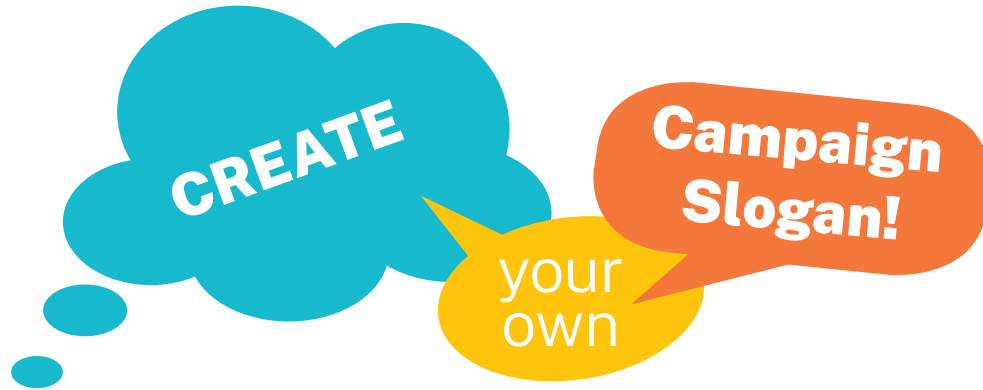




# PASADENA HUMANE SOCIETY & SPCA



Using your imagination, create an animal slogan for each issue or campaign.

**What's a slogan?** It's a short, catchy phrase that sums up your goal or main idea. A great example of memorable slogans include the U.S. Forest Service's "Give a Hoot, Don't Pollute" and "Only you can prevent forest fires" slogans.

**The Issue:** Sea turtles swallow deflated balloons floating in the ocean.

**The Goal:** You want people to stop releasing balloons into the air.



Your campaign slogan:

**The Issue:** Critters, skunks and raccoons get their heads stuck in yogurt cups.

**The Goal:** You want people to always rinse out their yogurt cups after use. The sweet smell that remains on the cups attracts wildlife who then put their head into the cups.

Your campaign slogan:

**The Issue:** Animals walking in our communities hurt their paws because there is broken glass, metal cans, and litter lying around.

**The Goal:** You want people to recycle and properly throw away their trash.



Your campaign slogan:



# PASADENA HUMANE SOCIETY & SPCA

**The Issue:** Birds living near bodies of water get tangled in old fishing line.

**The Goal:** You want fishermen and people near the ocean, lakes and rivers to dispose of fishing line when they use it or see it.

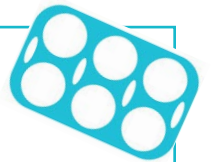
Your campaign slogan:



**The Issue:** Animals, including seagulls and marine life, get their necks caught in the plastic that is used to hold six-pack drinks.

**The Goal:** You want people to cut the plastic rings before properly disposing of the plastic in the recycle bin.

Your campaign slogan:



**The Issue:** There are too many unwanted, homeless pets in the community.

**The Goal:** You want pet owners to spay or neuter their animals as soon as possible so that pets stay healthy and do not have babies.

Your campaign slogan:



**The Issue:** Some pet owners turn in their pets to a shelter due to behavior challenges. These behaviors can include jumping, barking or biting. Many people don't realize that with proper training and the right information, many of these problems are preventable.

**The Goal:** You want pet owners to invest in proper animal training and socialization opportunities for their pet.

Your campaign slogan:





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**The Issue:** The idea of having a pet can be exciting. But some people forget to consider other factors, including the resources, time, and dedication it takes to be a pet owner. This often leads to pet owners later turning in their pets to shelters.

**The Goal:** You want people to inform themselves so they have a better understanding of what it means to be a pet owner.

Your campaign slogan:



**The Issue:** Some teachers get classroom pets without planning for who will care for the pet during vacations or long weekends. This can lead to pets being neglected or eventually surrendered to a shelter.

**The Goal:** You want to make sure that teachers make responsible classroom pet choices.

Your campaign slogan:



**The Issue:** Animal shelters and rescues take in millions of dogs, cats and critters each year. They often are in need of basic supplies and operate on a tight budget.

**The Goal:** You want people to donate pet care supplies to their local rescues or animal shelters.

Your campaign slogan:

Are there animal-related issues in your community that need solving? If so, make your own campaign plan below:

**The Issue:**

**The Goal:**

Your campaign slogan:

