

# PAWS UP!

BE YOUR PETS' ADVOCATE

[www.pettech.net/pawsup](http://www.pettech.net/pawsup)



April 1-30, 2018



April 28, 2018



# PAWS UP in April



Pet First Aid Awareness Month emphasizes the importance of education and training and being a caring, conscientious, responsible and loving pet parent and Pet Care Professional during April and all through the year! Our theme for this year's Pet First Aid Awareness Month 2018 (April 1-30) is **"Paws Up, Be Your Pets' Advocate!"**

Pet Tech is the first International Training Center dedicated to developing and providing premium CPR, First Aid & Care programs for pet parents, pet care professionals, and medical personnel. We are proud to announce our 19th Annual Pet First Aid Awareness Month™

and we welcome everyone to participate. Connect with fellow pet lovers, be a part of the revolution of proactive pet health safety and care advocates!

Along with our ongoing message, this year, we want to emphasize prevention and the importance of being proactive in your pet's health. **"Paws Up, Be Your Pets' Advocate!"** and **Help Prevent 1 Million Pet ER Visits** is about taking the initiative and becoming trained in Pet First Aid to reduce preventable accidents and minimize pet emergencies.

Pet First Aid is the immediate care given to a pet that has been injured or suddenly take ill. This includes home care and when necessary veterinary help. Knowing the skills and techniques of pet first aid can mean the difference between life and death; temporary and permanent disability; and expensive veterinarian bills and reasonable home care. It is estimated that 1-out-of-4 more pets could be saved if just one basic skill or technique was applied before receiving veterinary care.

Together with our Partners we are *"Improving the Quality of Pets' Lives, One Pet Parent, at a Time."*™ Our message, as always, will highlight the importance of learning the necessary skills of CPR, first aid and care for our four-legged, furry, family members.



This year our Pet First Aid Awareness Month Campaign will include Pet Tech® CPR Day (April 28, 2018). The goal is to increase awareness of Pet CPR and First Aid and increase our family of pet parents and pet care professionals to ultimately Prevent 1 Million Pet ER Visits! We will also be calling out for more Instructors to take care of the demand.

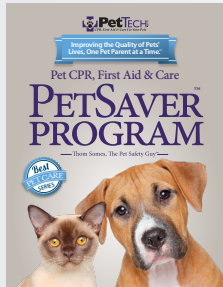
We will actually be setting 2 world records, one for the most people trained in Pet CPR in one day and one for the longest continuous Pet CPR Relay. Each record has a set of guidelines that we have to meet or exceed. For the most people trained in one day there is a minimum of 250 to set the record. Pet CPR Day will be about 6 hours long and we will move people through the training process. Attendees will watch a video and then move to one of the ten skill stations. At each Skill Station we will have one of our Instructors and one assistant to moderate and teach the CPR skill and confirm their participation and completion of the skill. We will have a separate station for kids and one for attendees with special needs.

The CPR Relay record will begin about an hour into the event to ensure that we have trained and qualified participants to take their turn. Each participant will do about one minute of CPR and then within five seconds the next person will relay into position. This will be in a prominent location at the event so attendees can participate, watch, and build excitement.

The event will be held on Saturday, April 28th starting at 8:30 am (approximately 5 to 6 hours) at the Town & Country Hotel & Conference Center in Mission Valley San Diego. The agenda will include a "Kick-Off" by the Pet Safety Guy™, then we will start the world record events, and conclude with give aways and closing statements, including a ceremony presenting the world record certificate of achievement from Guinness. Attendees will be pre-assigned a time slot or will be grouped on a first come first served basis. Once the attendees have participated in the records and been documented, they can explore the vendor tables, participate in the activities, enjoy refreshments until closing ceremony.

# Hands-On Trainings

## PetSaver™ Program



This 8-hour training includes valuable first aid skills and a wealth of information to help keep your dogs and cats happy, healthy and safe. You will learn 3 types of CPR, Rescue Breathing, Choking Management, Bleeding Protocols, and much more. The class is taught by lecture, demonstration, and hands on skills practice. It also includes a 40+page workbook, wallet card and certificate. Here's what people are saying about the program...

*I figured that the CPR was worth a try, being that I thought she had passed and had nothing to lose, so I started. Well, IT WORKED. I was able to bring her back! I did about 4 sets of compressions and breathing in her nose... and SHE CAME BACK! Quite a traumatic event, but we have our Gracie Pickles and for that, I am forever thankful to you. That CPR class was priceless and after all these years a life saver! Thank you!*

– Gracie's Parents

*I had my staff take the 8-hour PetTech PetSaver™ course. It is one of the best things you can do for you and your pet. It is much more than a basic first aid class in how to respond safely in an emergency. How well do you know your pet's health? Do you do at-home wellness checks on your pet? Are you able to spot early signs of illness or injury? I believe that as you know more about your pet's physical well-being the better we can partner to safeguard their long-term health.*

– Leslie Winner, DVM

Mile Creek Animal Hospital, Minster, OH

## Instructor Training™



The Pet Tech® Instructor Training is a comprehensive, 3- day, interactive program. Instructors will learn the necessary skills and teaching methods to properly train pet parents in CPR, first aid and care. This course will include competent training in the identification and evaluation of the signs and symptoms a pet may develop and the appropriate actions to be taken for proper emergency medical treatment. Upon completion, the Instructor will

be qualified to teach the following programs: PetSaver™, CPR & First Aid For Your Pets, and Knowing Your Pet's Health.

# Online Training & Presentations

## Walking & Hiking With Your Dog

*Presented by Thom Somes, The Pet Safety Guy*



### **Pet Tech® tips on how to have fun and be safe on the trail.**

Walking and hiking are great activities and a great way to get exercise, all while having fun and bonding with your dog and exploring your environment. Whether you're just walking around the block, down a path or up a hill, this presentation will assist you in choosing your walk and gearing up to make it safe. Additionally, it includes the Top 6 Pet First Aid Dangers on and off the trail and how to prepare for and avoid potential medical emergencies involving your pet.

## Emergency Crate Training Disaster Evacuation & Your Pets

*Presented by Thom Somes, The Pet Safety Guy*

There are many levels of preparedness. Our goal for this Emergency Crate Training is for you to know which 5 Essential Crate Packs should be in your Pet Evacuation Kit. Evacuation Kits should start with a foundation and then customized to the needs of your pet.

### **The 5 Crate Packs are:**

1. Food & Water
2. Pet First Aid Kit
3. Pet Health & Records
4. Pet Care & Hygiene
5. Pet Parenting Supplies and Miscellaneous

Everyone is in a different place but there is something of value for everybody. We believe that when the teacher is ready the students come.

# PetTECH® App

Our app guides pet parents and pet care professionals to better care for their pets and stay connected with like-minded pet lovers.

With our app you will be able to:

- Learn about upcoming Events like CPR Day
- Use the Pet Tech® CPR Day Planner
- Locate Pet Tech® Classes and Professional Services
- Benefit from Pet Tech® Tips
- Become a Pet Tech® Instructor
- Share Your Experience & Training Photos on the Pet Tech® Cam
- Receive instant Messages about Specials & Coupons
- List your Business on the Pet Tech® App
- Share your Tips on the Pet Tech® Fan Wall
- Subscribe to the Pet Tech® Mailing List
- And more!



# Pet Tech® ICCE Bandana

## In Case of Canine/Cat Emergency (ICCE)

These bandanas are 100% cotton, measure 22 inches square, machine washable and silk-screened for longevity. Giving you a quick, easy, convenient way to stay informed and prepared when and where you need it while you and your pet are sporting about town in the latest Pet Tech® Fashion!

QR Code

**PetTECH**  
CPR, First Aid & Care For Your Pets

Don't Learn By Accident...  
Let's Prevent 1 Million Pet ER Visits!

**In Case of Canine Emergency**

Give me a Snout-To-Tail Assessment 3-5 times a week and definitely before and after a hike, walk or other activity.

Pet Name: \_\_\_\_\_ Breed: \_\_\_\_\_ Weight: \_\_\_\_\_  
Pet Parent: \_\_\_\_\_ Phone: \_\_\_\_\_  
Veterinarian: \_\_\_\_\_ Phone: \_\_\_\_\_  
Pet Hospital: \_\_\_\_\_

Know Your Pet's Vitals  
Heart Rate: \_\_\_\_\_ Breathing Rate: \_\_\_\_\_ Temperature: \_\_\_\_\_  
Special Considerations: \_\_\_\_\_

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QR Code

Get yours now at: <https://pettech.net/product/pet-tech-icce-bandana/>

# PetSaver Poster Pack

Each pack includes 4 (11 x 17) Posters: Pet CPR, Bleeding Protocols, Snout-To-Tail™ Assessment & Conscious Choking. All 4 Posters come folded in a sealed 4-color printed 9 x 12 envelope ready to display and sell. Every Doggie Day Care, Grooming Salon or any brick and mortar business should have these important life-saving skills posters displayed in their facility.

**PETSAVER™ POSTERS**

**Best PET CARE SERIES**

**SNOUT-TO-TAIL™ ASSESSMENT FOR WELLNESS**  
Pet is Conscious and Calm  
Cough or Gag

**CHOKING MANAGEMENT FOR CONSCIOUS PET**  
Open Wounds, Lacerations, Deep Punctures, Animal Bites, Foreign or Impaled Objects or Any Other Wound

**BLEEDING PROTOCOLS**  
3 TYPES OF BLEEDING  
Anetral Bleeding is characterized by bright red, spurting blood.

**PRIMARY PET ASSESSMENT CPR**  
APPROACH SAFELY  
ASSESS BREATHING  
NO RESPONSE  
CPR  
30 compressions and 2 breaths for 2 minutes  
Pet CPR Tips and Position

**Pet CPR, First Aid & Care (Four 11x17 Posters)**

**Improving the Quality of Pets' Lives, One Pet Parent at a Time.™**

**PetTECH.NET®**  
CPR, First Aid & Care For Your Pets

www.PetTech.net

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Get yours now at: <https://pettech.net/product/pet-tech-posters-4-pack/>



# Million Internet Petizen Campaign



Our Million Internet Petizen Campaign (MIPC) is an ongoing movement to reach and educate 1 million pet parents to prevent 1 million Pet ER visits. According to the State of Pet Health® 2016 Report, disease prevalence is constantly changing and there are several key conditions that are increasing in prevalence and negatively affecting the health of our pet population.

Similarly, there are a handful of common diseases that are decreasing in prevalence, indicating pet parents are doing a better job of being their pets' advocate and partnering with their veterinarian on proactive disease management.

Unfortunately, diabetes continues to grow in prevalence among dogs. Canine diabetes has increased by 79.7 percent since 2006, while in felines, the prevalence of diabetes has increased 18.1 percent over the same time frame.

Heartworm continues to be one of the top three health risks for dogs. However due to preventive compliance there has been a 33.1% decrease in cases, a step in the right direction.

The most common disease in dogs and cats continues to be dental disease, affecting 68 percent of cats and 76 percent of dogs. It has increased by 8 percent in dogs and 9.6 percent in cats since 2011. The number of dental cleanings have increased most likely due to training and education to help pet parents understand the importance of proper pet dental health.

The Million Internet Petizen Campaign consists of products and services that will help pet parents better care for their pets. It centers around education and training.

***Tell all your pet loving friends to join MIPC!***



# Event Objectives

Because of the thousands of dedicated pet parents and Pet Care Professionals who give up their time freely to organize classes and fun events for families and pets to enjoy, Pet First Aid Awareness Month gets bigger every year.

There are a number of events you could sponsor that will make an impact on pet lovers around the globe. Besides promoting our ongoing message which is, the importance of learning the necessary skills of Pet CPR, First Aid & Care, you can incorporate and emphasize some of the objectives of this year's campaign.

This year's theme is ***PAWS UP! Be Your Pets' Advocate***

Objectives for this year's campaign include:

- **Stay Informed:** Read Industry news articles and notice Industry trends.
- **Learn:** Stay up-to-date with new services available for pets:
  - Importance of Regular Snout-To-Tail Assessments
  - Healthy Diet and Exercise
  - How To Brush Your Pet's Teeth
- **Share:** Your experiences and story with pet lovers.

**“Knowing the skills and techniques of Pet CPR & First Aid is the foundation of every pet emergency plan!”**  
— Thom Somes, The Pet Safety Guy

What makes your event successful is careful planning along with a healthy dose of enthusiasm from the organizer and their team of volunteers!

Pet First Aid Awareness Month events and promotions can attract new clients into your business and educate current clients about pet health care procedures and trends. Your participation is limited only by your imagination. We have listed some suggestions, however we are open to your ideas and suggestions. Our goal is to increase the awareness of Pet CPR, First Aid & Care Training. Pet Parents want and need to learn this information. If you are looking for some inspiration refer to “Event Suggestions” for some ideas for different types of events. Choose one that fits with the amount of time, energy and resources you are able to dedicate. Thank you for your participation in our international campaign!

# Event Advice

Planning and starting early are some of the keys to the success of an event. Be sure to send press releases to maximize exposure. Have fun and remember to capture the event with videos and photos. The following pointers will help you start to plan your events.

- Select your event and/or level of participation and notify Pet Tech® by phone or e-mail.
- Encourage employee participation and send out news releases announcing your company's participation.
- Choose helpers carefully and make it clear to them the kind of commitment which will be required.
- Determine any internal contests, prize awards, and set deadlines and guidelines.
- Official approval may be necessary for events using public highways and you may need approval of the local police.
- When children and/or pets are involved, great care must be taken to ensure safety.
- Adult supervisors must accompany children.
- Provision for a first-aid station, as well as water and refreshments for people and pets are recommended.
- Large events require planned parking and should be arranged and coordinated with local police. The police will provide traffic control but may charge for this service.
- Join forces with local humane societies, shelters, dog clubs, dog parks and more. Donate a portion of the event's proceeds to the selected group. Organizations can also help you coordinate and offer volunteers.
- Contact local businesses or organizations to cosponsor the event.
- Liability insurance may be necessary for events in a public venue (i.e. city parks, community centers, business parks, etc.).
- Booking a venue, be it a hall or playing field for an event may incur a charge. Event organizers should ensure that they have arranged funding before they commit themselves to a booking.
- The event organizer is responsible for fees incurred. You can collect donations or recruit sponsors to help pay for any costs. As the organizer, you must ensure that all funds are distributed appropriately.
- Be sure to send all your success stories to us at: [Support@PetTech.net](mailto:Support@PetTech.net)

# Event Suggestions

The following are some ideas and basic guidelines on how to organize a successful events.

**Contact Local Car Dealership:** Many car dealerships are dog friendly. They also schedule events throughout the year for current customers and to attract new customers. You can suggest an event or participate in one they already have scheduled. Topics could include Safe Travels With Your Pets. You could explain how pets should be secured in the car and special equipment that is available now for pets in vehicles.

**Contact Local Banks:** Many banks are dog friendly. They sometimes handout treats for pets. You could ask them to hand out a flyer or the Pet First Aid Awareness Month Info Graphic. This would peak interest for your pet business.

**FREE Seminars/Workshops:** Invite pet owners to a "Pet Talk" or "Yappy Hour." Use Pet Tech topics and promote an understanding of the health care and safety needs of our pets. Contact local schools and offer to present the educational topics. Listed below are some suggested educational topics. You can also enlist Thom Some, The Pet Safety Guy™ as a guest speaker (based on availability) to present topics like:

- Seasonal Dangers
- Knowing Your Pet's Health
- Top 6 Pet First Aid Situations
- Putting Together Pet First Aid Kits
- Hiking & Walking With Your Dog

**Pet CPR & First Aid Class:** Host a Pet Tech Pet CPR First Aid & Care class. If you are not a Pet Tech Instructor, you can work together with an Instructor in your area and schedule a class for your clients. It also makes a "purr-fect" fund raiser. Thom Some, The Pet Safety Guy™ is also available to teach classes upon request and based on availability. The skills and techniques of a basic pet first aid and care training should include:

- Restraint & Muzzling
- CPR, Rescue Breathing
- Heat Injuries
- Choking Management
- Cold Injuries
- Shock Management
- Bleeding Injuries
- Putting Together a Pet First Aid Kit

**Pet Parades/Pet Fashion Show/Pet Walk:** Work with groups in your community (i.e. Humane Society, Animal Shelter, 4H clubs, breed or agility clubs, girl and boy scouts, Elks/Moose, etc.) to organize a parade, fashion show or pet walk for the members and their pets. Serve a few refreshments and sell tickets for a raffle where local businesses donate prizes. Monies collected would be given to the group or charity of your choice. You could also invite a local speaker to do a small presentation (i.e. Pet Tech Instructor can offer the Snout-To-Tail™ Wellness Assessment, Obedience Trainer could offer suggestions for dealing with aggressive dogs, puppy training tips and more).

**Open House:** Invite pet parents to tour your veterinarian office or emergency care center or pet business. Explain the services, procedures and products that are available for pets today.

**Pet Event:** Sponsor a dog wash, pet adoption, dog blood drive, or other fund raiser. Contact your local animal shelter, humane society or pet organization and work together to make this event successful. Proceeds can be donated to animal shelters, adoption, pet therapy or any pet organization of your choice.

**Pet Parties:** Invite your friends, neighbors, co-workers over for a Pet Party. You can gather together just to have fun or you can make it educational, a fundraiser, a celebration or a combination. Invite a guest speaker to talk about pet first aid, nutrition, traveling with pets, or other pet related topics. Many of the shelters are in need of specific items (i.e. blankets, towels, food, etc.). You can have all your guests bring an item and then donate to the shelter.

**Poster/Essay/Photo Contest:** Sponsor a contest for local children in the community based on a related theme i.e. "The Significance to My Pet's Name," "The Funniest Thing My Pet Does!" Collect entries, post in your business location. Ask local community figure heads (i.e. teachers, principals, mayors, police chiefs, etc.) to be the judges for the contest. This can build good will in the community and provide your business with some good public relations. Award prizes for the top 3 winners. You can also do a cross promotion with other businesses and they can provide the prizes (i.e. local toy store, clothing store, bike shop, etc.).

**Pet Display at Local Library or Book Store:** Displays could include pet first aid kit contents, PetSaver Posters, Pet Tech App, and Pet Tech ICCE Bandanas.

**Participation in Established Shows:** If there is an established pet event going on in your area during Pet First Aid Awareness Month, you could get involved and promote our message.

**Pet Picture Match Up:** Do a contest, select 5 or 6 pet parents and their pet's photos. Collect separate photos of the pet parent and separate photos of their pets and ask people to match the pet with the pet parent. You can even do this on Facebook and people can submit their answers and you can give away a prize for the first one or three to send in the correct match ups. Sample prizes, Pet Tech ICCE Bandana, \$5 or \$10 off a Pet Tech class, or pet treats, toys, coupons. You can even get donations from local restaurants and companies.

**Pet Cookbook:** Collect favorite recipes for pet treats and foods and post on Facebook with tips and hints about optimal nutrition.

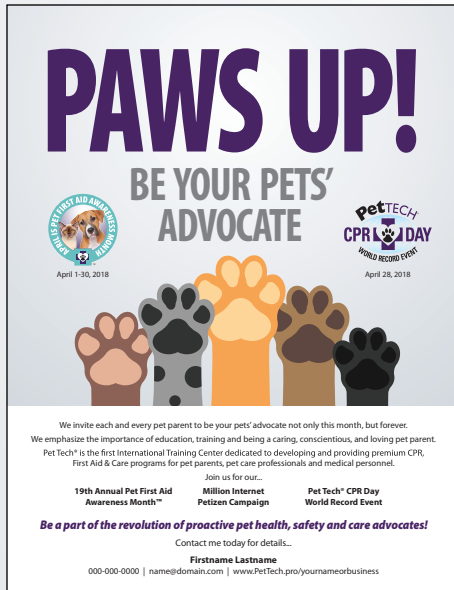
**Ugly Dog Sweater/Costume Contest:** Have pet parents submit photos of their pets wearing their ugliest sweater or dressed up in a costume and have people "vote" on the ugliest or funniest by contributing money to that contestant. The contestant with the most money wins a prize and the money can be donated to your favorite charity.

**Pet Supplies:** Collect pet supplies for a local shelter or rescue. If you have a facility, you can put out a box and people can drop in items, or you can put the word out and collect for the month of April and then donate to the shelter or charity of your choice.

# Marketing Materials

If you are a registered Pet Tech Instructor (you must have a current PTI#), we have flyers, postcards, door hangers, and rack cards available to market your business with the PAWS UP in April campaign. You can order them here:

<https://www.sbmh.online/pettech/product-category/paws-up-in-april/>



**PAWS UP!**  
BE YOUR PETS' ADVOCATE

**19th ANNUAL PET FIRST AID AWARENESS MONTH**  
April 1-30, 2018

**PET TECH CPR & CARE DAY**  
WORLD RECORD EVENT  
April 28, 2018

We invite each and every pet parent to be your pets' advocate not only this month, but forever. We emphasize the importance of education, training and being a caring, conscientious, and loving pet parent. Pet Tech® is the first International Training Center dedicated to developing and providing premium CPR, First Aid & Care programs for pet parents, pet care professionals and medical personnel.

Join us for our...  
**19th Annual Pet First Aid Awareness Month™**  
**Million Internet Petizen Campaign**  
**Pet Tech® CPR Day World Record Event**

**Be a part of the revolution of proactive pet health, safety and care advocates!**

Contact me today for details...

Firstname Lastname  
000-000-0000 | name@domain.com | www.PetTech.pro/yournameorbusiness



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**PetTECH**  
CPR, First Aid & Care For Your Pets

PROFIT-SEEKING U.S. POSTAGE PERMIT NO. 7624M PETAL

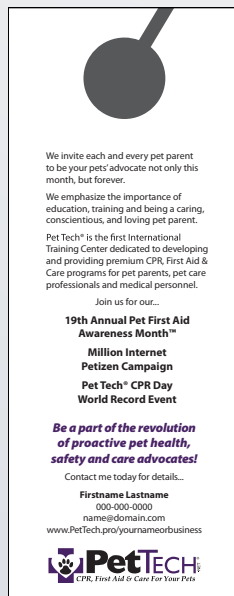
LOCAL POSTAL CUSTOMER



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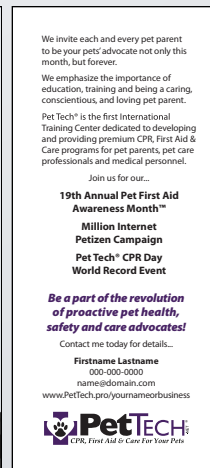
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**PetTECH**  
CPR, First Aid & Care For Your Pets

# Media Exposure

These types of events capture media attention. It is an excellent opportunity to work in the important message of Pet CPR, First Aid & Care and preventing 1 Million Pet ER Visits! The following radio public service announcement and sample press release can be personalized to reflect your Pet First Aid Awareness Month Celebrations.

## Create A Press Kit

Here is a list of important components:

- Fact Sheet About Your Organization
- Timetable of Activities
- List of Expert Spokespeople
- Press Kit Folder
- Press Release

If you are a registered Pet Tech Instructor (you must have a current PTI#), we have folders and stationery available for building your press kits:

<https://www.sbmh.online/pettech/product-category/business-cards-stationery/>

**Be sure to personalize the information and deliver press kits to radio, television, newspaper, and online editors 2-3 weeks before your event. Follow-up phone calls/ emails should be placed to media contacts.**

## Sample Press Release

### **PAWS UP! Be Your Pet's Advocate**

(Location)... Pet Tech®, the founder and title sponsor, is proud to announce the 19th annual Pet First Aid Awareness Month, April 1-30, 2018. The goal of Pet First Aid Awareness Month is to increase the awareness of the importance and benefits of learning pet first aid and why every pet parent and pet care professional should be trained and current in the necessary skills and techniques of Pet CPR, First Aid & Care.

Pet First Aid is the immediate care given to a pet that has been injured or suddenly taken ill. This includes home care and when necessary, veterinary help. Knowing the skills and techniques of pet first aid can mean the difference between life and death; temporary and permanent disability; and expensive veterinarian bills and reasonable home care.



This year's theme is "PAWS UP! Be Your Pet's Advocate"

Our pets are our family members and there really isn't one service that is available for humans that is not now available to pets. Pet Parents are faced with decisions from what to feed their pet to what health and wellness services are available. Pet care is not always black and white. There are usually several equally good ways to approach most health problems. So trust your common sense and do your homework so when necessary, you can make an informed decision for your furry, four legged family members.

Pet Tech® has hundreds of trained Instructors across the US, Canada, Australia, New Zealand, England and Singapore ready and waiting to train pet parents.

If you would like to celebrate Pet First Aid Awareness Month by hosting a Pet Tech® class, interviewing Thom Somes, The Pet Safety Guy, or scheduling a class or speaking engagement, contact Cindy Buzas, VP Sales & Marketing at (760) 930-0309 or e-mail [media@PetTech.net](mailto:media@PetTech.net).

**Remember to include local businesses, pet organizations, etc. to your media list. Anyone that could benefit from the information should be included.**

## Sample Radio PSA's (Public Service Announcement)

### **PAWS UP! Be Your Pet's Advocate**

Pets are our furry family members and they deserve the best care. In the course of your day, if you put your hands on fur, you should be trained and current in Pet CPR, First Aid & Care. Sign up for a class today. You know your pets would do it for you! Visit PetTech.net for more information today or download the Pet Tech App.

### **PAWS UP! Be Your Pet's Advocate**

Many pet parents and pet care professionals are taking the time out of their life and the dime out of their pocket to become educated. *Be in the know* by taking a Pet Tech CPR & First Aid Class, joining a professional organization, and by using technology to have the necessary information to care for your pets when you are *on the go*. Visit PetTech.net for more information today or download the Pet Tech App.

# Social Media & Email Campaigns

Social media is the use of web-based and mobile technologies to turn communication into interactive dialogue. It is a great way to have a conversation with your market while making connections with prospects, customers, bloggers and other influential people. Social Media keeps you up to date in your industry all while networking with like-minded people.

**Twitter:** A tool for *micro-blogging* or posting very short updates, comments or thoughts limited to 280 characters per update.

**Facebook:** *Is Your Business on Facebook?* Seems to be the question everyone is asking. Facebook can be a tool for your business that provides the ability to get repeat exposure with the people in your network. Clients, peers, and prospects can make up your network, and you can promote events, sales, special offers and more through your Facebook profile. Create a powerful profile, business page, comment on pet related posts, participate in groups and create fan pages.

**Blog:** Create a blog for your service/product or brand that you offer to reinforce your core branding message. This can be accomplished in a few different ways, each of which emphasize the creativity and innovation of your company.

**E-mail Campaign:** Stay connected with your customers. Create an e-mail campaign to send updates, pet facts, industry announcements, etc. Five tips for a successful e-mail:

1. Use a clever and timely phrase in the subject line.
2. Distribute the e-mails over several days.
3. Don't just self promote, add value.
4. Clearly state your outcome and message and make it easy for the recipient to take advantage of what you are offering.
5. Be sure to send a "Thank You" e-mail after the campaign and acknowledge everyone for participating.

During Pet First Aid Awareness Month, tweet, post, blog and e-mail pet lovers to Join us for our 19th Annual Pet First Aid Awareness Month™, Million Internet Petizen Campaign, and be part of the Pet Tech® Pet CPR Day World Record Event!

# Images

Download the following images for your social media profiles and email campaigns:  
<https://www.dropbox.com/s/179x2hiu372md28/Social%20Media%20Images.zip?dl=0>



Profile icon optimized to work with round and square formats.



Facebook, Twitter, and LinkedIn cover/header images. Optimized for various page types, and best as possible viewing on mobile.



Logos for use with email campaigns and social posts.

# Sample Tweets & Posts

There are many topics to discuss and statements that you can post or e-mail to start a conversation and promote Pet First Aid Awareness Month. Listed below are a few suggestions:

- April 1st kicks off Pet First Aid Awareness Month... How aware are you #PetFirstAidAwarenessMonth
- The journey of life is sweeter when traveled with a dog! #PetFirstAidAwarenessMonth
- When I look into the eyes of my pet I do not see an animal. I see a living being. I see a friend. #FurBaby
- #PetFirstAidAwarenessMonth #April1st #PetLovers
- Animals share with us the privilege of having a soul.
- The loyalty I receive from my dog deserves to be returned with my tender loving care and Pet First Aid Awareness!
- Your family pet can not always choose to avoid injury, however, you can choose to educate yourself in pet First Aid Awareness.
- Every 42 minutes a pet lover is trained in the Pet Tech® Pet CPR and First Aid program.
- Pet industry spending makes history: Over \$60 billion!

Use the following questions to start a conversation on FaceBook or Twitter:

- Share with us your family dog's name during your childhood and the best memory you have with him/her?
- What are some great tips to teaching your dog some fun tricks?
- What are some of the funny or odd things your pet at home may do to show how much they love you?
- What's going on inside the brains of animals? Can we know what, or if, they're thinking and feeling?
- New laws in favor of pet lovers and our furry, four-legged family members?

# Sample Email Campaigns

## Sample 1

### Happy April and Pet First Aid Awareness Month!



Pet Tech's Pet First Aid Awareness Month is all about the importance of education, training and being a caring, conscientious, responsible, and loving pet parent or pet care professional not only this month, but forever.

Our theme for this year's Pet First Aid Awareness Month is...

### **PAWS UP! Be Your Pet's Advocate**

Along with our ongoing message, this year we want to emphasize prevention and the importance of being proactive in your pet's health. It's all about taking the initiative and being prepared with the skills and knowledge to eliminate preventable accidents.

[Add information about your event, presentation, classes, and/or to join the MIPC]

[Your Name]

[Your Phone]

[Your Email]

[Your [www.PetTech.net/profilepage](http://www.PetTech.net/profilepage)]

***Join us for our 19th Annual Pet First Aid Awareness Month™, Million Internet Petizen Campaign, and be part of the Pet Tech® Pet CPR Day World Record Event!***



# Sample 2

## Happy Pet First Aid Awareness Month!



Pet First Aid is the immediate care given to a pet that has been injured or suddenly take ill. This includes home care and when necessary veterinary help. Knowing the skills and techniques of pet first aid can mean the difference between life and death; temporary and permanent disability; and expensive veterinarian bills and reasonable home care. It is estimated that 1-out-of-4 more pets could be saved if just one basic skill or technique was applied before receiving veterinary care.

## PAWS UP! Be Your Pet's Advocate

[Add information about your event, presentation, classes, and/or to join the MIPC]

[Your Name]

[Your Phone]

[Your Email]

[Your [www.PetTech.net/profilepage](http://www.PetTech.net/profilepage)]

***Join us for our 19th Annual Pet First Aid Awareness Month™, Million Internet Petizen Campaign, and be part of the Pet Tech® Pet CPR Day World Record Event!***



# Sample 3

## Happy Pet First Aid Awareness Month!



Be proactive and take the necessary steps to be trained and prepared.

**PAWS UP! Be Your Pet's Advocate** — Introducing our Million Internet Petizen Campaign (MIPC) which is a movement to reach and educate 1 million pet parents to prevent 1 million Pet ER visits! The MIPC consists of products and services that will help pet parents better care for their pets. It centers around education through the internet and will have other tangible components as well.

[Add information about your event, presentation, classes, and/or to join the MIPC]

[Your Name]

[Your Phone]

[Your Email]

[Your [www.PetTech.net/profilepage](http://www.PetTech.net/profilepage)]

***Join us for our 19th Annual Pet First Aid Awareness Month™, Million Internet Petizen Campaign, and be part of the Pet Tech® Pet CPR Day World Record Event!***



# Sample 3 (Part A)

*This is a two part email...*

## **Happy Pet First Aid Awareness Month!**

Test your pet first aid knowledge. Take this true or false quiz and see how you do...

1. Pet First Aid is the immediate care given to a pet who is injured or has suddenly taken ill?
2. The Black Widow Spider bite is virtually harmless to cats?
3. Baby snake venom is as poisonous as their parent's venom?

I will be sending the answers in my follow up e-mail!

[Add information about your event, presentation, classes, and/or to join the MIPC]

[Your Name]

[Your Phone]

[Your Email]

[Your [www.PetTech.net/profilepage](http://www.PetTech.net/profilepage)]

***Join us for our 19th Annual Pet First Aid Awareness Month™, Million Internet Petizen Campaign, and be part of the Pet Tech® Pet CPR Day World Record Event!***





# Sample 3 (Part B)

*This is a two part email...*

## **Re: Happy Pet First Aid Awareness Month!**

So how did you do on the quiz? As promised, here are the answers...

1. **True or False:** Pet First Aid is the immediate care given to a pet who is injured or suddenly taken ill? Answer: TRUE
2. **True or False:** The Black Widow Spider bite is virtually harmless to cats? Answer: FALSE, envenomation of the Black Widow Spider can cause abnormally high blood pressure in cats, which makes them susceptible to other issues.
3. **True or False:** Baby snake venom is as poisonous as their parent's venom? Answer: TRUE, the venom has the same potency it's just that baby snakes are not "fang" trained and instead of just using what is needed like adult snakes, the baby snake gives it all.

According to the American Animal Hospital Association (AAHA) 1-out-of-4 more pets would survive, if just one pet first aid technique was applied prior to getting emergency veterinary care. So just by taking the quiz you have more information that could potentially assist you in better caring for your furry, four-legged family members.

[Add information about your event, presentation, classes, and/or to join the MIPC]

[Your Name]

[Your Phone]

[Your Email]

[Your [www.PetTech.net/profilepage](http://www.PetTech.net/profilepage)]

**Join us for our 19th Annual Pet First Aid Awareness Month™, Million Internet Petizen Campaign, and be part of the Pet Tech® Pet CPR Day World Record Event!**

