

The Rescue Effect

Shelter Toolkit: Messaging Guide

Our Messaging Guide will help you advertise your participation in The Rescue Effect and inspire your community to adopt the animals in your care. The language in this guide can be incorporated in emails, social media and other communications. If you have questions, please email rescue.effect@aspca.org.



Key Taglines

- Adopt a pet, help many. That's The Rescue Effect.
- Adopt one, help many. That's The Rescue Effect.
- Adopt a dog / cat, help many more. That's The Rescue Effect.
- Adopt one, save many more. That's The Rescue Effect.

You can replace “**adopt**” with “**foster**” in any of these taglines if your organization wishes to use The Rescue Effect to recruit more foster families.



Supporting Sentences

- You can change ~~one~~ **MANY** lives. Adopting a pet into your home frees up shelter resources for other homeless animals who need them.
- Shelters and rescues are full, and your pet's adoption transforms the lives of many. That's The Rescue Effect.
- Choosing adoption frees up space and resources for homeless pets to get the shelter they need. That's The Rescue Effect.
- Adopting an animal has a profound impact on that animal's life and makes space and resources available for many more to get the care they need.



Generic Talking Points:

What is #TheRescueEffect?

The Rescue Effect is the ASPCA's national campaign dedicated to helping animal welfare organizations engage their communities and increase adoptions. It's a ripple: When we help one, we help many. That's The Rescue Effect.

Partnership:

[SHELTER/RESCUE NAME] is collaborating with the ASPCA, because when we work together, we save more lives. Alongside organizations from coast to coast, we joined The Rescue Effect to increase our visibility, engage more adopters and reduce the time animals spend waiting for loving homes.

How the Public Can Help by Adopting:

When you bring home your new best friend, you're freeing up space and resources for us to give more animals a chance. It's a ripple: When you help one, you help many — that's The Rescue Effect. Adopt today.

How the Public Can Help by Fostering:

Fostering allows animals to heal, unwind, experience love and live like pets should as they await adoption. Plus, it frees space for other animals who need it. Foster one, transform the lives of many. That's The Rescue Effect.

Social Media



Hashtag: **#TheRescueEffect**



Links to Relevant Social Media Channels:

- ASPCA
 - facebook.com/aspca
 - instagram.com/aspca
 - x.com/aspca
 - tiktok.com/aspca
- ASPCA Pro
 - facebook.com/aspcapro
 - instagram.com/aspcapro
 - x.com/aspapro
 - tiktok.com/aspapro

ASPCA or ASPCA Pro channels might share your content when you use the hashtag **#TheRescueEffect** and/or if you tag us in your posts!



Sample Posts and Post Captions

Longer Format Captions

- We're teaming up with the **@aspca** and joining **#TheRescueEffect** to help more animals find homes! When you adopt or foster even just one animal, you free space and resources for shelters to give more animals the care they need. When we help one, we help many - that's The Rescue Effect. Check out some of our animals who are available for adoption: **[LINK]**
- By adopting/fostering **[ANIMAL NAME]**, you're changing more than one life - it's a ripple. Adopting/fostering frees space and resources for shelters to take in even more animals who desperately need them. When we help one, we help many - that's **#TheRescueEffect**. We're proud to be teaming up with the **@aspca** for this nationwide campaign to help more animals find homes. **[INSERT ADOPTABLE INFO]** Meet our adoptable animals: **[LINK]**
- Did you know when you adopt or foster a shelter animal, you save MANY lives, not just one?! It's a ripple: when we help one, we help many - that's **#TheRescueEffect**. This helps shelters free up space and resources for more animals who need them. We're proud to be teaming up with the **@aspca** on this movement. Join us and meet our adoptable pets: **[LINK]**

Short Format Captions

- Join us and the **@aspca** in highlighting the positive impact adopting and fostering has on shelter animals! By adopting or fostering just one animal, you save many lives. It's a ripple: when we help one, we help many. That's The Rescue Effect. Learn more and meet our adoptables here: **[LINK]**
- Adopt/foster one animal and save many others! That's known as **#TheRescueEffect**, an impactful ripple that extends far beyond one life. We're proud to be teaming up with the **@aspca** on this nationwide campaign. Join the movement: **[LINK]**
- It's a ripple: when we help one, we help many. By adopting or fostering, you help shelters free up space and resources to save more animals - that's The Rescue Effect. We're proud to be teaming up with the **@aspca** on this nationwide campaign. Read more and meet our adoptables: **[LINK]**

Sample Email

Use the sample below to draft an email inviting your community to participate in The Rescue Effect.

Subject Line: Join The Rescue Effect

Preheader: We're teaming up with the ASPCA to help more animals find homes. Join us: Adopt today!

Body:

[SALUTATION],

From August through October, we're teaming up with the ASPCA for a nationwide campaign called The Rescue Effect to help more animals find homes. Join us! We have pets of all sizes, ages and wonderful personalities available for adoption — maybe your home is the one they've been waiting for!

[ADOPT TODAY!] - *button that links to your adoptable pets*

When you choose adoption, you'll welcome home the best friend you've been dreaming of, and another animal will finally get the care and shelter they need. **It's a ripple: When you help one, you help many. That's The Rescue Effect.**

Visit us and check out our upcoming events!

Visit Us Online: [WEBSITE URL]

Meet the Animals Waiting for Homes: [ADOPTION PAGE URL]

Visit Our Adoption Center:
[STREET ADDRESS]
[CITY, STATE ZIP]

Our Visiting Hours:
[DAY(S): TIMES]

[EVENT/PROMOTION TITLE]
[DATE: TIME]
[STREET ADDRESS]
[CITY, STATE ZIP]
[WEBSITE URL]

[EVENT/PROMOTION TITLE]
[DATE: TIME]
[STREET ADDRESS]
[CITY, STATE ZIP]
[WEBSITE URL]

We hope to see you soon!
Your Friends at [ORGANIZATION NAME]

Sample Press Release

Use the sample below or the [editable press release template in your Shelter Toolkit here \(Microsoft Word\)](#) to draft a press release you can send to your media contacts on or after Tuesday, July 22, 2025.

[LOGO]

FOR IMMEDIATE RELEASE

MEDIA CONTACT:

[Your Name]

[Your Title], [Organization]

[Your Phone Number]

[Your E-mail Address]

[SHELTER OR RESCUE NAME] Joins the ASPCA's Rescue Effect Campaign, Asks Local Community to Adopt [AND/OR FOSTER] Animals in Need

Second year of The Rescue Effect brings together shelters and rescues nationwide to place more animals into loving homes and reduce the length of time animals are spending in shelters

[CITY], [STATE] – ([MONTH] [DAY], 2025) – [NAME] today announced that it will join animal shelters and rescues across the country to participate in the [ASPCA's Rescue Effect campaign](#) to raise awareness about the importance of pet adoption [AND/OR FOSTERING] and place more animals into loving homes. During this effort, [NAME] will offer [LOCAL ADOPTION/FOSTERING OPPORTUNITIES, INCLUDING ANY UPCOMING EVENTS, REDUCED/FEE-WAIVED PROMOTIONS, ETC.]

Most shelters across the country are full with [nearly six million dogs and cats](#) entering shelters and rescues in 2024, and animals, especially dogs, are often staying longer in care before being adopted. Choosing to adopt helps the animal you take home and supports many more by freeing up space and resources. Animal shelters have pets of all sizes, ages and an array of wonderful personalities, and if you aren't able to adopt, temporarily fostering also helps free up space for other animals in need.

[QUOTE FROM SHELTER OR RESCUE]

Launching in August and continuing through October, The Rescue Effect is the ASPCA's national campaign dedicated to helping organizations increase adoptions and engage the public. This year, the ASPCA is providing \$2 million in grants to cover adoption fees and support operations at [many participating shelters and rescue groups across the country](#) with some holding fee-waived adoption events.

For more information about [NAME], visit [WEBSITE], or learn more about the ASPCA's Rescue Effect campaign at aspca.org/therescueeffect.

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About [SHELTER OR RESCUE NAME]
[INSERT BOILERPLATE]

About the ASPCA®

Founded in 1866, the ASPCA® (The American Society for the Prevention of Cruelty to Animals®) was the first animal welfare organization to be established in North America and today serves as the nation's leading voice for vulnerable and victimized animals. As a 501(c)(3) not-for-profit corporation with more than two million supporters nationwide, the ASPCA is committed to preventing cruelty to dogs, cats, equines, and farm animals throughout the United States. The ASPCA assists animals in need through on-the-ground disaster and cruelty interventions, behavioral rehabilitation, animal placement, legal and legislative advocacy, and the advancement of the sheltering and veterinary community through research, training, and resources. For more information, visit www.asPCA.org, and follow the ASPCA on [Facebook](#), [X](#), [Instagram](#), and [TikTok](#).