

Maddie's® Customer Service Promotion Program Description and Rules

Program Dates

July 19, 2010 through September 24, 2010.

How the Program Works

Rescue groups – Check your in-box! Each week, three rescue groups will be randomly selected to receive e-mail questions about an available cat or dog posted on their website. If a reply with helpful information is returned within 24 hours, the group wins **\$500**.

Shelters – Say Hello! Each week, three member shelters will be randomly selected to receive a phone call about an available cat or dog posted on their website. If a live person answers the phone and provides helpful information about that animal (or immediately connects the caller to someone who does), the shelter wins **\$500**.

Put Your Best Face Forward – A “secret adopter” will randomly visit one selected shelter in a different state each week. If the “adopter” reports that the shelter experience was positive, pleasant and helpful, the shelter wins **\$2,000**.

Second Chance Prize – New this year is the "Second Chance" prize: Shelters and rescue groups who were contacted by phone or email but did not win an award will get a second chance the last week of the program. Two from each category (phone call and email) will be selected and contacted for a second chance to win **\$250**.

Eligibility

To be eligible you must be a U.S. Petfinder.com member in good standing.

Shelter and Rescue Group Selection

Shelters and rescue groups contacted for e-mails, phone calls and in person visits will be selected at random each week, until all cash prizes have been awarded for that week.

Winner Notification

If your shelter or rescue group follows the above guidelines, you will be immediately told at the end of the e-mail, call, or visit that you have won. Funds will be distributed to you the following week. Shelters/rescue groups that were not successful in winning the prize will be contacted by Petfinder.com Outreach informing you that you missed out on the prize money, why and give you information on how to improve your customer service.

Winner Posting

Maddie's Fund and Petfinder.com will post the winning shelters and rescues each week. We will also enumerate how many shelters and rescues we e-mailed, called and visited each week.

SPECIAL BONUS: CUSTOMER SERVICE WORKBOOKS

Animal Friendly – Customer Smart: People Skills for Animal Shelters, by Jan Elster will be given to contacted shelters and rescues as a special bonus. Organizations that would like to purchase this excellent customer service workbook for \$10 can order on line at: www.shelterskills.com. Petfinder.com members who submit their Shelter ID will receive an additional free book for every ten purchased.