



## Supporting Pets in Your Community: Pets and People Together Campaign

**Campaign Sponsors:** The Humane Society of the United States (HSUS), Maddie's Fund®  
**Pro-bono Agency:** Wunderman Thompson

### ISSUE BACKGROUND:

At some point in our lives, each of us may experience a crisis that can temporarily impact our ability to care for our pets, whether it be an unexpected hospital stay, an overseas deployment or being faced with financial or housing-related challenges. Communities have a vital role to play in preserving the human-pet bond. People who understand the value of pets in our everyday lives may not be aware that there is no gesture too small or too big to help keep pets and their people together.

### CAMPAIGN DESCRIPTION:

The Pets and People Together campaign highlights the important role that community – and individuals - can play in keeping families together. There are many ways to #BeAHelper including temporarily fostering a pet for a friend, neighbor or family member; donating pet food to a pantry; returning a lost cat or dog to their home and/or donating to the cost of veterinary care for a pet in your community.

Campaign PSAs highlight how taking small actions can help pets and the people who love them, and direct audiences to [PetsAndPeopleTogether.org](https://PetsAndPeopleTogether.org), where they can learn more ways to help local pets and their people.

### CAMPAIGN OBJECTIVE:

- Educate our audience on different ways they can help keep pets and people together in their community, including:
  - Reuniting lost pets with their owners
  - Donating pet food to a pantry and/or donating to the cost of veterinary care
  - Short or long-term fostering

### TARGET AUDIENCE:

- Primary: “pet owners/lovers”
- Target Age Segments: Adults aged 18-65+

**CALL-TO-ACTION:** Learn how you can help keeps pets and people together in your community at [PetsAndPeopleTogether.org](https://PetsAndPeopleTogether.org)

**Donate to pet care**

One of the many ways you can **be a helper** in your community.

[PetsAndPeopleTogether.org](https://PetsAndPeopleTogether.org)

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