**Memo**

To: Laura Spica

From: Hailey Nelson

Date: October 12, 2015

RE: #NaughtyOrNice contest

PetSafe should launch a promotion on Twitter in order to promote the benefits of rescuing, as well as raise money for shelters that participated in last year’s campaign, “The PetSafe Joy of Toys Shelter Giveaway”.

Between the dates of November 1 through December 1, customers should post a picture of their companion on Twitter with the hashtag “#NaughtyOrNice” to show PetSafe how their pet behaved this year. Will they get treats or coal in their stocking? PetSafe will help you decide.

After this time period is over, the top 10 photos will be posted on the PetSafe website so customers can vote on their favorite. The photos will be narrowed down by a panel consisting of a PetSafe representative, a representative from each of the shelters, and our guest judge, Ginnifer Goodwin, an avid Humane Society supporter.

The first place winner will have their pet’s photo featured on the homepage of our website, as well as receive a $100 PetSafe gift card.

After posting the photo on Twitter, copy and paste the link to your tweet when checking out in the “promo” section to receive 10% off your total order. In addition, PetSafe will donate 15% of total sales to the Humane Society and Animal Rescue locations that participated in last year’s campaign for all sales made online in November and December.

Last year, the participating shelters collected 12,000 toys for shelter animals. PetSafe wants to give back and thank them for all of their hard work. To learn more about the efforts made by these shelters, read this [PetSafe Joy of Toys Giveaway Article](http://www.petsafe.net/learn/petsafe-joy-of-toys-giveaway) to learn more about the original campaign.