

Once the artform is signed... ...it is time for the fun to begin!

8
Weeks
To
Launch

- Send out an email to stakeholders announcing the PetHub partnership. Be sure to include the tag graphic (it's awesome to share with everyone!)
- Create a marketing plan
 - Schedule a meeting with the PetHub marketing team
 - Write a press release
 - Create social media launch announcements & post 1x/week
 - Partner with a photographer to take pics of shelter pets in the tags
- Schedule a meeting with the town council or board of directors
 - Request additional samples from PetHub for presentation

6
Weeks
To
Launch

- Identify everyone who will need training from PetHub
 - Office staff
 - Animal Control Officers
 - Volunteers
 - Veterinary offices
 - Additional distribution points

4
Weeks
To
Launch

- Setup training times with PetHub
 - Pick a time that the majority of your team can make it
 - Update your website with information about the PetHub program
 - Set up your own pet's profile (you can show others how it works!)

2
Weeks
To
Launch

- The final to-dos!
 - Add PetHub training to the new employee manual
 - Put PetHub posters & information around distribution points
 - Increase your social media posts to at least 2-3x/week
 - Distribute buck slips & tags to distribution points