



A zero-cost, mission-aligned partnership designed to support post-adoption transitions, reduce adopter stress and provide free tools and exposure for your rescue.

1. The Strategic Opportunity

Adopting a dog is a journey of transition. The first 30 to 90 days are crucial for building trust, establishing routines and preventing returns caused by early behavioural friction.

It's A Dog's Life provides practical, day-one guidance for new owners, decoding emotional signals, managing transition anxiety and offering clear support without forcing adopters into complex setups.

2. How The Partnership Works

We offer a completely turn-key digital asset that adds genuine value to your adopters while helping your organisation increase support, exposure and potential income.

What Your Rescue Brings

An established community of dog adopters, rescue advocates and supporters who care deeply about dog welfare.

What We Provide

Free adopter tools, dedicated in-app rescue pages, public directory listing, tracking links and full technical support.

3. Core Benefits for Your Organisation

100% Free For Rescues & Adopters. Zero Cost. Zero Risk

Completely free for your rescue and your adopters to access core 30-day transition support tools with zero setup fees, software management or technical maintenance required from your team.

- **Zero-Friction Adopter Support:** Offer immediate 24/7 transition advice (toilet training resets, night-one crying, building trust) to help dogs settle into their forever homes.
- **Direct Donation & Traffic Growth:** Drive adopters and supporters directly to your website and donation page via your dedicated in-app page.
- **Optional Recurring Income:** Should any of your referred adopters choose to upgrade to premium features, 25% of subscription fees are automatically returned to you to help fund your ongoing rescue operations.



4. Dedicated Partner Features & Exposure

Dedicated In-App Page

A co-branded page within It's A Dog's Life featuring your organisation, your logo, your story and a direct link to your website or donation page.

Public Charity Directory

Featured placement in our public charity directory, giving dog owners another route to discover your organisation and visit your website.

5. Flexible Marketing & Design Support

We keep rollout effortless so there is zero administrative workload for your team. You receive a dedicated tracking link immediately and our design team is also available on request to build tailored assets if needed:

- **On-Demand Branded Graphics:** Our team can create custom social media graphics featuring your logo and rescue branding upon request.
- **Adoption Folder Inserts & QR Codes:** Tailored single-page digital or printable QR code guides designed specifically for your adoption packs.
- **Ready-to-Use Copy:** Pre-written text snippets for email newsletters, website partner links or social announcements.

*Simply share the provided link and approved assets through your existing channels.
We handle the tracking, technical support and ongoing platform maintenance.*

6. Simple 4-Step Rollout

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| 01 | Unique Link & Setup | We issue your unique tracking link and set up your own bespoke dedicated in-app rescue page. |
| 02 | Share With Community | Share the link via newsletters, social media, or your adoption communications. |
| 03 | Adopters Access Tools | Supporters can immediately access the 30-day transition guides and behavioural support completely free of charge. |
| 04 | Support & Optional Revenue | Adopters receive transition support, while your rescue gets continuous exposure, direct donation traffic and an optional revenue share. |

7. Next Steps

Ready to explore a Founding Partnership?

We would love to welcome your organisation as a Founding Partner.

To request your custom tracking link and partner setup, simply reply to our email or contact our Founder John Lloyd-Hughes directly at john@dogs-life.app.