

Enhancing Tourist Engagement Through Stray Animal Welfare Initiatives on Your Website

As tourism trends evolve, more travelers are factoring social and environmental responsibility into their choice of destination. Increasingly, tourists are seeking opportunities to engage with local animal welfare initiatives, particularly regarding stray cat and dog populations. Whether planning their trip or already enjoying their stay at a resort, many visitors are eager to support compassionate efforts—like yours.

Consider whether your organization offers any of the following opportunities that may resonate with socially conscious travelers. Incorporate these options into your “Before”, “During”, and “After” that apply to you (see below)

- Dog walking
- Feeding station assistance
- Monetary or in-kind donations
- Facility tours
- Community events or fundraisers
- Voluntourism experiences
- Pet adoption – Meet and Greet
- Sponsorship programs – cover medical care, food or shelter for a specific animal
- Animal Welfare Education Programs- brief talk, workshops...
- Visiting Vet Program-link
- Amazon Wishlist- [click here](#)
- Flight Angels
- Donate Dogfood (list your local suppliers)

By clearly presenting these options online, you can make it easy for interested tourists to take action.

The information below is designed to help you and your web designer incorporate helpful information and links that improve visibility and engagement on your site.

Together, we can make a meaningful difference—not just for the animals, but for the communities and tourists who care about them.

Add a tab on your menu “How Tourists Can Help”

How Tourists Can Help in [Your Organization Name]

A guide for compassionate travelers

What’s Happening Here

[Insert 2–3 sentences explaining the local stray cat and dog situation. Mention your rescue group's role and invite travelers to get involved.]

Before You Travel

- Pack supplies to donate (flea meds, collars, food)
- Follow and share our social media pages
- Check out our [Amazon Wishlist](Insert Link)
- Go to our local wish list of things to bring (Insert Link)
- Learn about our current campaigns

While You’re Here

- Bring food or supplies to the shelter
- Walk dogs or help socialize cats
- Volunteer or visit our feeding stations
- Be a travel buddy — [Learn more here](Insert Link)
- Visit rescue-friendly businesses that support humane tourism

After You Leave

- Share your experience on social media
- Sponsor or adopt remotely
- Help fundraise or donate from home
- Consider adopting or supporting spay/neuter programs
- Stay connected through our newsletter or online community

Emergency Contacts

- Rescue Group Name: [Insert Name]
- Email: [Insert Email]
- Phone: [Insert Phone Number]
- Local Vet Clinic: [Insert Clinic Info]
- Animal Control (if applicable): [Insert Info]

Powered by CANDi – Cats and Dogs International

Partnering with CANDi to build solutions for stray cats and dogs through compassionate travel. [Insert CANDi Logo and website here]



www.catsanddogsinternational.org



CANDi Logo Usage Policy for Rescue Groups

Approved Use

Rescue groups **may use the CANDi logo and collaboration tagline** only if they:

- Have received **approval via the partner application form**
- Are actively participating in the *“How Tourists Can Help”* program
- Include a customized section on their own website featuring the guide, volunteer info, and contact details

Where to Place the Logo

- At the **bottom of your guide** that tourists will view or download
- On your website’s **“How Tourists Can Help”** page, preferably near the footer or “About this partnership” section
- In emails or digital communications **related to the CANDi initiative**

Required Collaboration Tagline

Alongside the logo, please include this branded statement for consistency:

Partnering with CANDi – Cats and Dogs International to build solutions for stray cats and dogs through compassionate travel.

This tagline reinforces your alignment with CANDi’s humane tourism mission and assures travelers that your organization is recognized and supported.

Restrictions

- Do **not** modify the logo or remove elements (colors, name, or design)
- Do **not** use the logo on fundraising materials unrelated to humane tourism without prior written consent
- Do **not** claim official affiliation with CANDi outside the scope of the approved initiative