind, we have created a simple-to-use Electronic Marketing Kit for your organization’s use. In the kit, you will find easy-to-use graphic elements and instructions for placement on your website and social media pages.



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Website Presence:

License Plate Promotion

The Florida Animal Friend Spay & Neuter license plate should be easily visible on your organizations' home page.

The following image should be used:



Support Spay and Neuter Programs

The promotion of the sales of the license plates is to ensure that additional spay & neuter grants can be funded. Therefore, the license plate image should be visible and link directly to the "Purchase A Plate" page on Florida Animal Friend's website.

Here is the link to that page:

<http://FloridaAnimalFriend.org/Purchase-a-plate>

To further promote your grant participation to your audience, have an explanation of the plans to increase the number of spay and neuter surgeries in your local area. When the grant has ended, be sure to let your audience know of your success. This information should be shared both on your website and on your social media outlets.



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Digital Banners

Below are various downloadable banners which promote Florida Animal Friend that would make a great addition to your website or social media platforms. These banners are available for download at <http://floridaanimalfriend.org/digital-ads/>



720 X 90



720 X 90



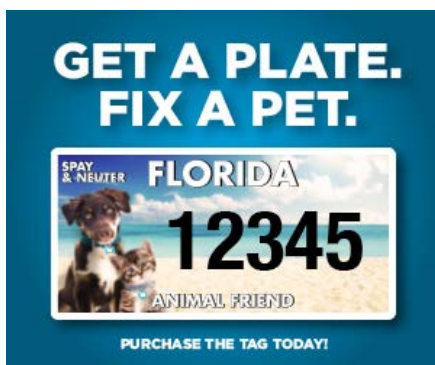
720 X 90



954 X 315



120X600



300X250



300X250



300X250



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Social Media:

Below are social media post ideas and graphics that may be used on behalf of Florida Animal Friend.

Facebook Blurbs - Please tag Florida Animal Friend

1. "We are so pleased to have been chosen as a 2017 grant recipient for the Florida Animal Friend annual grant award. With this additional funding, we will be able to provide spay and neuter services to hundreds of animals and help fix the problem of pet overpopulation."
2. "As a 2017 grant recipient, we are now able to fund our spay and neuter program and focus on large dog breeds. Please purchase a Florida Animal Friend Spay and Neuter license plate so that other organizations across the state can make a difference, too!"

