



Let's Collaborate!



# Pilots To The Rescue's Pawsome Commitment



Pilots To The Rescue (PTTR) is a non-profit, volunteer-driven, 501c3 public benefit animal rescue aviation organization.



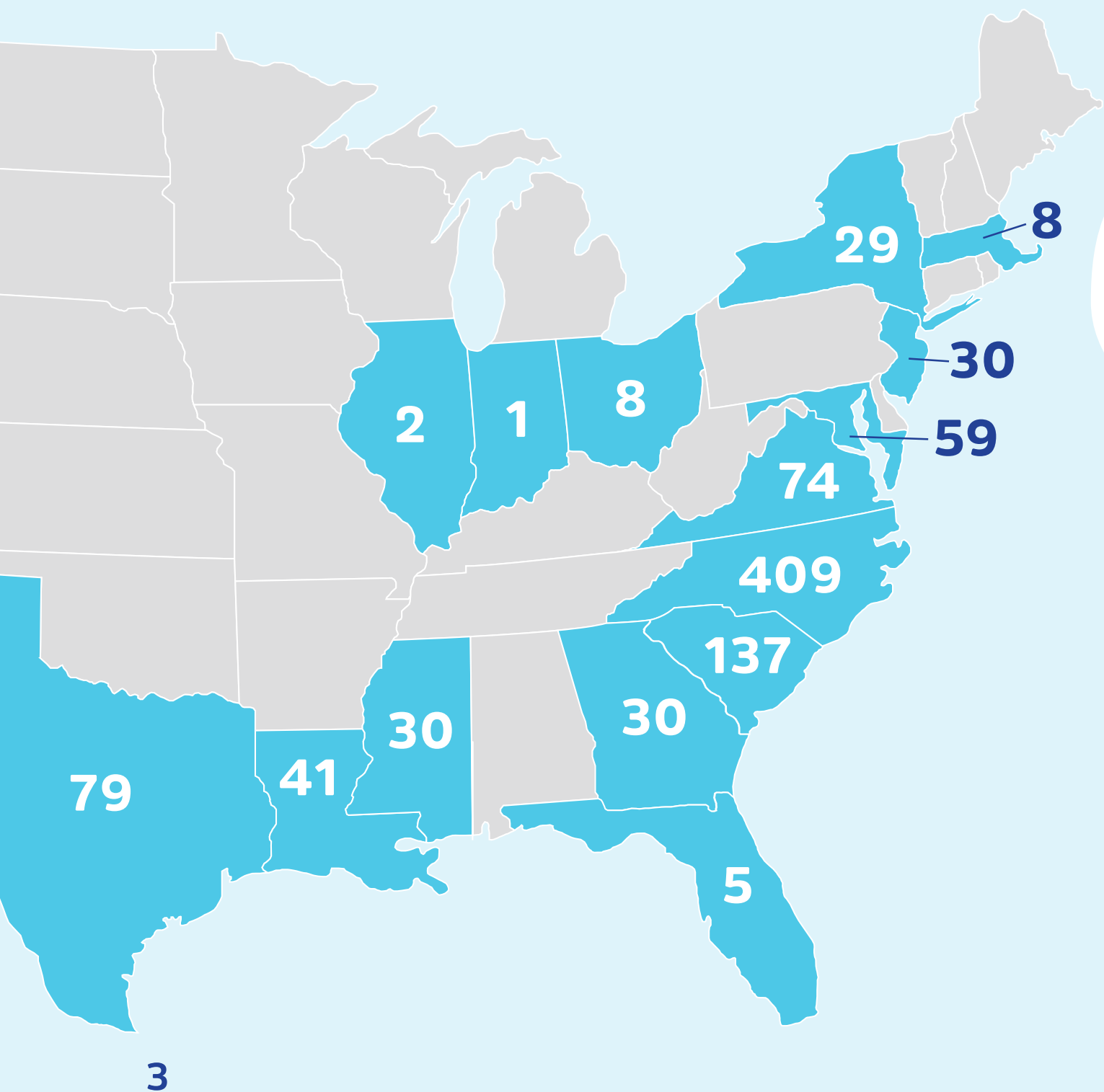
Millions of cats and dogs in shelters around the United States need new homes. Approximately one million cats and dogs are euthanized in our country each year. PTTR is committed to reducing these numbers!



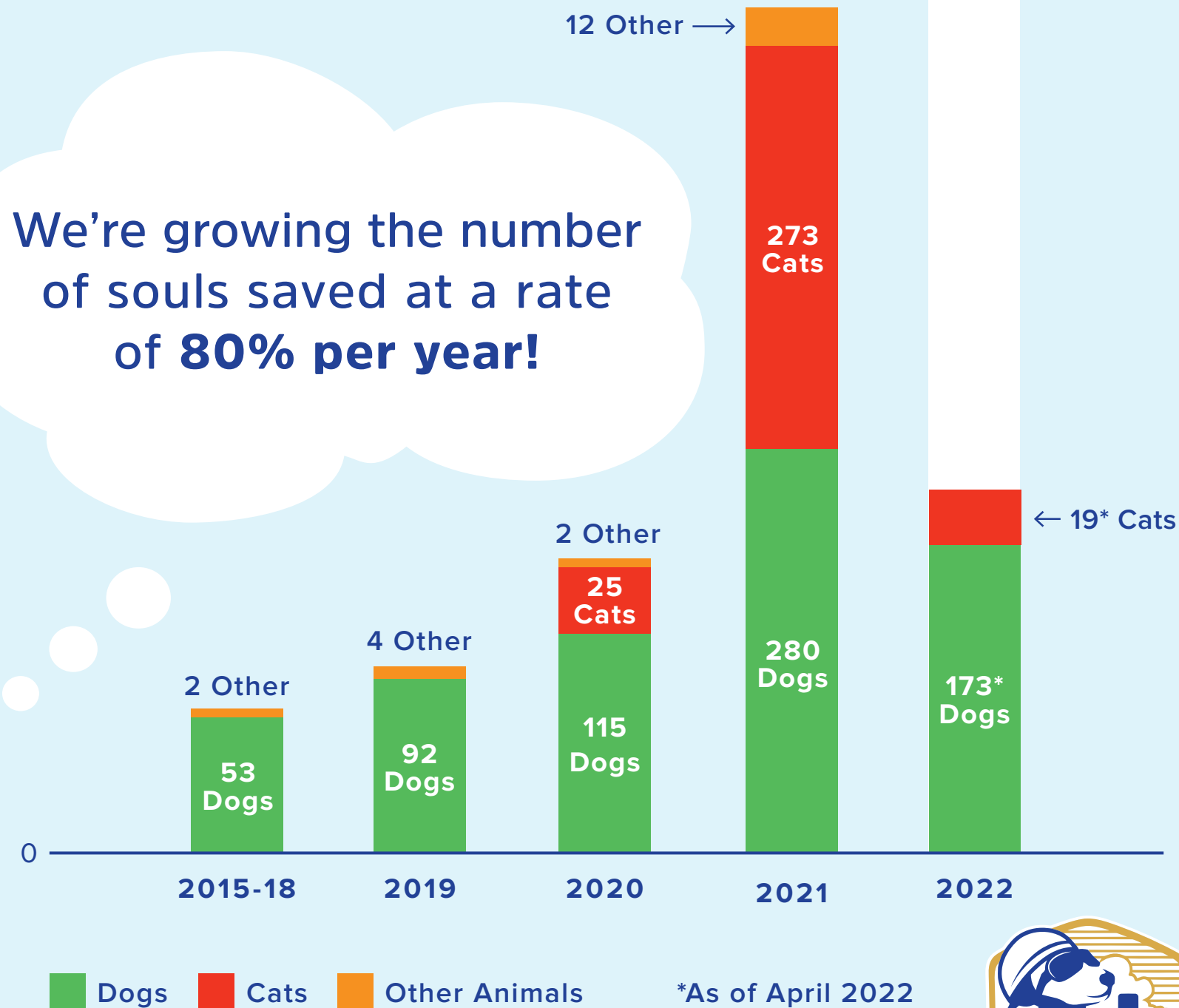
How do we work towards this goal?  
PTTR rescues cats and dogs at-risk of euthanasia by transporting them to where they can be adopted and saved.



Since 2015, we've rescued more than **1,000 animals** from high-risk areas, and **we are committed to many more.**



We're growing the number of souls saved at a rate of **80% per year!**





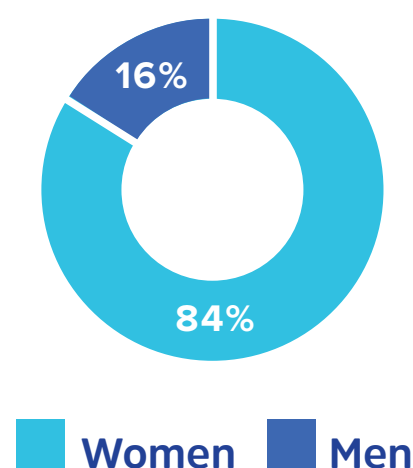
# Who we've worked with





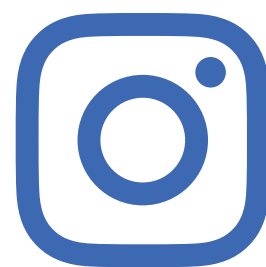
# Our 2021 Reach

## Social Media



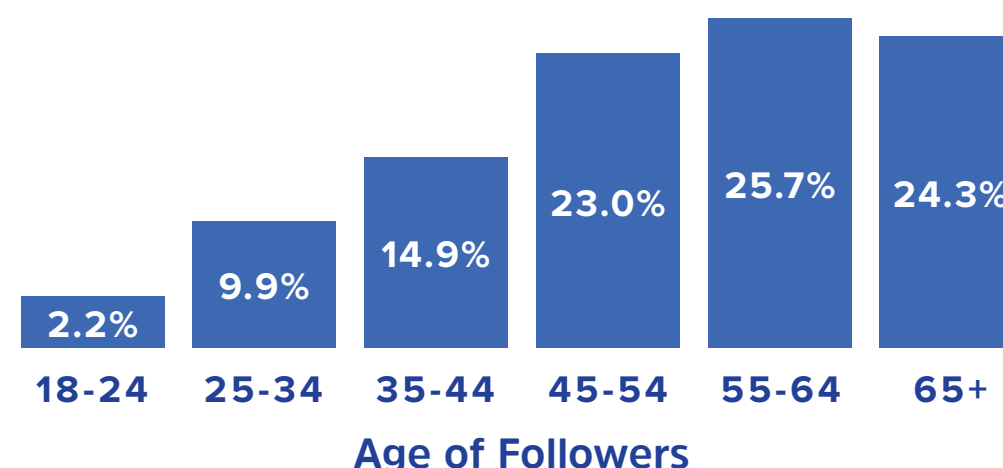
**1.1M**  
Page Reach

**62K\***  
Followers



**9.1M**  
Page Reach

**24K\***  
Followers



\*As of April 2022

## Publications/Media





**We're not only aviators and rescuers.  
We're also storytellers.**





## CAMPAIGN ACHIEVEMENTS

### ♥ ORGANIC SOCIAL PERFORMANCE

- 138.6K Impressions
- 117.1K Reach
- 5.5K Likes

### ♥ LANDING SOCIAL PERFORMANCE

- 7.3K Sessions
- 386 Goal Completions

### ♥ PAID SOCIAL PERFORMANCE

- \$47.7K Spent
- 5.3M Impressions
- 1.5M Reached
- 29.8K Landing Page Views
- 43.1K Link Clicks
- 609.1K Post Engagements

**TV REACH: 39,746,085**  
(CLICK HERE FOR DETAILS)

Stella & Chewy's Give: produced film, pushed content through PR channels (put us on national media tour) and social media channels, donated \$\$, donated premium dog food.

### Stella & Chewy's Partners with Pilots To The Rescue to Fly Senior Shelter Pets to New Homes

Pet Product News Staff Oct 29, 2021



**pilotstotherescue** PTTR & @StellaAndChewys are raising awareness around and encouraging senior pet adoptions, especially during National Adopt a Senior Pet Month in November. 🐾

Post • Nov 4, 2021



<b>Reach</b>	Likes	Comments	Shares
<b>3,684</b>	577	13	54

Post • Nov 4, 2021



<b>Reach</b>	Reactions	Comments	Shares
<b>1,316</b>	126	3	13

## CASE STUDY 1



**pilotstotherescue** 📺 Watch full video] There are thousands of senior dogs and cats in shelters across the country in need of homes. 🏠 Unfortunately, only 25% of them are adopted:(

Post • Nov 15, 2021



<b>Reach</b>	Likes	Comments	Shares
<b>2,652</b>	180	11	2

Post • Nov 15, 2021



<b>Reach</b>	Reactions	Comments	Shares
<b>1,865</b>	101	11	42


"PTTR was able to balance getting us brand recognition with the authenticity of the mission. They can really get a message to consumers: we know what real life is, and we can bring that authenticity to a brand."

– Brand Manager, Stella & Chewy







 **pilotstotherescue** GUESS WHAT!!!! Pilots To The Rescue is going to be part of the #PuppyBowl this year with @thedogist 🐶🐶🐶 You don't want to miss this, so mark your calendars!!!


Post • January 14, 2022

Instagram	Reach	Likes	Comments	Shares
	2,855	426	10	6

Post • Nov 4, 2021

Facebook	Reach	Reactions	Comments	Shares
	3,675	312	9	36



 **pilotstotherescue** Who here owns a rescue pet??? Comment below with your pet's story:) We would love to hear!! 🐶❤️🐶 ~@PilotsToTheRescue

Post • Apr 29, 2021

Instagram	Reach	Likes	Comments	Shares
	32.1K	3,729	188	38



 **pilotstotherescue** Want want to express our sincere gratitude to @eliaswf founder of @thedogist for joining us on a rescue mission this past weekend. 🐶 With your help we were able to rescue 18 pups including this cutie Carson who Elias immediately fell in love with. 🐶


Post • April 15, 2021

Instagram	Reach	Likes	Comments	Shares
	6,920	1,637	29	28

Post • Nov 15, 2021

Facebook	Reach	Reactions	Comments	Shares
	2,637	381	15	0




 **pilotstotherescue** And we're off!! 🐶 On our way to NC to rescue \*18\* pups! 🐶 Who's joining us live? We should be with the pups around 1pm ET (check link in story to track our flight) so be sure to tune in LIVE to chat with our pilot @michaelschneider and 'special guest @eliaswf from @thedogist

Post • Nov 15, 2021

Instagram	Reach	Likes	Comments	Shares
	6,920	1,637	29	28



 **pilotstotherescue** We are so excited to have @eliaswf founder of @thedogist 🐶 joining us on another mission this FRIDAY 4/9 to rescue 18 dogs!!! 🐶 We will be live streaming right here on instagram so you can meet all of the pups!! 🐶

Post • Nov 15, 2021

Instagram	Reach	Likes	Comments	Shares
	6,920	1,637	29	28

**Dogist Give: Co-created content, pushed content through PR and social media channels, donated premium apparel, and created a fundraiser.**


**“PTTR does storytelling in an amazing, spectacular way. You’re literally flying through the air with dogs in a small plane, rescuing in real time. It’s so tangible. PTTR’s storytelling is very touching, compelling, and meaningful.”**

**– Founder, The Dogist**









 **pilotstotherescue** THE BEST THINGS IN LIFE ARE RESCUED!! 🐾 Drop a YESSSS in the comments if you agree! 🙌 Thank you @welovecuddly for the awesome tee and for sponsoring this mission! 💖


Post • Sep 17, 2021

	<b>Reach</b> 3,178	Likes 370	Comments 32	Shares 0
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Post • Sep 17, 2021

	<b>Reach</b> 1,285	Reactions 85	Comments 7	Shares 9
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 **pilotstotherescue** PTTR x Cuddly 💖 We'd like to give a special shoutout to our mission partner @welovecuddly Not only did they sponsor this flight, but they donated over 200lbs of pet food!!!! 🐾🐾🐾🐾 Thank you Cuddly!!!


Post • Sep 7, 2021

	<b>Reach</b> 1,309	Likes 109	Comments 3	Shares 0
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Post • Sep 7, 2021

	<b>Reach</b> 1,245	Reactions 121	Comments 11	Shares 34
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 **pilotstotherescue** Thank you so much to all who donated and shared our Founder's Birthday Fundraiser on Facebook! <— It's not too late to go show him some love! ❤️ ~ facebook.com/donate/379699610331614


Post • Sep 6, 2021

	<b>Reach</b> 2,344	Likes 397	Comments 9	Shares 0
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Post • Sep 6, 2021

	<b>Reach</b> 2,967	Reactions 290	Comments 4	Shares 34
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 **pilotstotherescue** 🌟 MISSION ACCOMPLISHED! 🎉 A celebratory shot of the PTTR rescue team with the happy pups! 🐾🐾🐾🐾

Post • Sep 6, 2021

	<b>Reach</b> 2,634	Likes 406	Comments 8	Shares 7
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Post • Sep 6, 2021

	<b>Reach</b> 2,612	Reactions 261	Comments 6	Shares 30
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Cuddly Give: Co-created content, pushed content through PR and social media channels (Instagram live interview w/ sponsored posts), became an ongoing mission sponsor with monthly \$\$ donations.

“A lot of the draw of working with PTTR is the creativity that can be used for storytelling. It is a very visual partnership and a unique way to connect with other viewers. Since social media is an ever-hungry beast, their real, ‘homegrown’ footage is wonderful.”  
– Director of Content & Social Media, CUDDL





# Collaborator Benefits



## CONTRIBUTE TO A REAL MISSION

Participate in a mission rescuing at-risk animals and make a tangible impact. Your company can participate in the mission in-person, or remotely with a brand takeover. Either way, you will be increasing awareness of animal rescue and contributing to a real public benefit.



## SOCIAL REACH

We help our collaborators get exposed to new audiences with a clear message, leading to high conversion rates. The content also connects them with their own communities in an interactive and real way.



## BRAND

All of our collaborators agree that we help them build a more authentic brand, which shows their commitment to positive social change. We even find perfectly matched brand ambassadors for fly-alongs and further outreach.



## SALES

According to Nielsen, 2/3 of consumers are more willing to pay extra for products and services that come from companies who are committed to positive social impact. We help our collaborators show commitment to social impact.



## PRESS

Our partnerships have been featured across a variety of publications, including expanding our collaborators' reach.



## EMPLOYEE MORALE

Employees love connecting to our mission. Our collaborators have all seen their employees' morale, fulfillment, and engagement improve as a result of our work together.

## We invite you to be part of the story!

Contact: Michael Schneider at 212-404-6936, [michael@pilotstotherescue.org](mailto:michael@pilotstotherescue.org)





# What does corporate collaboration look like?

- ♥️ SPONSOR A RESCUE MISSION
- ♥️ CREATE CONTENT TOGETHER
- ♥️ LEVERAGE BRAND AMBASSADORS
- ♥️ GET SOCIAL MEDIA AND PRESS EXPOSURE

Let's brainstorm  
what would be best for you!

Contact: Michael Schneider at 212-404-6936, [michael@pilotstotherescue.org](mailto:michael@pilotstotherescue.org)







## **Michael Schneider**

Founder and Executive Director  
(AKA “Top Dog”)

michael@pilotstotherescue.org  
212.404.6936

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