



# Grounds & Hounds

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## Grounds Crew Best Practices

### 1. Announce You've Joined The Crew On Twitter

Twitter is a great place to share this sort of news, people love re-tweeting and engaging with uplifting content and spreading happiness. Be sure to tag us @GroundsandHoun1 so we can help boost the engagement on your post!

### 2. Instagram Announcement Post

Grab some pictures with our coffee/gear or use some of the images provided in the Media Bin to announce your crew membership on Instagram. It's one of the best social platforms for building awareness and is a great place to feature your code, answer questions, and encourage people to support your rescue.

### 3. Facebook Page

Include your code in your Instagram Bio or in a discounts highlight where you can feature your partners. This will help anyone who has stumbled upon your profile randomly find the best ways to support you quickly.

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### 5. Make A Video

Make a video talking about how you'll use the proceeds. This can be shot with an iPhone walking through your shelter or hanging out with one of your rescues. People love to know how their purchase will help and who doesn't love seeing a pup.

### 6. Serve Our Coffee In Your Lobby

Do you have a keurig or coffee maker in your shelter lobby? We'd be happy to send a box of pods or bag your way so you can serve your potential new pawrents. What better way to bring up the partnership than over a fresh-brewed cup while they're meeting their potential new best friend!

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## 7. Send Out An Email Blast!

Not sure how to get started or how to introduce the partnership by email? No worries, we can provide you with a general template that we've seen many rescues utilize and see a successful outcome. E-mails are a great way to engage with your supporters and let them know how they can sip coffee and help pups!

## 9. Customized Print Materials

We will provide files for print materials that have your special discount and information about Grounds & Hounds after you are registered for Grounds Crew. These postcard-sized handouts are perfect for the front desk of your rescue or to keep on a lobby table where potential new pup parents can see.

## 11. Go Live On Social Media

Introduce your audience to your adoptable pups and the different ways they can assist you through purchasing coffee or participating in your events. People love to see the day to day operations of the rescue and stay up to date on the impact being made.

## 8. Ask influencers and supporters to share on social media!

Have some influential friends on Instagram or other social media platforms? Have them make a post where they share your Grounds Crew code and talk about their passion for your rescue and pups.

## 10. Schedule Out Your Posts

We will send a newsletter monthly with new key product highlights, holidays, and relevant & exciting news we think you'd benefit from. We recommend sharing your code at least 3-4 times a month in order to keep it front of mind for people as they purchase coffee.

## 12. Highlight Holidays

Each newsletter will highlight any relevant dates that could be a great time to share your code for the upcoming month. For instance, National Coffee Day falls on Tuesday, September 29th this year. This is a great day to highlight your code and share with your audience how they can buy their coffee and support you!