

**Best Friends National Big Dog Campaign**

**Sample Email Copy**

(Subject line options:)

Love large: Help big dogs get adopted!

Celebrate the month of BigDogtober!

No small thing: the love of a big dog

It's no small thing: Your help needed!

Dear [NAME],

During the month of October, we’re joining Best Friends Animal Society in promoting our big dogs, with the goal of placing as many as possible into loving homes. And your support can make a lifesaving difference!

Not only are big dogs an absolute blast, but they can make great pets. But because some people don’t realize they already have just what it takes to provide a big dog with a fabulous life, these large-sized lovebugs face extra challenges in finding adoptive families.

It’s no small thing: Big dogs are counting on us to help find loving homes, so we hope you’ll join us for this lifesaving promotion.

Adopt or foster a big dog today. [link to your website]

Thank you for caring about pets here in our community!

[signature]

[organization name]