

Campaign Overview

Pet adoption has increased since 2009, despite adverse economic conditions. 37% of dogs and 46% of cats in American homes were adopted from shelters or rescue groups, and the number of healthy and treatable pets losing their lives for lack of a home is now down to 2.4 million.

The PSA campaign directs audiences to visit www.TheShelterPetProject.org, where they are able to search for a pet from a local shelter or rescue group, read adoption success stories and learn valuable information about pet adoption.

Campaign Objective:

- To encourage millions of pet lovers to make shelters the first choice and desired way for acquiring companion animals.
- The campaign works to show the bond that exists between a person and their shelter pet and to encourage potential adopters to adopt from shelters and rescue groups.
- The ultimate goal is to increase the rate of animals adopted from shelters and rescue groups.

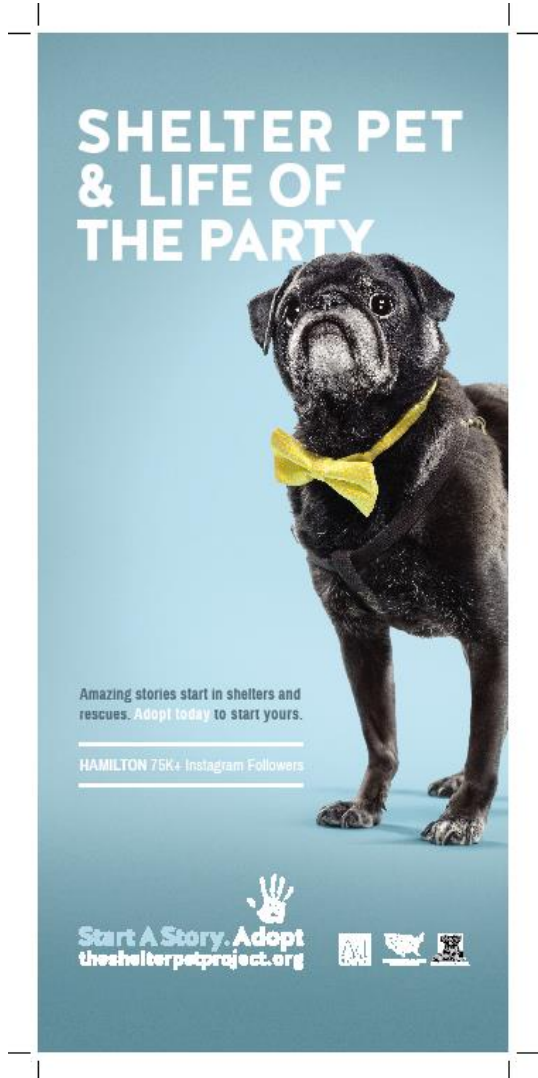
Target Audience:

- Primary: The “Fence Sitter”. These are the individuals who will be acquiring a pet within the next year, but remain undecided on where they will acquire their pet from.
- Secondary: “Shelter Pet Parents”. These are one segment of the larger pro-adoption advocate segment.

Call-to-Action: Start a story and adopt a shelter pet by visiting

TheShelterPetProject.org

PSAs: [Click here to view](#)



CAMPAIGN IMPACT

6.4M+

Visits to TheShelterPetProject.org since Jan '14

\$253.2M

Donated Media 2012-2016

634,000

Pet or Shelter Searches on TheShelterPetProject.org 2014 - 2016

