

2025 Action Team newsletter examples, with creative subject lines and variable email topics:



2025 Action Team

Friend,

We're big fans of compassion over here. How we talk about animals in shelters *and how they got there* makes a big impression on the communities we are trying to reach. Same goes for you, as animal advocates.

[Learn more in tomorrow's free Action Team training with Animal Farm Foundation \(AFF\).](#)

Was that dog 'dumped' by its owner, for example, or did it 'come into care' due to its family having no other option? **Which of these phrases would make you feel comfortable reaching out to an animal shelter for help?**

[Join the discussion »](#)

AFF has created a compassionate new resource called the *Words Matter Term Usage Guide*, and [they'll walk us through it LIVE on Thursday, June 26 at 7:00 p.m. Eastern time](#). Register to join the discussion via Zoom, or simply sign up for access to the recording.

Hope to see you there,

Kaitlyn Simmons
Director of Grassroots Advocacy
Best Friends Animal Society
bestfriends.org

“When language saves lives”
June 25, 2025
Monthly advocate training invite



2025 Action Team

Friend,

Have you checked our alert list lately? This is where we compile opportunities to support [lifesaving laws and ordinances](#) — aka government rules that impact dogs and cats in *your* community.

Pet laws are most often made at the state/local level (why most of our alerts are for individual states only) but [this federal bill](#) could make a big difference for animals nationwide.

[Learn more and take action »](#)

First time messaging elected officials? We're here to help. Email questions to action2025@bestfriends.org and remember to customize your message to legislators. We provide sample language but you can always add a personal touch — just keep your message(s) focused and respectful!

[Get started: Ask your members of Congress to support the Puppy Protection Act of 2025.](#)

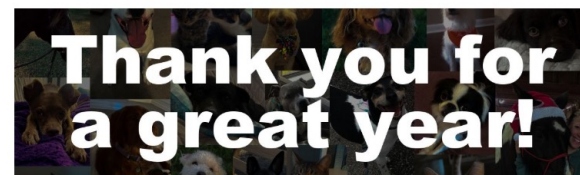
Thanks for taking action,

Kaitlyn Simmons
Director of Grassroots Advocacy
Best Friends Animal Society
bestfriends.org

“Taking action, you in?”
May 21, 2025
Novice-friendly federal action alert activation



2025 Action Team



Friend,

Pets are an important part of our communities. They're often part of our work meetings, too. In fact, **all 13 members of the Best Friends advocacy team have a pet** (or in my case, *seven*). And on their behalf, we'd like to thank you for all you've done to protect animals this year.

Now, take a moment to imagine our team's **20 dogs, 16 cats, and 4 horses** saying hello — it's beautiful, isn't it? While we couldn't get them all in one place, [you can see more of their gorgeous, grateful faces when you update your Action Team contact info.](#)

[See our pets »](#)

Why are we asking you to do this? **There's never been a more important time in animal welfare** and we can't email you about local events, county ordinances, and state laws that impact your community if we don't have your current address on file — plus, you can [get timely news even faster](#) when you opt in for mobile alerts.

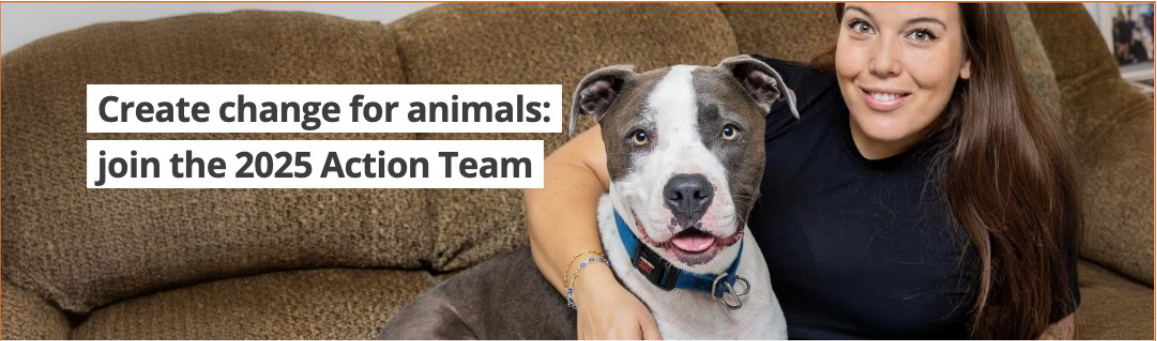
Thanks again for being part of our Action Team. With your help, elected officials received **over 51,000 messages from Best Friends advocates** in 2024 and those actions bring us closer to reaching no-kill in 2025!

Until next year,

“Action Team unwrapped”
December 1, 2024
Providing value while requesting information

2025 Action Team signup form at bestfriends.org/actionteam:

Create change for animals:
join the 2025 Action Team



We make the most change when we work together, which is why we formed the Best Friends 2025 Action Team.

The 2025 Action Team is working alongside everyone here at Best Friends to make the entire country no-kill in 2025. And we want you to be part of it. Join this community-driven, grassroots movement to help animals and shelters across the country.

Join the 2025 Action Team

Make a real difference for cats and dogs in your community. Register now for weekly newsletters and monthly training invites!

FIRST NAME

First Name

LAST NAME

Last Name

EMAIL

Email

ZIP CODE

Zip Code

Join the Action Team »

Date range

Last 365 days

Contacts breakdown

September 4, 2024 - September 3, 2025

Channel summary

Email

Total email subscribers


165,460

↑ 62.0%

compared to last year

Our thoughtfully cultivated 2025 Action Team audience is nearing 200k email subscribers after a 62% increase in one year! The unsubscribe rate has stayed consistently below 0.3% (via Mailchimp).

Excerpts from our Georgia and Oklahoma state bill action alert pages (as updated after respective wins):



Who We ArePet MemorialsLocationsShopEn EspañolQDonate »

NO-KILL 2025THE SANCTUARYHOW YOU CAN HELPSTORIESADOPTWAYS TO GIVE

TAKE ACTION ▾

[See all Action Alerts »](#)

Georgia

Help pet-friendly state bills become Georgia law

Success!

Thanks to advocates like you, all three bills were signed into law! Fill out the form below to stay up to date on future efforts.

GA residents: Encourage Gov. Kemp to sign important bills for animals.

TAKE ACTION ▾

[See all Action Alerts »](#)

Oklahoma

Protect Oklahoma pets, not puppy mills

Success! Your advocacy stopped this harmful amendment from advancing.

Thanks to all who took action on this campaign! Fill out the form below to stay up to date on future efforts.

OK residents: Urge your state legislators to vote NO on HB 1421!