



News Release

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2nd Chance 4 Pets Promotes SlideRocket Software for Optimal Outreach and Impact

LOS GATOS, Calif. (January 23, 2012) — Amy Shever, director of the national animal welfare organization 2nd Chance 4 Pets (www.2ndchance4pets.org), conducted a webinar to share details about the nonprofit organization and outline how organizations can use tools such as software provided by SlideRocket to increase their reach and make an impact.

During the presentation, Shever explained that more than 500,000 pets enter U.S. shelters each year because they outlive their owners. Many of these animals do not adjust well to the experience in a shelter and are labeled “unadoptable.” The lives of these pets could have been saved if their owners had planned for the continued care of their pets.

“I’ve realized through this process that passion is simply not enough. Organizations need to recruit individuals who are willing to commit,” said Shever. “And we have to identify and utilize the right tools to reach more people in order to make an impact.”

The information shared during the webinar defined how to deliver information to targeted audiences. Shever shared the SlideRocket presentation produced for 2nd Chance 4 Pets: [http://portal.sliderocket.com/BBVXH/2nd Chance for Pets v2](http://portal.sliderocket.com/BBVXH/2nd_Chance_for_Pets_v2).

“One of the most important tools in our tool kit is our SlideRocket presentation,” Shever said. Shever went on to explain to the audience that SlideRocket provides a more effective way to connect with existing advocates and potential stakeholders. To provide an example of this creative and compelling technology, Shever revealed the 2nd Chance for Pets’ SlideRocket presentation, offering a visually compelling and thought-provoking message.

Shever concluded with a call to action, encouraging the audience to think about their ability to influence others; “It all comes down to how you can make an impact, and how will you bring your ideas to life,” said Shever.

About 2nd Chance 4 Pets

The mission of 2nd Chance for Pets is to reduce the number of pets unnecessarily surrendered to animal shelters each year due to the death or incapacity of the human companions who care for them. 2nd Chance 4 Pets is a nonprofit, 501(c)(3), all-volunteer organization. The organization works nationwide to provide pet owners with comprehensive information and lifetime care solutions for their pets. Please visit www.2ndchance4pets.org for more information.

About SlideRocket

SlideRocket reinvents presentations by bringing big ideas to life, engaging audiences and driving business. The platform promotes influential story telling through interactive capabilities like audio, rich media and instant feedback that elevate meetings, regardless of time or location. In addition, the measurement analytics provide dynamic sales tools and unmatched customer insight. With SlideRocket, you can quickly and easily create and deliver stunning presentations with quantifiable results. For more information, please visit www.sliderocket.com.

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