

TOOLKIT - CELEBRATE 2025 WITH US

Customizable Canva Templates

Customize one or more of [these Canva templates](#) with photos of your team and/or your work now and 10 years ago (or you choose a time in the past that's more accurate to your journey, and edit the template).



Customizable social post template:

Customize the below social media copy, OR use the storytelling prompts at the bottom of the page to write your own post telling your community about your lifesaving journey. Be sure to verify your data (like save rate) through your [Shelter Pet Data Alliance](#) account where possible.

[SHELTER NAME] has been proud to be part of the effort to bring lifesaving home across the United States for the past [NUMBER OF YEARS].

When we started this journey in [YEAR] to [CHOOSE ONE OR WRITE YOUR OWN: become a no-kill shelter/bring no-kill to our community/pursue a no-kill model/save more lives/put lifesaving first], we were saving about [PERCENT] of the animals in our care. We knew that didn't reflect who we were, how much we cared, or how hard we worked. We knew we had to do things differently.

With the support of you, our community, we implemented lifesaving programming like [ADD YOUR KEY PROGRAMS HERE: i.e. community cat programs, fostering, Return-to-Home, etc.). Now, we're saving [PERCENT] of the animals in our care, and we couldn't do it without the support of our community. Meanwhile, nationwide, animal shelters are saving about 82% of the pets in their care, vs. only about 71% in 2016.

This is a solvable issue, and you can be part of the solution. Go to [YOUR WEBSITE] to learn how to help.

Storytelling prompts:

1. What was the moment with an animal or person or situation that made you realize you had to do things differently?
2. What were the biggest mindset shifts your team had to make to start saving more lives?
3. How did collaboration—within your community or with other shelters and rescues—help make progress possible?
4. Were there any fears you had to move through or let go of so this could happen?
5. How has your definition of ‘success’ evolved since starting this journey?
6. What advice would you give a shelter leader who feels like no-kill is out of reach for them?
7. What do you think is the most critical change that you made or thing that you're doing now that is saving lives?
8. When you think back to the beginning of your no-kill journey, what did it feel like to take that first step?
9. No one reaches no-kill overnight. What were some of the hardest moments along the way, and how did you and your team stay motivated?
10. Were there any practices or policies you had to let go of to move forward?
11. Can you share a moment when you realized your community was behind you?