



## HASS Rubric: Pet Support Services

How does the organization utilize media to highlight pet support options?

### **Beginner**

The organization shares information on current pet support service needs, initiatives, events, or fundraising goals with established local media connections at least once per quarter (3 months).

### **Intermediate**

The organization shares information on current pet support service needs, initiatives, events, or fundraising goals with established local media connections at least once per month.

### **Advanced**

The organization utilizes established connections with local media to strategize media pitches related to pet support service needs, initiatives, events, or fundraising goals on a recurring schedule more than once per month. All strategic planning communications to pitch major pet support efforts should occur at least two weeks before the deadline or event.