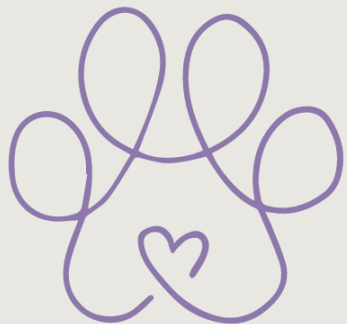




Pawsome Publicity

Finding furever homes,
one paw at a time



The project



Marketing



Volunteering



Passion for animals



Adoption

Overview and Progress



Current Efforts



Market research



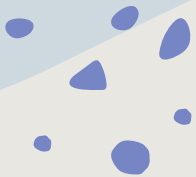
Connecting with the
animals



Planning event

Current Efforts





Current Efforts



More than 700

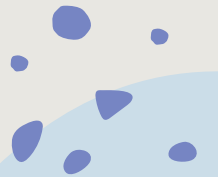
animals are turned over to
shelters right after the holidays
every year



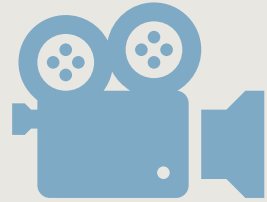
Current Efforts



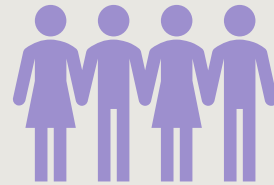
Current Efforts



Next Steps



Focus on video
content of Sunfish



Promote volunteer
event



Create bios for all the
dogs on the site

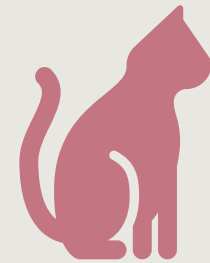
Challenges



Finding the right audience



Time



Some animals are not for adoption

Closing

