



## INSTRUCTIONS FOR DISTRIBUTING NO KILL LOUISVILLE POSTER CAMPAIGN:

### WHICH ORDER TO PLACE THE POSTERS UP IN:

1. "HAVE YOU SEEN THIS DOG???"
2. "MISSING"
3. "LOST" (*Please cut between addresses at bottom so people can take the NKL web address with them.*)
4. "FOUND DOG"

### STRATEGY FOR WHEN TO POST AND REPOST POSTERS:

After the initial campaign kickoff, please leave each poster in the series up for no less than one week each. Please, as much as possible, monitor posters to ensure they stay up a reasonable amount of time after each posting to ensure as many people as possible see the message toward increasing funds for NKL and The Hope Fund.

### WHERE TO PLACE POSTERS:

Place posters in the areas you feel will get them seen as many times as is humanly possible in the shortest amount of time.

### SOME SUGGESTIONS ABOUT WHERE TO PLACE POSTERS:

**PUBLIC BULLETIN BOARDS:** Free bulletin board spaces, like the kind in office buildings, college university centers, coffee shops, book stores, restaurants, etc., are another high density place to post.

**NEAR SCHOOLS:** Kids have big hearts and will donate their own money and will try to convince their peers and parents to donate to the cause, as well.

**NEAR MEDIA OUTLETS:** Placing the posters near TV stations, radio stations, newspapers and magazines could get us free publicity.

**NEAR VETS, ANIMAL HOSPITALS & STORES LIKE PETSMART & FEEDERS SUPPLY:**  
The more animal lovers who see these posters, the more donations we'll get.

**HIGH FOOT TRAFFIC AREAS:** Ditto.

**NEAR SPORTING EVENTS:** Ditto.

**NEAR MOVIE THEATERS/IN MOVIE THEATERS:** Movie goers are predisposed to look at posters, so this is the perfect medium to get them to receive the message about NKL.

*adopt - volunteer - foster - donate*