

BumperPet.com Creates New Programs to Assist Animal Shelters and Rescues - Three Programs Make it Easier for Shelters to Gain Extra Support

An online business that offers custom, removable stickers is offering a variety of programs to animal shelters and rescues to help them raise funds to rescue more animals. BumperPet.com has three different fundraising options for non-profits to choose from.

March 3, 2012 (FPRC) -- (Chicago, Ill) - An online business that was inspired by its creator's passion for her new dogs is giving back to help animals in need around the country. BumperPet.com, the home of personalized, removable pet stickers, is reaching out in the New Year with several programs aimed at supporting animal shelters and rescue groups.

"As an adult, I had always vowed that I'd never get a dog. When I finally did, I ended up with the puppy that was a total terror and I was at a loss as to how to handle certain situations," says BumperPet founder Sue Yellen. "I met a wonderful community of animal lovers through online groups and social media who were very passionate about their pets and animal rescue. My husband already had a company that made custom stickers and my thought was that many of these people would love to have one of their own pet."

BumperPet.com offers personalized, custom vinyl stickers that are fade-resistant for three years and removable without damaging the surface or leaving sticky residue. The stickers safely attach to cars, computers, lockers, walls, refrigerators, iPhones and more as long as there is a smooth surface. Sticker prices range from \$3.95 for non-custom designs to \$10.95 for custom creations.

"When we launched BumperPet, we knew that we wanted to give back to the animal rescue community," says Yellen. "These organizations do so many wonderful things to rescue, rehabilitate and find new homes for animals and many of them do it on a shoestring. We wanted to find a way through our new company to help them out so they could help more animals."

BumperPet has created three programs aimed at helping non-profit rescue and shelter organizations.

- **Affiliate program** – BumperPet works with each non-profit to design custom ads for their website and provide links to use on social media sites like Facebook and Twitter. Each time someone clicks on the BumperPet site from that link and completes a purchase, 15 percent of the sale (excluding shipping) will go to the organization. To participate, an organization will need to create a free affiliate account and have the Webmaster place the ad on their site. This is an open-ended program and payments will be made through PayPal at the end of each month.
- **Sticker Sales Program** – Shelters and rescues may have a sticker designed from their current logo, have a new design created or choose from one of the designs already produced by BumperPet. The organizations may list up to two stickers in the online store during their promotional month and will receive a \$1 each time a sticker is sold. The shelter or rescue will receive a check from BumperPet at the end of the promotion.

- Shelter discounts – BumperPet offers charity discounts for non-profits to purchase stickers featuring original and pre-designed stickers. Shelters and rescues may purchase the “Save Our Pets” stickers that normally retail for \$3.95 for \$1 per two pack or other stickers that retail for \$4 for \$1.50 and sell at any price. Organizations must order a minimum of 12 stickers at a time.

Launched in October, BumperPet.com features a unique way for people to show off their pets by creating custom stickers using photos of their own pet. To create a sticker, upload a photo, edit the image, add text or clip art and select a size or shape for the sticker. BumperPet.com also donates \$1 to \$2 of every custom-sticker sale to no-kill animal shelters.

Shelters and rescues wanting to learn more or participate in any of the programs should call 1-888-234-6279 or email info@bumperpet.com. Learn more at www.bumperpet.com or follow them on Facebook.

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