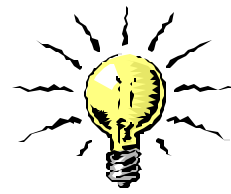


# 101 Great Shelter Ideas



**Presented by:**

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AHA**

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**and:**

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ASPCA**

**Vice President, National Shelter Outreach**



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## **Idea Number 1**

### **"Excuses, Excuses"**

#### **Friends of Pets, Inc.**

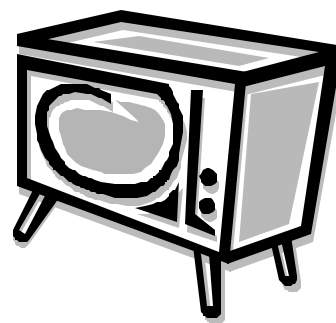
P.O. BOX 240981

Anchorage, AK 99524

Contact: Peg Banks, Co-Chair, Spay/Neuter Programs

907-689-7787

[gryphon@alaska.net](mailto:gryphon@alaska.net)



This fast-moving, 30-second Public Service Announcement (PSA) titled "Excuses, Excuses" includes interesting animals and people visuals to catch the public's attention. There is nothing like an English Bulldog elegantly dressed in a velvet hat and scarf to get people to stop channel surfing to see what is going on.

In order to promote spay/neuter, Friends of Pets designed this humorous PSA to gently show the absurdity of some of the excuses people use to try and justify not having their pets spayed or neutered. The three used in this tape are:

- Lady with English Bulldog "she's a purebred!"
- Man with Rottweiler "it would take away from his manliness."
- Woman with Domestic Shorthair "I want my children to experience the miracle of birth."

In the closing frames there is a statement that spay/neuter is more affordable than people think. Shelter information is also displayed.

#### **Advice**

- Have one person from your organization who will oversee the entire project from beginning to end.
- Work with a good production company.
- Only produce a PSA video from scratch if a "canned" one is not available.
- Have a voice-over with the name of your organization as well as the logo displayed at the end of the PSA.
- If possible, find a free source of videocassette tapes used for the duplicate copies. For instance, the TV station may have tapes from old PSAs that are no longer running that they could donate.
- Have someone from your organization on site during the filming.
- Do not hesitate to require a quality product even if all or most of it was donated.

#### **Cost**

- In this case all costs were donated except the videocassette duplicates. Donations covered expenses including studio time, actor fees, lighting, and editing services. Because of the need to wait for "free time," production did take longer to complete.

CH/V

## **Idea Number 2**

### **Take a Shelter Animal to Lunch**

#### **Western Arizona Humane Society**

1100 Empire Drive

Lake Havasue City, AZ

Contact: Victoria Cowper, Community Relations Manager  
520-855-5083



During *Be Kind to Animals Week*, the Western Arizona Humane Society worked with a local WAL-MART store to collect food and supplies for their shelter animals.

A variety of animals were spotlighted at the store with brief biographies that included their favorite choices of foods and treats. Posters inside the store encouraged shoppers to purchase the food, treats, and toys, and leave them with the cashier after they checked out.

#### **Cost**

- Minimal for posters, advertising and featuring the animals' information at the store.

#### **Advice**

- Although the Western Arizona Humane Society worked in cooperation with WAL-MART for this promotion, you could easily approach any retail store that sells pet supplies to participate.
- Select the animals and pictures used in the promotion carefully for the greatest impact.
- Find creative ways to promote the idea to get as many participants as possible.

CH/V

## **Idea Number 3**

### **Mission/Vision/Values**

#### **Maricopa County Animal Services**

2323 South 35th Avenue

Phoenix, AZ 85009

Contact: Ed Boks, Director

602-506-8515

edboks@mail.maricpoa.gov

Throughout the Maricopa County Animal Shelters (two shelters and one adoption center), there are attractive posters and signs with their Mission, Vision, and Values statements. Additionally, the mission is listed on the back of their business cards. This is a nice way to promote what you are about to your clientele. Their statement is listed below as an example.

#### **Maricopa County Animal Control Services**

##### **Mission**

- To promote and protect the health and safety of pets and people in Maricopa County.

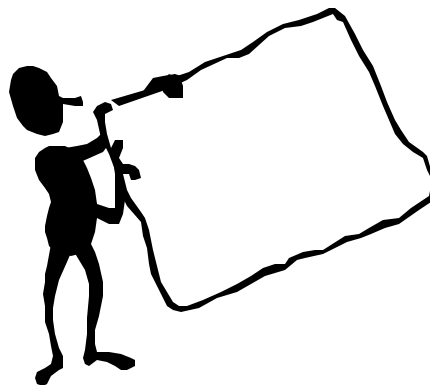
##### **Vision**

- We envision the day when all citizens, their property, and their neighborhoods will be safe from the dangers and nuisances of irresponsible pet ownership.
- We envision the day when animals will not suffer because of human abuse, neglect, or ignorance, and that every pet born will be assured of a good home and care all its natural life.

##### **Values**

- We value the integrity of each employee contributing to the professional delivery of excellent customer service and the humane treatment of animals, in an atmosphere of open, honest communication, predicated on our trust and respect for each other.

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## **Idea Number 4**

### **Second Chance For Shelter Bunnies**

#### **San Diego County Animal Services**

North Shelter  
2481 Palomar Airport Road  
Carlsbad, CA 92009  
Contact: Laurie Joniaux, Shelter  
Director  
760-966-3223  
smbun@duanedimock.com

#### **OR CONTACT DIRECTLY**

Susan Mendolia  
Second Chance for Shelter Bunnies  
1347 Nashville Street  
San Diego, CA 92110  
619-276-4022  
ljonias@co.san-diego.ca.us

Two House Rabbit Society volunteers started Second Chance for Shelter Bunnies. Almost every shelter knows of a rabbit lover or two in their area – Second Chance for Shelter Bunnies would be glad to help volunteers set up a similar program at your shelter.

#### **What They Do**

- Volunteer at the shelter on a daily basis.
- Set the rabbit's cages up in a manner which best reflects their proper care.
- Show prospective adopters the proper care set-up that a rabbit needs.
- Provide cage card plaques where they advertise each particular rabbit's behavioral characteristics as well as age, sex, and breed.
- Provide educational care booklets and a rabbit supply catalog.
- Offer a free box of hay and a free veterinary exam certificate with each adoption.
- Insure that every sexually mature rabbit is spayed/neutered.
- Raise the rabbit adoption fee to \$25 – that better reflects overall care costs involved in properly maintaining a rabbit's needs.
- Create a rabbit relinquishment questionnaire that gives the shelter some history on the rabbit.
- Advertise the availability of rabbits in local papers.
- Maintain a web site that includes photos of rabbits up for adoption (e.g., [www.thumperhollow.com/rabbits.htm](http://www.thumperhollow.com/rabbits.htm)).
- Help with "Bunny Bonding" at the shelter where they help current rabbit owners introduce a new rabbit to their family.
- Publish a newsletter for adopters and other rabbit owners.

*Continued on next page.*

## **AND**

- Display educational signs around the rabbit area including such information as:
  - Did you know a male rabbit could impregnate an un-spayed female up to six weeks after he has been neutered?
  - Some typical reasons that these rabbits have been relinquished include: children lost interest, children no longer caring for rabbit, moving, allergies, and new human baby.
  - Ten Reasons to Spay/Neuter Your Rabbit: aggression, biting, cage protection, charging, digging, lunging, spraying, unwanted litters, uterine cancer, won't use litter box.
  - Quick Bunny Facts: A rabbit can live 8 to 10 years, a rabbit can die from being frightened, a rabbit can be spayed/neutered, rabbits must have fresh hay in their diet, rabbits live longer healthier lives indoors.

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## **Idea Number 5**

### **“Adopt Me” Capes**

#### **Coronado Animal Shelter**

1015 Sixth Street

Coronado, CA 92118

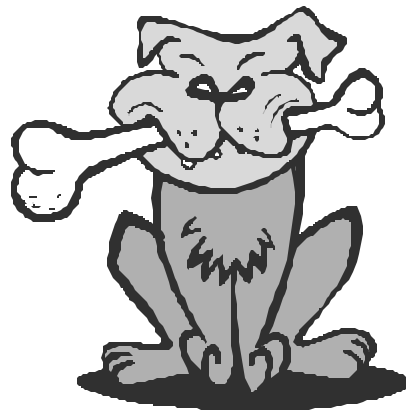
Contact: Dina Demeo, Animal Control Volunteer  
619-424-9046

Outfitted in bright yellow capes with bold black lettering with the words “Adopt Me” and a bright red heart on their sides, the dogs at the Coronado Animal Shelter hit the streets. A volunteer dog walker who recognized a need to increase the visibility of dogs up for adoption created the idea.

The capes not only help place dogs at a faster rate but also increase cat adoptions. The capes have alerted the public that the shelter has animals for adoption and has increased traffic to the facility.

The cape has proven to be highly successful at fundraisers, adoption fairs, and anytime a shelter dog is out in public. Demeo’s enthusiasm for the project helped convince a local shop proprietor to do the lettering for the capes at no cost.

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## **Idea Number 6**

### **Shelter Dog Rescue Project at UC Davis**

#### **UC Davis School of Veterinary Medicine**

P.O. Box 658

Davis, CA 95616

Contact: Kathy Tyson

530-792-6177

shelterdog@ucdavis.edu



This is a program run by UC Davis School of Veterinary Medicine. The Shelter Dog Rescue Project was started by UC Davis veterinary students in 1997. Vet students work with families in the community and 4-H Club members while working toward the following goals:

- Save the lives of shelter dogs.
- Educate participants about dog care and training.
- Increase the awareness of pet overpopulation problems.

Shelter dogs, generally young adults, undergo temperament evaluations and are then placed in foster homes for 6-8 weeks. The foster families bring the dogs to weekly obedience classes and work with the dogs on housetraining and socialization. The dogs also receive all needed medical care including vaccinations, heartworm testing, and spay/neuter procedures. Following graduation, the dogs are placed in permanent homes.

The dogs come from one of two selected local animal shelters. Dogs at these facilities are screened and tested for temperament and adoptability. In addition, students consider the likelihood that the dog will be adopted within the time allotted by the shelter and attempt to rescue those with the least amount of time. The program only accepts dogs that have displayed no aggression to people or other animals and who have shown a desire to please.

This program is publicized through the Veterinary Medical School and it also has its own website complete with pictures of adoptable animals.

Prospective adoptive families are encouraged to attend the weekly training sessions and to contact one of the adoption coordinators in advance for an appointment. The dogs that complete this program are highly adoptable. At times there is even a waiting list of people eager to adopt the dogs as they become available.

Although this program is run by students at a School of Veterinary Medicine, they thought other organizations could do much the same type of program. Veterinary care could be provided by a teaching or private veterinary hospital at a greatly reduced fee.

CH/NV

## **Idea Number 7**

### **Ruthelains Thrift Shop**

#### **Central California SPCA**

103 South Hughes

Fresno, CA 93706

Contact: Sherry Minson

559-485-5335

The Central California SPCA is looking for new homes for clothing, working appliances, furniture, jewelry, kitchen items, and other wonderful “stuff.”

At Ruthelains Thrift Shop, located in a separate building on the same property as the shelter, one paid staff person and various volunteers accept donated items and sort, display, and sell them. The proceeds go to support the animal shelter.

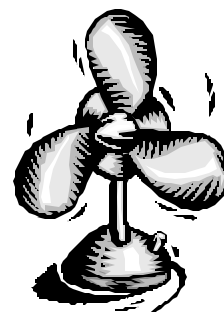
The building – constructed with money from a generous donation – houses both the thrift shop and a grooming facility that is open to the public.

Between the traffic from the grooming shop next door, advertisements in the Central California SPCA Newsletter, and word of mouth, the store does a brisk business.

#### **Advice**

- Be very honest with people that quality donations are appreciated but that items such as stained clothing non-working appliances or anything that is broken or dirty should be disposed of elsewhere.
- Keep items reasonably priced so you can move inventory. People like to come back and see lots of “new” pre-owned items.

CH/NV



## **Idea Number 8**

### **Early Age Spay/Neuter Incentive Program**

#### **City of Palo Alto Animal Shelter**

Palo Alto, CA 94303

Contact: Sandi Stadler, Director

650-496-5955

sandra\_stadler@city.palo-alto.ca.us

At the City of Palo Alto Animal Shelter's spay/neuter clinic, they wanted to encourage spay and neuter BEFORE the animal goes through its first heat. According to Sandi Stadler, they didn't want to hear "I didn't know she was old enough to get pregnant" for the thousandth time, so they created an incentive program. If a dog or cat is UNDER five months of age, they offer a discount of \$5 off the regular low-cost price.

Due to the incentive plan, the shelter was able to get good publicity about the program and use that opportunity to answer questions and dispel myths about early spay/neuter. Another side benefit to the pet owners of the incentive program is that their dogs are even less expensive to sterilize when they are younger because the clinic charges by the weight of the dog.

JLM/NV



## **Idea Number 9**

### **Hear No, See No, Touch No Evil – Get The Message**

#### **Pasadena Humane Society**

361 South Raymond Avenue

Pasadena, CA 81105

Contact: Liz Baronowski, Education Director  
692-792-7151

Just about every animal shelter has signs of various sternness as well as different states of attractiveness. The Pasadena Humane Society kicks it up a notch. In addition to the clearly posted signs, their cattery reinforces the message to visitors to NOT touch the cats by using an audio recording. A motion sensor mounted at the door triggers the recording which states:

*Welcome to the Pasadena Humane Society and SPCA  
Please do not touch the cats inside the cages  
This may transfer illness from one to another  
Please see an adoption counselor to complete the necessary adoption application  
THANK YOU!*

#### **Advice**

- Make certain there is an easy disconnect for the morning cleaning. Staff and volunteers don't need to hear this message every time they come through the door.
- Choose a speaker with a pleasant, friendly voice and good pronunciation skills.

#### **How to Order**

- Called a digital message repeater, Pasadena Humane Society purchased theirs from Mackenzie Laboratories, Inc in Glendora, CA. Contact them by phone at 909-394-9007 or on the web at [www.macklabs.com](http://www.macklabs.com).
- The price varies from \$335 to \$535 depending on whether there is a set permanently recorded message or if it has a feature to record and change the message played. A changeable message is recommended so that you can vary the message for seasons and holidays.

JLM/NV



## **Idea Number 10**

### **Promoting Parenting Skills**

#### **Humane Society of Santa Clara Valley**

2530 Lafayette

Santa Clara, CA 95050

Contact: Marcia Mayeda, Community Outreach Director  
408-727-3383 ext. 830



The Humane Society of Santa Clara Valley is assisting with an upcoming ten-week pilot program designed to help disadvantaged mothers learn new parenting skills. The participants that will be selected for the program are usually from families with histories of multigenerational abuse and/or neglect. The goal of this pilot program is to help break the cycle of abuse by introducing the mothers to some concepts and practices that will encourage nurturing, empathy, and tolerance.

A licensed psychotherapist from the County Mental Health Department who is experienced in facilitating group therapy for at-risk mothers and their children will be in charge of this pilot. Approximately ten mothers who have been identified as high risk will attend the program with their young children. Animals from the shelter will undergo temperament screening prior to being selected.

During their own childhood, these women may have suffered abuse, often after some perceived “bad” behavior. As a result of these experience and the parenting models they were exposed to, it seems natural to them to try and modify their children’s behavior in the same way.

During the course of this program, the women will be shown how behavior can be modified through patience and positive reinforcement. The women will be taught how to use clicker training methods and rewards to get the dogs to modify their behavior.

Using pets allows the women to have a fresh start. They have established a pattern with their children, but the animals are “new.” Working with pets helps demonstrate that a failure to obey is often due to the pet not understanding what behavior is expected. It also gives the women experience in patiently repeating the training routine and consistently using rewards in order to train the pet to perform the desired behavior. Clicker training often brings fairly quick changes in the animal’s behavior, which gives the mother the feedback and positive reinforcement she needs to work on changing her own behavior.

Standard assessment tests will be conducted both at the beginning and at the conclusion of the pilot program to measure any changes in the participant’s levels of empathy, compassion, and tolerance.

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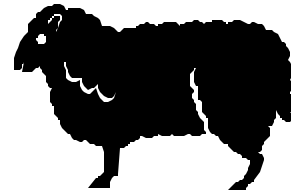


## Idea Numbers 11

### Sanctuary Foster Owner Certificate

#### Animal Place

3448 Laguna Creek Trail  
Vacaville, CA 95688-9724  
Contact: Kim Sturla, President  
707-449-4814



Animal Place is primarily a sanctuary for farm animals and rabbits. For a Sanctuary, "Foster Parents" are people who sponsor an animal by donating a designated amount to the agency.

Donations in the amount of \$20 or more entitle donors to become official Animal Place Foster Parents. Individuals can choose to adopt from the following animals:

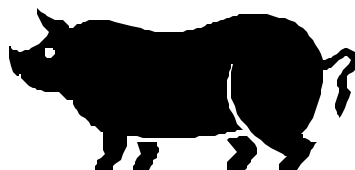
Alex - the rabbit  
Tracy - the chicken  
Mary - the pig  
Eve - the sheep  
Diabla - the goat  
Joe - the cow



Foster parents are then sent a "Foster Parent" Certificate that includes a picture of the "adopted" animal. Information on the certificate includes the animal's vital statistics (age, breed, when arrived at shelter), history, and a description of its endearing qualities.

The Foster Parent also receives a wallet-sized Animal Place Foster parent family card and the agency's quarterly publication, *Animal Place News*.

CH/V



## **Idea Number 12**

### **Borrow-A-Dog Program**

#### **Aspen Animal Shelter**

212 Aspen Airport Business Center

Aspen, CO 81611

Contact: Seth Sachson, Shelter Director

970-544-0206

dogsaspen@sopris.net



The Aspen Animal Shelter's unique "Borrow-a-Dog" program supplies a temporary best friend to pet-sick tourists and locals whose living arrangements don't allow for pets. Better yet, it provides shelter animals with someone to walk and play with them and increases their chances of being adopted. According to Director, Seth Sachson, "some families might come in and just play with a puppy for ten minutes. Then, I've had people take a dog on a camping trip to Moab, UT." The shelter gets about eight volunteer dog walkers a day, many are locals but they do receive quite a few tourists as well.

The shelter feels that this program fills a void in people's lives – especially in Aspen where people want dogs but the housing situation is so difficult and finding housing that allows dogs is nearly impossible. It's also quite common in the summer when people go camping, they can borrow a dog companion.

#### **Cost**

- It's free. But the person borrowing the dog agrees to be responsible for him/her while in their care. Participants in the program sign a legal document – available upon request from the Aspen Animal Shelter.

#### **Positive Aspects**

- Dogs are exercised, socialized, and publicized by participants who are "exercising" their hearts emotionally and physically.
- Participants can purchase a T-shirt displaying "I Walked a Dog at the Aspen Animal Shelter"; increasing shelter visibility.

#### **Concerns**

- The Aspen Shelter realizes that there are substantial liability problems that could discourage shelters in other communities from attempting similar programs, but they have had NO problems.
- The shelter carefully screens the dogs they make available for checkout. They must be spayed or neutered and well-socialized around people and other pets.

JLM/NV

## **Idea Numbers 13**

### **Pet Guardian Language**

#### **The Humane Society of Boulder Valley**

2323 55<sup>th</sup> Street

Boulder, CO

Contact: Jan McHugh, Executive Director  
303-442-4030 ext. 699

History was made on July 11, 2000, when the City of Boulder became the first city in the country to officially recognize pet “owners” as pet “guardians” in the local animal control ordinances. The Humane Society of Boulder Valley requested the change to increase people’s awareness and responsibility towards companion animals. Although the language change will not alter the legal standing of animals as property, it is hoped that increased awareness of the “guardian” language will elevate the status of animals in the community.

The word “guardian” denotes a higher level of responsibility towards another being. The staff did receive some feedback, both from the local community and the animal welfare community, that the language change was merely an academic exercise with little actual impact. However, it is anticipated that the modification will help shift the perception of both pet owners and the agencies that enforce the animal control ordinance. Just as attention to language was used to help diminish sexism and racism, it can be used to help promote respect for animals.



Getting the change through the city council required both staff and volunteer time. The Humane Society of Boulder Valley decided to work toward this goal at a time when other changes were being made to the animal control ordinance. To get the change accomplished required lobbying council members in advance of the vote as well as promoting the change through the media.

CH/NV

## **Idea Number 14**

### **Make a Better World for Animals®**

#### **Denver Dumb Friends League**

2080 S. Quebec Street

Denver, CO 80231

Contact: Claudia Mishell, Humane Education Manager  
303-696-4941 ext. 366

The Denver Dumb Friends League has just produced a new animal information and resource book for middle school students, *Make A Better World for Animals!*®. Its purpose is to educate 11-14 year-olds about companion animals and about the League's programs and services – especially those specifically aimed at helping companion animals and their owners.

During the last couple of years the League has developed humane education curricula for students of all ages. Last fall, the League's Humane Education staff conducted an essay contest: "Why My Pet is Important to Me." It was announced that a photo of the contest's winner would appear with his/her pet on the cover of the new middle school resource book. The essay was also included in the book along with brief stories of other League pet alumni. Also included are stories and information about animal welfare issues such as spay/neuter, what to do if you see an injured animal, or what to do if you become aware of neglect or abuse of an animal.

This copyrighted book is not for sale and should not be reproduced. Shelters wanting more information or a copy of the book should contact the Denver Dumb Friends League.

CH/V



## **Idea Numbers 15**

### **Music to Soothe**

#### **MaxFund**

1025 Galapago Street  
Denver, CO 80204  
Contact: Dolly Hickman  
303-595-9481

When the animals get restless at MaxFund, the staff knows how to calm them down – by turning on the Pet Music.

Pet Music is a set of three CDs that is designed to reduce stress in animals. The instrumental selections play soothing sounds with no commercial interruptions. Endorsed and tested by the ASPCA, the product was introduced in June 1999. Now, pet owners can have the option of turning on this soothing music for their animals when they are going to be gone or at other times when their pets are experiencing stress.

The Delta Society and other shelters have also used sales of “Pet Music” as a fund-raiser.

For information, visit the Pet Music web site at

*<http://www.incentivemedia.com/petmusic/pethome.html>*

Or contact: Incentive Media LLC  
289 N. Main Street  
Ambler, PA 19002-4224  
215-628-2300 ext. 105

CH/V



## **Idea Number 16**

### **Adoption Announcements**

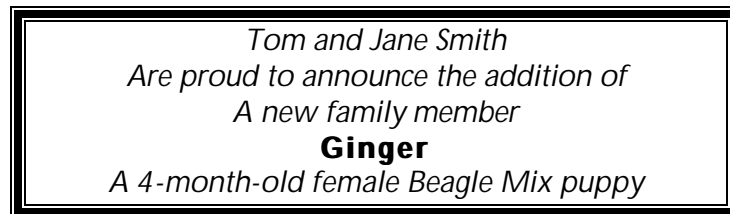
#### **American Humane Association**

Animal Protection Services

Contact: Katura Alwyn, Administrative Assistant  
800-227-4645 ext. 487

You know how excited people are when they adopt – they can't wait for the new member of the family to be seen and met. Here is an idea that lets them have some instant gratification.

For a fee, offer to print "Adoption Announcements" while the rest of their paperwork is being processed. You can use any of a variety of software packages designed to produce greeting cards to print out a announcements such as:



To make the Adoption Announcement highly marketable, obtain a digital camera and a color printer capable of printing photos. Take a picture of the new addition and print the announcement so the picture appears on the front. You can include your shelter's information and logo on the back page of the announcement, thereby promoting name recognition.

#### **Cost**

Minimal investment in equipment – you may even be able to get the camera, hardware and software donated. You may want to invest in variety of papers and charge extra for premium paper.

#### **Labor**

Someone to take photographs, input everything into the computer and print the announcements.

#### **Additional Ideas**

When you feel comfortable taking pictures, you could invest in a little more hardware, which would allow you to print pictures on material, or heat transfers in order to make t-shirts, pillow covers and quilt squares.

The new owner would most often purchase the t-shirts. A possible caption to be placed on tee-shirts under the pet's picture would be "I just adopted this human at the Home Town Humane Society"

However, the pillow covers and quilt squares could be sold (or finished and sold) either in a retail area of the shelter or at a fund raising event.

CH/NV

## **Idea Number 17**

### **Team Paws**

#### **Pet Animal Welfare Society (PAWS)**

102 William Street

Norwalk, CT 06851

Contact: Dorrie Harris, Director  
203-750-9572

TEAM PAWS is an innovative way to raise awareness and funds. TEAM PAWS is a group of local walkers and runners of all ability levels participating in local road races of varying distance from the 5K to the Marathon. TEAM PAWS raises funds for the PAWS Spay/Neuter Fund by providing an enjoyable experience for walkers/runners in return for obtaining personal pledges.

TEAM PAWS participants receive:

- TEAM PAWS T-shirt.
- Fundraising package to help them raise donations including pledge form and fundraising ideas.
- Goody Bag with walking/running items and coupons.

Participants make a minimum commitment to raising \$75 in donations per event. In their first year, they collectively raised almost \$3,000 enabling them to spay over 60 dogs and cats.

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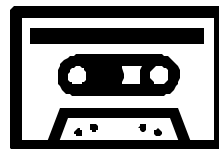


## **Idea Number 18**

### **Easy Learning on the Road**

#### **Battersea Dogs Home**

4 Battersea Park Road  
London, England SW8 4AA  
020-7622-3626



John Rogerson, British training and behavior expert, brought this idea to our attention. At the Battersea Dogs Home in London, each new dog adopter receives an audio tape (about 20 minutes long), which includes basic information that new adopters need to know to successfully transition their new pet into their home.

Adopters are encouraged to start listening in the car on their way home with their new pet. It provides a pain free way to learn the basics without being expected to read a pile of paperwork.

Topics include:

- You dog's first night
- Leaving the dog alone
- House training
- Introducing your dog to new family members, people and other dogs
- Reading you dog's body language
- Developing a healthy relationship with your dog
- Feeding
- Discipline
- Training
- Good dog citizenship
- Dog's health
- Information about the shelter

To receive a copy of the tape, contact the ASPCA National Shelter Outreach Department, Battersea Audiotape, 424 E. 92<sup>nd</sup> Street, New York, NY 10128. Send \$5 to cover cost of tape and shipping/handling.

JLM/NV



## **Idea Number 19**

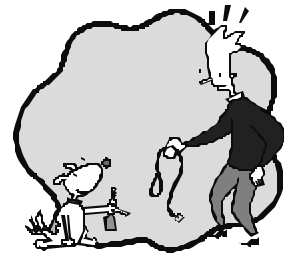
### **Home Training Program (AKA Crate Rental Program)**

#### **Humane Society of North Pinellas, Inc.**

3040 State Road 590

Clearwater, FL 33759

Contact: Rick Chaboudy, Executive Director  
727-797-7722



In an effort to reduce the number of puppies and dogs returned for common housebreaking problems to the Humane Society of North Pinellas, the society implemented a crate rental program. The rental program is open to all adopters, but they strongly recommend the program to families adopting puppies under the age of four months and any dogs with known housebreaking or destructive chewing problems.

The program enables families to rent the crate for a one month period at a nominal fee of \$5, plus a refundable security deposit. When the 30-day trial period expires, they may purchase the crate by forfeiting their security deposit. All rental fees and forfeited security deposits are set aside for the purchase of additional crates to continue funding the program.

The Humane Society typically finds adopters are fairly uneducated about the benefits of crate training. When first approached with the possibility of crate training they hear "we don't believe in putting an animal in a cage because it is cruel." However, after informing them that the Society highly recommends crate training and even offers a \$5 rental program, they are more receptive and willing to listen.

#### **Statistics**

- Sixty percent of adopters who take advantage of the Home Training Program purchase the crate after the 30-day period.
- The majority of adopters who return the crate are doing so because their pet is already housebroken.
- The return rate for dogs and puppies is DOWN 13 percent.
- Crate sales are up 400 percent.

#### **Advice**

- The Humane Society of North Pinellas received a grant from PETsMART Charities for the initial purchase of rental crates.
- The Society negotiated with a crate supplier to receive a substantial discount on purchases.

JLM/NV

## **Idea Number 20**

### **Girl Scout Humane Education Patch**

#### **Humane Society of Broward County**

2070 Griffin Road  
Fort Lauderdale, FL 33312  
Contact: Cheri Wachter  
954-989-3977

Girl Scouts in Broward County, Florida have a new patch to proudly sew on their sashes, thanks to the Humane Society of Broward County. The “No bones About It” patch is the first of its kind. To earn the patch, scouts must learn about pet responsibility and the humane treatment of animals. The patch is awarded in different colors to any of the three scout levels. The design on the patch is designed to look like a bone-shaped dog treat. Daisy/Brownie Scouts can earn a yellow colored bone patch, the patch for Junior Girl Scouts is orange, and the patch for Cadette/Senior Scouts is purple in color.

In order to earn the patch, scouts must have learned about the following animal related topics:

- Respecting Our Animal Friends
- Pet Safety
- Encouraging Humane Treatment of Companion Animals

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## **Idea Numbers 21**

### **Match-A-Pet**

#### **Humane Society of Broward County**

2070 Griffin Road  
Fort Lauderdale, FL 33312-5997  
Contact: Cheri Wachter  
707-449-4814

The Humane Society of Broward County has successfully placed over 5,000 dogs and cats with new families with their Match-A-Pet Program over the past 9 years.

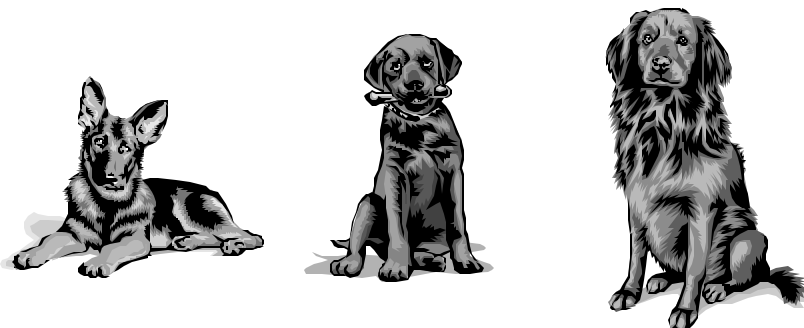
Match-A-Pet is the shelter's program to pair incoming pets with pre-approved adopters. Participants in the Match-A-Pet Program are primarily people who are looking for a particular breed of animal to adopt.

When the program started, the information was kept in a large notebook and organized by size. When a potential match came in, the person would be contacted to come in and visit with the pet.

The program is now housed on Cameleon software and there are currently over 1,000 applications of pre-approved homes on file.

Because the potential adopters are already approved an additional benefit is that, in many cases, the amount of time a particular animal stays in the shelter is greatly reduced. This is a win-win-win situation.

CH/V



## **Idea Number 22**

### **Spay/Neuter Education to Middle Schools**

#### **Animal Refuge Center, Inc.**

P.O. Box 6642

Fort Myers, FL 33911

Contact: Judith Yevick, Board Secretary  
941-731-3535

The Animal Refuge Center (ARC) has developed a program that helps educate middle school children about the necessity of spay/neuter programs. To accomplish this, ARC works in close cooperation with both the schools and a local low-cost spay/neuter clinic.

Their teachers select children who exhibit an interest in both biology and animal welfare for the program. The shelter then presents two 2-hour seminars on the importance of spay/neuter and other aspects of responsible pet ownership to the selected students. After the students have attended the seminars, they are taken to a local spay/neuter clinic and are allowed to watch surgeries being performed.

Once back in their schools, the children write instructional tools and make presentations to other students on what they have learned. This helps to not only reinforce what the student has learned, but also exposes other middle school students to a peer's point of view on the importance of spaying and neutering pets.

Local businesses and foundations sponsor the program, with much of the money going into the spay/neuter fund. The fact that the monies are used for both education as well as to provide spay/neuter surgeries has proven to increase the level of giving from these local sponsors.

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## **Idea Number 23**

### **Community Humane Education Program**

#### **The Jacksonville Humane Society**

8646 Beach Blvd.

Jacksonville, FL 32216

Contact: Education Specialist

904-724-4824



The Jacksonville Humane Society offers a broad range of Educational Programs. Using a fun Black & White paper brochure helps to reduce the cost of advertising the offerings. Available Humane Education presentations include:

- Career Day – A guest speaker comes to class to discuss animal-related careers.
- Story Time – A volunteer will entertain a class by reading an animal-related book.
- Kind News – An award-winning publication that can be used as a teaching aid.
- Summer Camp – A camp designed for children age 8-13 to encourage their love of animals.
- Adult Programs – Available to civic and service groups.

Programs designed for schools are available free of charge and may cover all or part of the listed topics.

#### **Pre-K and Kindergarten**

A 15-minute program that presents a “Pet Suitcase” of important items for pet care, and a “Thumbs Up, Thumbs Down” type of kindness game. A “Furry Guest” (an in-class dog or cat visitor is also part of the program).

#### **First-Second Grades**

In 20-30 minutes the students see a “Animal Safety is Fun” video presentation on pet care and a “Furry Guest.”

#### **Third-Fifth Grades**

Information on how to be a responsible pet owner, on pet overpopulation, and on “Safety Around Animals” (bite prevention) is covered in a 30- to 45-minute session. A “Furry Guest” is also a part of this presentation.

#### **Sixth Grade and above**

A 45-minute program on pet responsibility, bite prevention, animal abuse, and animal ethical issues.

Education tours of the shelter are also made available to schools for all class levels. Information on Pet responsibility, animal safety, and an introduction to the shelter animals is included.

CH/NV

## **Idea Number 24**

### **Spay/Neuter for Lost and Found Pets #1**

#### **Flagler County Humane Society**

1 Shelter Drive

Palm Coast, FL 32137

Contact: Amy Wade-Carotenuto, Shelter Manager  
904-445-1814 or 904-445-5843

Situation: An owner comes in to retrieve his/her lost pet. The pet has not been spayed/neutered. What kind of incentive can be given to the owner that will encourage them to have their pet spayed/neutered?

When people come to the Flagler County Humane Society to retrieve their intact lost pet, they are given some options.

1. They may pay their "return to owner" fees\* which include:

- Municipal fees (depending on municipality \$0-\$20).
- Boarding fees (\$5 per day).
- Cost of vaccines/diagnostics (\$5-\$15).

OR

2. The shelter will waive the "return to owner" fees\* if the person will purchase a low cost spay/neuter certificate.

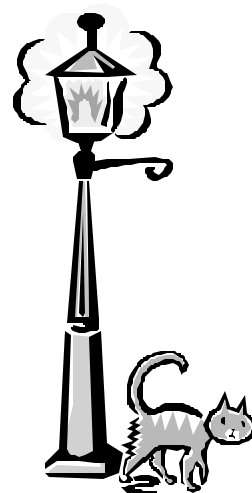
The low cost spay/neuter fees are available due to the cooperation of local veterinarians. Fees for the spay/neuter certificates range from:

- Cats: \$20 for a male, \$35 for a female
- Dogs \$35 - \$65 depending on age, size and sex. The certificates may not cover the entire cost of female dogs weighing more than 75 pounds.

Although it is not mandatory that the owners use the spay/neuter certificate, it gives staff the opportunity to educate owners on the benefits of spay/neuter. People have been very receptive. Most who decide on this option do follow through and get their pet spayed or neutered.

*\* The owner is still liable for any Animal Control citations that might be issued.*

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## **Idea Number 25**

### **Cat Massage Classes**

#### **Humane Society of Vero Beach**

2323 P.O. Box 644

Vero Beach, FL 32961

Contact: Joan Carlson, Executive Director

561-567-2309

The Humane Society of Vero Beach offers a Cat Massage Clinic. Presented by a feline Behavior Consultant, this class introduces cat owners and lovers to the basics of cat massage.

The techniques presented are based on the book *Cat Massage* and the video *Your Cat Wants a Massage!* Both the book and the video come from Maryjean Ballner, a New York State Licensed Massage Therapist. Maryjean has devoted years to adapting Swedish Massage and other techniques to use on cats.



Staff and shelter volunteers can use these techniques to help reduce the stress experienced by cats in a shelter environment. Cats will, in turn, be more interactive with potential adopters. Different massage techniques can help tame a temperamental tiger or soothe a scaredy-cat. Cat owners can also use these techniques to promote a bond with a new or existing feline friend. Since people prefer responsive pets, encouraging this type of interaction reduces relinquishment or returns due to "the cat not being friendly enough."

People who wish to attend the clinic pay \$15, which includes the price of the book. During the clinic, they view the video and practice techniques on a stuffed animal or small pillow that they bring with them to class. The class leader demonstrates the techniques with a shelter cat while answering questions and allowing some hands-on participation. Often, the cat used in the clinic finds a home with one of the attendees.

#### **Cost**

The books are available for \$10.95 each and the videos are available for \$24.95 (or buy 2 videos, get 1 free). All shelter orders will receive a reproducible version of "*Utilizing Cat Massage Techniques in the Shelter Environment*."

Orders may be placed on-line or by calling 1-877-MEOW-MEOW (1-877-6369-6369). Shelter staff members are encouraged to visit with Maryjean for advice if they are interested in starting a similar program.

Note: A new book, *Doggy Massage*, is also available from Maryjean.

CH/NV

## **Idea Number 26**

### **Circle of Friends**

#### **Hawaiian Humane Society**

2700 Waialae Avenue

Honolulu, HI 96826

Contact: Pam Burns, President

808-946-2187

[pburns@hawaiianhumane.org](mailto:pburns@hawaiianhumane.org)

"Circle of Friends" is a donor wall for people who have given the Hawaiian Humane Society \$5,000 or more. Instead of the usual plaques, they use stainless steel food bowls and have the donors name placed on a stainless steel disk that fits on the inside of the bowl. The size of the bowl correlates to the level of giving. Each year it is updated and people can move from one size to the next.

#### **Cost**

- Bowls cost around \$7. The latest Circle of Friends wall includes 168 bowls of different sizes and costs \$1287.
- Engraving costs around \$3. The latest Circle of Friends wall engraving cost \$572 for all 168 bowls.

The recognition wall is unique, eye-catching, and really appeals to donors.

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## Idea Number 27

### Free Spay/Neuter Cards

#### Hawaiian Humane Society

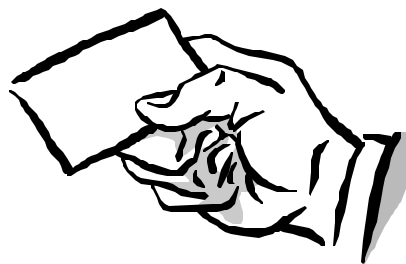
2700 Waialae Avenue

Honolulu, HI 96826

Contact: Pam Burns, President

808-946-2187

pburns@hawaiianhumane.org



At the Hawaiian Humane Society, all staff are empowered to give out FREE spay/neuter cards. The cards are used primarily by the adoptions, intake, and field services departments. The card is given to anyone they think will not otherwise have their animal sterilized.

#### Cost

- In fiscal year 2000, the monthly cost for sterilization surgery cost around \$150.
- An average of six free surgeries are redeemed each month.
- In fiscal year 2000, the Society performed 72 free spay/neuter surgeries through this program.

On the back of a Hawaiian Humane Society card they print the following:

<p><i>This authorizes</i></p> <p>_____</p> <p><i>To one free spay or neuter of a cat or dog</i></p> <p><i>at the Society. Call 555-5555, ext. 555 for an</i></p> <p><i>appointment.</i></p> <p><i>Date</i>_____</p>
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## Idea Number 28

### Is It a Bumper Sticker or a Postcard?

#### Hawaiian Humane Society

2700 Waialae Avenue

Honolulu, HI 96826

Contact: Pam Burns, President

808-946-2187

pburns@hawaiianhumane.org

The Hawaiian Humane Society uses a combination bumper sticker/postcard. One side is a bumper sticker and the flip side acts as a postcard. The bumper sticker is folded in half for mailing – one side includes the postcard greeting and the other the return address and address area. They give the bumper stickers to donors as a thank you.

#### Bumper Sticker Slogans

There are four bumper sticker designs and it cost \$2,419 for 10,000 bumper stickers.

Live Aloha



Adopt from the Hawaiian Humane Society

**Friends Fur Life**

Hawaiian Humane Society

**J K UTE BOX WDS**

Meet the  of your life

at the Hawaiian Humane Society

**GOTTAGETTAPET**

at the Hawaiian Humane Society

#### Postcard Language

**Mahalo** Thank for your thoughtful gift to the Hawaiian Humane Society. The generosity and compassion of more than 10,000 individuals such as you help support the care of neglected and homeless animals in Hawaii. We are a private, non-profit Hawaiian organization dedicated to promoting the human-animal bond and the humane treatment of animals. Your contribution will help us accomplish our mission and your display of this bumper sticker will spread a message of humane values to the community. On behalf of Hawaii's animals, thank you.

JLM/NV

## **Idea Number 29**

### **Good Friends, Good Cause**

#### **Dubuque Humane Society**

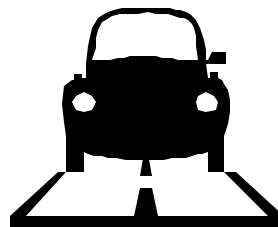
175 Menard Court

Dubuque, IA 52003

Contact: Jane McCall, Executive Director

319-582-6766

[jmccall@dbqhumane.org](mailto:jmccall@dbqhumane.org)



"Good Friends, Good Cause" is a fundraising promotion featured by the Dubuque Humane Society. The Society was approached by a local car dealership with the following idea: for a one-month period, the dealership would offer to take \$100 off the price of a car (new or used) to anyone bringing in a bag of food for the animals at the animal shelter. Additionally, the dealership would donate \$100 to the Society for each car sold. The owner stated that the dealership normally sold about 100 cars a month. The Dubuque Humane Society arranged for their local feed store to bring a supply of food to the car dealership so that potential car purchasers didn't have to leave the dealership to buy a bag of food. The shelter actually took the food back to the feed store for future credit.

#### **How to Accomplish**

- Find a sympathetic car dealer to sponsor the promotion. The dealership that worked with the Dubuque Humane Society is willing to talk to other dealerships to help promote the idea. He is hoping that the idea will spread to other areas.
- Locate a sympathetic feed store/pet supply store that will work with you. The store that worked with the shelter delivered the food to the dealership at no cost.

#### **Promotion**

- The dealer paid for full-color, full-page advertisements in EACH of the Sunday newspapers featuring employee's pets and available cars for sale.
- The dealer also paid for two 30 second spots for television.
- The shelter promoted the program in their regular radio and TV appearances.

#### **Costs/Labor Involved and Money Raised**

- **NO COST!**
- Some minor labor, primarily by the director promoting the program on their regular radio and TV spots.
- They received \$10,200 from the dealership and an additional \$2,238 worth of credit for food and litter at their local feed store.

JLM/V

## **Idea Number 30**

### **Pennies for Pooches**

#### **Animal Welfare League**

1030 SW Highway  
Chicago Ridge, IL 60415  
Contact: Scott Phiel  
708-636-8586 ext. 228



The Animal Welfare League is getting ready to launch its 7<sup>th</sup> annual “Pennies for Pooches” fundraising campaign. This past year the schools combined to raise over \$26,000. In addition to the monies raised by area schools, additional money came from corporations. PETsMART Charities, for instance, added another \$10,000 to the fund.

Currently 29 southwest suburban and Chicago city schools participate in collecting spare change over the course of four months. Some classes increase their donations by holding events such as bake sales and car washes. Because this is an established program, the contacts are already in place and very little promotion is needed to get schools on board.

The winning school is rewarded when the Animal Welfare League brings some animals to school for an ice cream party.

#### **Cost**

Minimal – The collection jars used were plastic one-gallon mayonnaise jars that were donated by area restaurants and decorated by volunteers.

#### **Labor**

Picking up all of the collection jars at the same time and working with area banks to count such a large volume of loose change in a short amount of time is intensive for a couple of days.

The National Honor Society Students at the local high school will be taking on some tasks as part of their commitment to community service.

#### **Advice**

Make contact with the local banks ahead of time explaining why and when you will be arriving with large amounts of change to be counted.

CH/NV

## **Idea Number 31**

### **Stenciling Beautification Project**



#### **Quincy Humane Society**

P.O. Box 1023

Quincy, IL 62306

Contact: Sally Westerhoff, Board President

217-434-8639

muttlover@ksni.net

According to Sally Westerhoff, she was volunteering at the shelter and decided it was time to brighten up the old place. She thought the perfect place to do something unique and creative was around the window to their new concept living rooms (real life rooms). As the dogwood is the official tree of Quincy, they chose that as a central theme. Other designs included clouds and a border of flowers with a cat hiding in them. Since the Quincy shelter is "old and pretty unappealing," the stenciling distracts the eye and creates a warm comfortable feeling. Visitors have many wonderful comments about the "artwork."

#### **Costs and Labor**

- Total Cost: Around \$350.
- Donations: Vinyl shutters for the "outside" of the window.
- Purchases: Paint, stencils.
- Labor: Three to four days of volunteer labor.
- Preparation: Scrub walls down with a wire brush. Paint with primer coat in a flat latex. The paints for the stencils are acrylic paints found in any craft store.



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## **Idea Number 32**

### **Promotional Yard Signs**

#### **Champaign County Humane Society**

1911 East Main Street

Urbana, IL 61801

Contact: Ann Stohemeyer, Development Director

217-344-9314

Ann@cuhumane.org

The purpose of the yard signs is simply to help advertise an event such as a dog walk or adopt-a-thon.

#### **Steps Involved**

- Contact printer for estimates and turn-around time.
- Design the sign. Use only two colors, the fewer words the better. Clearly indicate not-for-profit.

#### **Cost**

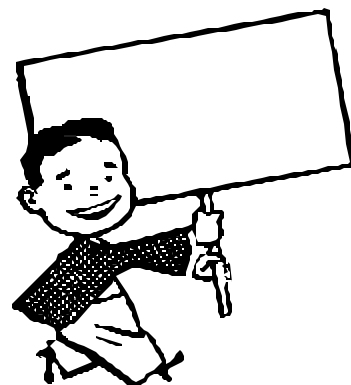
- No cost other than the printing of the cardboard wax-coated yard signs and the wires.
- The cost of one full-page advertisement in their area is \$2,500. People see it only once and they have to get the newspaper. Yard signs cost \$2 per sign (of which \$1 is for the wire, which you can collect and re-use).
- Champaign County Humane recommends purchasing 500 signs for \$1,000 is more cost-effective.

#### **Timeline**

- About four weeks prior to the event organize a volunteer cadre to contact business owners and private residents for permission to place signs on their property.
- Place signs in yards about two weeks prior to the event.
- Keep a list of how many signs were placed and their location to make retrieval easier.
- Save the wires for your next event.

#### **Advice**

- If the event is in the fall during an election year, get your job to the printer very early, as they will be swamped doing yard signs for political candidates.
- Stick to very simple designs for your signs. Post your phone number for more information.
- Try to place signs at busy intersections. Ask business owners for permission.
- Place several signs 10 feet apart in one location for greater impact.



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## **Idea Number 33**

### **Canine Manners Dog Training Program**

#### **DuPage County Animal Control**

120 N. County Farm Road

Wheaton, IL 60187

Contact: Ardith Baker, Director

630-682-7197

DuPage County Animal Control has a new program to help dogs at the shelter become more adoptable. The workshop is called "Canine Manners Dog Training Program." This six-week program is designed to teach teens about canine behavior and humane training in a fun atmosphere. Each participant is assigned one dog for the first three weeks and a different dog for the remaining three weeks. Adoption by the participant's family is discouraged and is not an option unless the family was seeking to adopt a dog prior to enrollment in the program.

The obedience training sessions are geared toward teenagers and there is a \$50 charge to attend the workshop. Classes are held twice a week. Attendance is limited to six people. Week One and Two are spent going over the commands and behaviors that will be taught including the use of a gentle-leader: sit/stay, heel, down/stay, come, and canine massage. The final week concentrates on improving on what was learned in the first two lessons.

DuPage County Animal Control also offers a similar program, "Cooperative Canine Training Program," for teenagers who are in treatment for substance abuse or other behavior disorders. One of their therapists accompanies the students to the shelter twice a week for each three-week session.

According to Ardith Baker, the workshop not only benefits the adoption dogs, but the shelter collects the fees, and it is a great way for teenagers to learn about the responsibilities of owning a dog. DuPage County Animal Control is willing to send a copy of their handouts and class outline to interested shelters.

JLM/NV



## **Idea Number 34**

### **Debit Donation Program**

#### **Animal Haven, Inc.**

9800 West 67<sup>th</sup> Street

Merriam, KS 66203

Contact: Michelle Dormady, Manager  
913-432-2840



Animal Haven has a monthly credit card/debit donation program called Haven's Helpers. Donors sign up for a monthly giving program that is automatically deducted from their Visa, MasterCard, or Discover cards, or their checking or savings account. Suggested donations range from \$10 per month (\$120 per year), \$20 per month (\$240 per year), \$30 per month (\$360 per year), \$40 per month (\$480 per year), and \$50 per month (\$600 per year). This program makes it easy for donors to contribute throughout the year and brings in a regular income stream to the shelter.

#### **Steps Involved**

- Contact your bank to set up automatic billing. Ask the bank if they will set this up at no charge.
- Contact the major credit card companies to set up automatic billing. MasterCard and Visa use "Payment Tech" (1-800-933-6415). They provide the software for you.
- Once set up, design brochures for direct mailing to donors. Have a "kick-off" event to attract new members. Promote the service in your newsletter so existing members can be made aware of this easy new way to donate regularly.

#### **Cost**

- The cost of the software is about \$250 (one-time only). Other costs to set up and maintain this service are about .06 cents processing fee per credit card donation. Bank processing fee is about \$17 per month.
- Other costs are printing and mailing costs for the brochures, and staff time to process and enter data.

#### **Advice**

- Keep a separate data base (like Access) of donors and their information in addition to the software provided by Payment Tech just in case the system crashes.
- Keep track of annual renewal reminders in your database, as well as credit card expiration dates.
- Make sure you send a tax receipt to each donor at the end of the year.
- Instead of having donors sign up for 12 months, make it indefinite so you're not spending time each month sending annual renewals. Then pick an "artificial" renewal date on which to send reminders to all members asking them if they want to continue or cancel.

1 page attachment

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## Animal Haven

9800 WEST 67<sup>th</sup> STREET, MERRIAM, KS. 66203 PHONE 913-432-7548

**\*Member of the American Humane Association\***

**ANIMAL SHELTER \* ADOPTIONS AVAILABLE.**

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### AUTHORIZATION AGREEMENT FOR PREAUTHORIZED PAYMENTS

COMPANY NAME: **Animal Haven**

COMPANY ID NUMBER: **43-6060706**

**I (we)** hereby authorize **ANIMAL HAVEN** INC., hereafter called COMPANY, to initiate credit and/or debit entries to my (our) ☐ **CHECKING** ☐ **SAVINGS** ☐ **CREDIT CARD** account (select one) indicated below and the depository named below, hereinafter called BANK, to debit and/or credit same to such account. If necessary, to initiate an adjustment entry for any entry in error.

#### CHECKING AND SAVINGS

BANK NAME \_\_\_\_\_ BRANCH \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TRANSIT/ABA NO. \_\_\_\_\_ ACCOUNT NO. \_\_\_\_\_

#### CREDIT CARD

\_\_\_\_\_ MASTERCARD \_\_\_\_\_ VISA

CREDIT CARD \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_

NAME ON CARD \_\_\_\_\_

This authority is to remain in full force and effect until COMPANY and BANK has received written notification from me (or either of us) of its termination in such time and in such manner as to afford COMPANY and BANK a reasonable opportunity to act on it.

NAME(S) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

DATE \_\_\_\_\_ SIGNED \_\_\_\_\_

**AMOUNT TO DEBIT \$ \_\_\_\_\_ PER MONTH**

**IMPORTANT! IMPORTANT! IMPORTANT! IMPORTANT!**

You must attach a voided check to this statement for automatic withdrawal!

**I do not want to be a monthly donor at this time, but here is my donation of \$ \_\_\_\_\_**

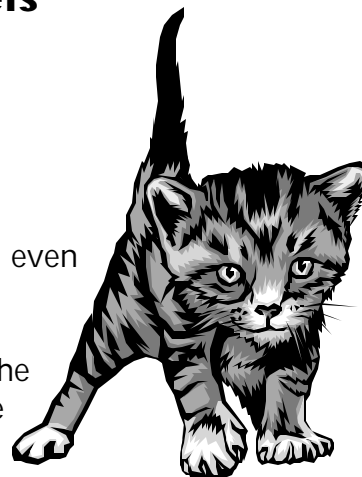
## **Idea Number 35**

### **Individual Air Ducts for Cat Kennels**

#### **Kennebec Valley Humane Society**

Pet Haven Lane  
Augusta, ME 04330  
Contact: 207-626-3491

Kennebec Valley Humane Society (KVHS) has seen a significant, even astounding, decrease in the spread of disease in its shelter. They have installed new cat kennels in their incoming cat holding facility. Each kennel has its own air exchange vent. Because of the higher probability of incoming cats showing signs of disease, the cats are held in the cat-holding area for five to seven days.



KVHS had an architect, Tom Johnson, design the air exchange system. He worked with a local machine shop to design a stamp that punched holes in the back of traditional stainless steel cages. This allowed for a standard installation of the air exchange system.

The shelter was also having a new ventilation system installed, so it was an excellent time to proceed with this project. The piping system into the ventilation system is similar to that used for clothes dryers.

Benefits include:

- The cats are less likely to become ill, and therefore remain adoptable.
- Costs related to having ill animals in the shelter have been greatly reduced.
- The community's perception of the shelter will improve as fewer cats (either observed in the shelter or after being adopted/ retrieved from the shelter) will show signs of disease.

Of course the system is not foolproof. Some cats still play "patty-cake" with each other through the kennel doors and because of the close proximity of cats to one another, a sneeze can still spread disease. However, this system can help reduce disease transmission.

Two other facilities that have similar systems are Pikes Peak Humane Society in Colorado Springs, CO and Indianapolis Humane Society in Indianapolis, IN.

#### **Cost**

The cost of having the holes punched in the cages was less than \$200. Adding the piping for the cages cost approximately \$3,000.

CH/V

## **Idea Number 36**

### **Pet University**

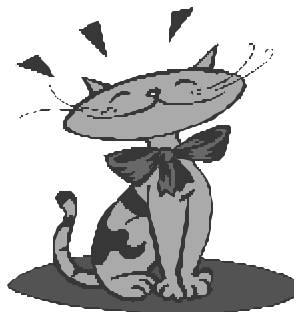
#### **Animal Humane Society**

845 Meadow Lane N  
Minneapolis, MN 55422  
Contact: Lori Diaz-Lane  
763-522-6009

"Pet University" classes are held by the Animal Humane Society every other Tuesday evening. Taught by the shelter education staff, the classes run about 1 1/2 hours each and have an average attendance of about 10 people, although class size has ranged from two to 60.

A donation is requested for attending these sessions. One of seven different topics is discussed each week on a rotating basis. The topics include:

- Feline Litterbox Problems
- Feline Socialization
- Feline Aggression
- Canine Housetraining
- Canine Destructiveness
- Canine Socialization
- Canine Aggression



Important things to keep in mind if considering such a program would be to make certain the teacher is well versed and experienced in animal behavior, as they will be fielding a tremendous amount of questions. Also the programs on aggression are a general introduction; if someone in the class is seeing aggressive tendencies in a pet, they should consult (and are referred to) professionals such as animal behaviorists and/or veterinarians for assistance.

The classes are publicized in the shelter's newsletter, and flyers that they make available to veterinary offices, libraries, other public notice boards. The programs are also occasionally mentioned in the local paper.

CH/NV

## **Idea Numbers 37**

### **Spay/Neuter Certificate Program**

#### **Mission Valley Animal Shelter**

P.O. Box 1644

Polson, MT 59860

Contact: Sharon L. Hawke

406-883-5312

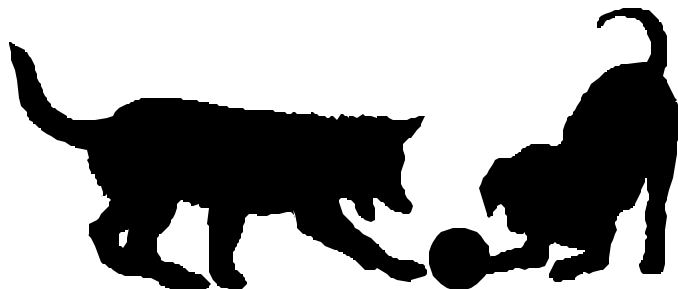
[mvas@bigsky.net](mailto:mvas@bigsky.net)

Mission Valley Animal Shelter uses two different certificates to help promote spay/neuter in their area of Montana.

The first is a certificate that is available to anyone in a two county area. The pet owner donates \$5 to the Mission Valley animal shelter. In return, they receive a certificate that is worth \$25 off the cost of spay/neuter. The certificate is honored by all of the local veterinary clinics. There is no income requirement that must be met to take advantage of this program. The veterinary hospitals accept the certificate and bill the shelter, which then pays the hospital from its spay/neuter fund. Of the 2,000 certificates issued through this program approximately 75 percent have been redeemed.

Because the local veterinarian have not yet agreed to spay or neuter animals that are under the age of six months, a certificate is also given to people who adopt immature animals from the shelter. This certificate is good at participating veterinary hospitals and entitles the adopter to have their pet spayed/neutered when it reaches six months of age. There is no additional charge to the adopter at the time of surgery. The shelter has worked out an arrangement with the participating veterinary hospitals whereby the shelter is charged 50 percent of the regular spay/neuter fee. Of the amount charged, 50 percent is included in the original adoption fee that the new owner pays. The remainder comes from the shelter's spay/neuter fund. If the certificate expires without being surrendered, a follow-up with the owner is made. Mission Valley is happy to report a 99 percent success rate with this program.

CH/NV



## **Idea Number 38**

### **iGive.com**

#### **Central Dakota Humane Society**

2090 37<sup>th</sup> St.

Maddan, ND 58554

Contact: Sue Buchholz

701-667-2020

Central Dakota Humane Society (SDHS) has received over \$300 from iGive.com. This web site has a wide range of items for sale, from gifts to garden items, and from books to dog food. This site links to web sites that many people use such as Amazon.com and PETsMART.com.

The percentage of the donation varies depending on the item and/or supplier used and may range from .05 to 15 percent of the purchase price.

The potential for donations available from this resource vary depending on how many purchases are made. The upside is that it requires little effort or time to become eligible. The more people (staff, volunteers, patrons, friends, family, etc.) who sponsor your agency and make purchases through the site, the more your shelter makes. Once they published information about this opportunity in their newsletter, donations increased.

The iGive site has donated more than \$745,000 to various causes since it was founded in 1997.

To become eligible for donations from iGive.com, you merely need to visit the web site and add your organization's information to their database.

CH/NV



## **Idea Number 39**

### **Annual Report Extraordinaire**

#### **Lincoln Animal Control**

3140 N Street

Lincoln, NE 68510

Contact: Jim Weverka, Manager

402-441-7900

TDD 402-441-7825

Jweverka@ci.lincoln.ne.us

Most municipal annual animal reports are skimpy, unattractive, and not very informative. Lincoln Animal Control clearly understands that a good animal control report is an educational document which helps politicians and the public understand their services and leads to the opportunity for better funding. Attractive and user-friendly, the Lincoln Animal Control annual report is an encyclopedia of useful information.

#### **Information Included**

- Letters of support from the Mayor and Health Director.
- Membership of the Animal Control Advisory Committee.
- Animal Control Division Staff.
- Mission, Goals and Vision for the Animal Control Division.
- Enforcement and Service Activities including field responses, monthly phone inquiries, total animals impounded, categories of service requests, monthly comparisons, animals claimed, citations issued, warning tickets issued.
- Disposition Charts including what happens to the animals: animals adopted, euthanized, or reclaimed.
- Bite Investigation Activities including where bites occur, location of bite occurrence, type of animal involved in biting incident, dog breeds with the highest incidence of bites, age of human victim, sex of animals involved in bite incidents, and animals licensed at time of bite incident.
- Revenue Collection and Generation Activity.
- Education Activities.
- Fiscal Year Statistics.
- Objectives for the Upcoming Year.

Copies of the Lincoln Animal Control Report can be obtained by contacting Jim Weverka, Manager, Lincoln Animal Control, 3140 N Street, Lincoln, NE 68510.

JLM/NV



## **Idea Number 40**

### **Project P.E.T.S.**

#### **Nebraska Humane Society**

8801 Fort Street

Omaha, NE 68134

Contact: Kathleen Engel,  
Director of Animal Placement Services  
402-444-7800 ext 221

The Nebraska Humane Society has a new program called Project P.E.T.S. – Pet Enhanced Therapy for Seniors. This addition to their Community Outreach and Humane Education programs has proven to be successful for both animals and people alike. The project places specially selected animals into long-term elder care facilities.

Developed in conjunction with the Eden Alternative, P.E.T.S. was developed by Kathleen Engel. Kathleen has completed a training course to become a certified Eden Associate. The Eden Alternative is a concept for senior long-term care that is becoming increasingly popular throughout the United States. The Eden Alternative shows how the addition of resident companion animals can provide an opportunity for seniors to care for other living things. For more information on the Eden Alternative visit their web site at [www.edenalt.com](http://www.edenalt.com).

The animals are selected for their calm dispositions and a desire to please humans. They are rewarded by living with people who dote on them and have time to give them a lot of attention.

CH/V



## **Idea Numbers 41**

### **Veterinary Students**

#### **Nebraska Humane Society**

8929 Fort Street

Omaha, NE 68134

Contact: David Carbaugh

402-422-7800 ext. 226



Nebraska Humane Society is attracting Veterinary students from Iowa State University and Kansas State University to spend a two-week rotation at their shelter.

When a new shelter was built, administrative portions of the old building were converted into apartments to house the veterinary students during their stay in Omaha. Rather than paying a stipend to the students for them to stay in a hotel, the students are housed on site with very little expense to the shelter. A minor amount of remodeling was needed and donations of furniture and kitchen items were easily obtained, which kept the cost of the conversion very reasonable.

The students from each of the Veterinary Medical Schools spend two weeks at the shelter assisting with surgeries, doing rounds, administering medication and, in general, learning about shelter medicine.

Primarily because of the large number of surgeries, including juvenile spay/neuters, and the home-like accommodations, the shelter is receiving letters from past students, raving about the program.

CH/NV



## **Idea Number 42**

### **There's an Easier Way to Make Sure They Return**

#### **Nebraska Humane Society**

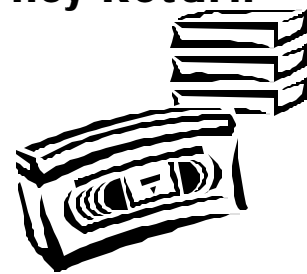
8929 Fort Street

Omaha, NE 68134

Contact: Darcy Beck, Marketing and Public Relations Director

402-551-7878 ext. 219

Cell Phone 402-981-3961



The Nebraska Humane Society (NHS) received two of the eight national awards presented by the Latham Foundation for excellence in video presentation. The Latham Foundation is a leader in the production and distribution of videos about humane education.

One of the videos is a Public Service Announcement (PSA) promoting pet licensing. The PSA shows three animals:

- A dog repeatedly fetching a boomerang
- A dog wearing "Return to Owner" stickers
- A cat "looking" at a map

If you see the video, you will notice the upbeat soundtrack. This music was written and recorded specifically for this ad.

The voice over for each scenario is "There's an easier way to make sure they return." The NHS logo and name is then shown with the visual statement and a voice over to "License your pet with Nebraska Humane Society."

Additionally, there is a radio campaign that goes along with the television PSA.

NHS received \$85,000 in donated airtime. Eighteen stations in the Omaha Market each ran 16 spots a week for 8 weeks.

#### **Cost**

The producers of the ad, Bozell Worldwide and Advertising Firm, donated the cost for writing and producing the spots. The cost of composing and recording the original music was donated. The television and radio stations agreed to give free airtime to run the ads. There were newspaper ads (these had to be paid for) that also ran.

The donated value of television and radio time and the production costs was nearly \$250,000 but the total actual money spent by NHS was \$3,000.

#### **Advice**

It is critical that relationships with the media be established. Only by networking and really knowing the people in the media is it possible to get the best airtime. The shelter has received an estimated \$150,000 to \$200,000 due to good relationship building.

CH/Video

## **Idea Number 43**

### **Sharing with Food Banks**

#### **Cocheco Valley Humane Society**

262 County Farm Road

Dover, NH 03820-6022

Contact: Claire Blaisdell, Finance Coordinator  
603-749-5322

Working with a local food bank, Cocheco Valley Humane Society has helped to feed hungry animals and promoted spaying and neutering at the same time.

One of the Cocheco Valley Humane Society's employees also volunteers at the local food pantry. When there is excess food donated to the humane society, the food is provided to families in need. In order to receive the food, the owners must provide proof that the pet has been spayed or neutered. If the pet has not been spayed or neutered, the owners are made aware of the low cost options available to them.

In a community of approximately 5,000-7,000 people, approximately 50 animals a month benefit from the food provided by the shelter.

CH/NV



## **Idea Number 44**

### **Be a Guardian Angel**

#### **Upper Valley Humane Society**

300 Old Route 10

Enfield, NH 03748

Contact: Joan McGovern, Executive Director

603-448-6888

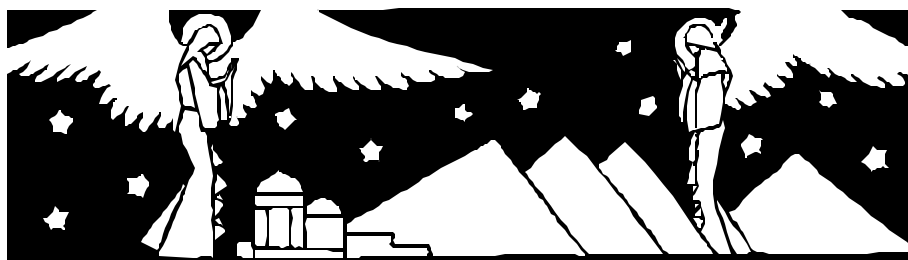
The Upper Valley Humane Society (UVHS) invites supporters to become "Guardian Angels." The program offers people the opportunity to providing a home for numerous homeless pets without adding any to their household. How? The "Guardian Angel" personally sponsors a kennel/cage at the shelter for six months or a year.

This program allows people who cannot or do not want to adopt another pet to still provide support for one awaiting a new home. To become an "UVHS Guardian Angel", the person makes a donation. The amounts are reasonable – only \$50 for six months or \$90 for a full year. In appreciation, the sponsor's name, and a brief message from the sponsor, is posted in the shelter. All sponsors for a particular area of the facility (for example the puppy cages) would be printed on one piece of angel-themed paper and posted in a nice frame on the shelter wall. When the sponsorship period has expired, the person is contacted and invited to renew their "Guardian Angel" status. The posted acknowledgements are changed on a quarterly basis.

To advertise the program, there is a large picture of an "angel" dog (a dog wearing wings and a halo) in the shelter with pamphlets nearby that people can fill out to become a "UVHS Guardian Angel."

This program has successfully raised \$10,000 with a minimal amount of cost and labor.

CH/V



## **Idea Numbers 45**

### **Innovative Cat Housing**

#### **Monadnock Humane Society**

P.O. Box 678  
West Swanzey, NH 03469  
Contact: Tracy Caffrey  
603-352-0035

Monadnock Humane Society used several innovative ideas for the cats in their shelter.

Cats might be selected for one of the larger cat rooms, complete with stairs, toys, baskets, and maybe even a bookshelf to cuddle up on.

Litterboxes in a communal environment are always a quandary. MHS built litterbox nooks with block-stairs leading to the various levels each with multiple boxes to allow for a little more privacy. No one has monitored how the cats select which box to use, but everyone seems happy.

Have cats that do not care to socialize with other felines? Then there are the private four-level kitty condos available, complete with a sunroof top. For cats that are really stressed out upon first arriving at the shelter, a litterbox lid makes a nice "cave" in which to calm down.

Children are always drawn to animals. In one of the larger rooms, cats that like children are housed together; there is a separate room for cats that are not so comfortable with smaller children.

CH/V



## **Idea Number 46**

### **Project Second Chance**

#### **Animal Humane Association**

615 Virginia Street SE  
Albuquerque, NM 87108  
Contact: Tami Harbolt, Program Development  
505-255-5523 x 104  
tamih@ahanm.org



Project Second Chance is a cooperative program with a juvenile detention center/school for girls. A local grooming business also participates. Every month, four dogs in need of basic training and socialization are transferred to a kennel at the school where they are fostered and trained by four residents. School staff that went through an AHA (Animal Humane Association) training program supervises animal care and handling.

The girls at the center are serving time for a variety of offenses. Using clicker training they learn that the most effective way to alter an animal's behavior is through time, consistency, affection, and patience. They also learn grooming from the participating groomer and attend workshops on animal handling and welfare issues from AHA staff and guest speakers. Many graduates of the program have commented on how the program taught them patience and self-control. Young people who were paroled shortly after completing the "dog program" stated their intention to continue working with animals. One woman, who was afraid of dogs prior to being a part of the program, stated that the program "was the most fun she had ever had without the use of drugs." Graduates of the program are eligible to receive scholarships for continued training at a local grooming college and dog training school.

During the three-week residence at the school, dogs are taught to sit, lay down, and heel. They are corrected when they jump on people or fight with other dogs. After three weeks, the dogs are returned to the shelter and placed up for adoption. All Project Second Chance dog graduates have been adopted. In fact, AHA has received calls from community members hoping to adopt future dogs from the program. Adopters of the dogs attend the program graduation with the students.

AHA hopes that by fostering humane attitudes at an early age they can offer children an alternative to force and physical punishment and teach them empathy and responsibility toward other creatures and people.

There is virtually no cost (other than staff time) for the program for AHA. In fact, AHA receives funds from the State for the program.

JLM/NV

## **Idea Number 47**

### **Rover Rehab**

#### **Animal Humane Association**

615 Virginia Street SE

Albuquerque, NM 87108

Contact: Tami Harbolt, Program Development

505-255-5523 x 104

tamih@ahanm.org

Rover Rehab is part of the Animal Humane Association's (AHA) youth intervention and Camp Love a Pet program. Forty children, ages 10 to 14, attend a three-week intensive program with animals emphasizing kindness, responsibility, and commitment. Twenty kids from mainstream homes and 20 kids from group, institutional, or high-risk homes are paired together in groups of two (one from a mainstream home and one from the group or institutional home). Each pair is matched with an untrained dog. They work with their individual shelter dogs on such items as: bathing, grooming, cleaning kennels, obedience training, participating in socialization and play groups, as well as preparation for adoption. Campers also learn about pet care, overpopulation, and caring for other domestic species. Camp includes one field trip a week including a pet therapy visit.

Camp is in session from 7:30 a.m. to 1:00 p.m. All parents attend an orientation before camp to explain the program. Campers from the group, institutional, or high-risk homes are provided with a \$200 scholarship to cover tuition costs. There are some problems between the two groups of kids but AHA counselors and junior counselors (who are previous camp graduates) carefully supervise them.

After the three-week camp, graduation includes a parade of the dogs and a certificate for each camper. All the dogs are placed up for adoption and campers participate in the adoption process. Joel Warner, Executive Director for AHA, reports that many campers don't want to leave the program and that one camper stated that "my dog got a home – maybe I'll get one."

AHA receives \$7,000 in grants and corporate donations for the programs. AHA believes these are funds that they would not ordinarily receive or be eligible for. The program generates excellent media coverage and so far every dog from the Camp has been adopted.

JLM/NV



## **Idea Number 48**

### **Training Wheels**

#### **Rondout Valley Animals for Adoption**

4628 Route 209

Accord, NY 12404

Contact: Sue Sternberg, Owner and President

914-687-7619

SueCarmen@aol.com



According to Sue Sternberg “shelters need to stop waiting around for the animals and people to come to them – WE MUST ACTIVELY go out and seek the people and animals that need us most.” Hence, their idea “Training Wheels™.”

This program allows good, willing area dog trainers to work doing what they do best – train dogs. All a shelter needs is a magnetic sign or banner advertising your shelter and the Training Wheels™ program and a couple of shelter people and a local trainer or two willing to drive into the communities that may need you the most. Rondout Valley Animals for Adoption generally goes out on Friday evenings, Saturdays, and Sundays, weather permitting. The program targets dogs that are in outdoor pens or chained up, and free-roaming cats.

In the spring, summer, and fall, owners are often outdoors, and the shelter hails them with gifts and offers of free, friendly advice. First they achieve rapport, and then they offer free pet care advice, on-the spot grooming (especially for extreme matting), and free training or behavior modification. Recipients have been initially suspicious but then eternally grateful.

#### **Why?**

- Reaches a population that veterinarians and dog trainers never see, and shelter workers often see but usually only when it's too late – when they are surrendering a litter, giving up a dog that has been chained up for six years who barks too much, has been hit by a car, or after the collar has grown into the puppy's neck.

#### **Advice**

- Remember, it's not about CHANGING people or their lifestyles, it's about setting up a liaison in the community and becoming a generous resource for future advice and problem solving.
- It's about changing the way that neighborhoods view the shelter and getting people to call earlier for advice. It's about expressing an interest and building a support system for needy pet owners or uneducated pet owners.
- Rondout Valley Kennels for Adoption offers training seminars for shelters on the Training Wheels™ program and will help local shelters establish a program.

*Continued on next page.*

### **Costs/Labor Involved**

- Need donated collars, leashes, rawhides, toys, biscuits, instant ID tags, cat breakaway collars, permanent markers (to write the owner's phone number), training treats, journal to keep a record of people you've visited (and notes to see if follow-up visits need to be scheduled), and grooming equipment (nail trimmers, clippers, muzzle), etc. Dog training clubs, pet supply stores, and shelter donors are a great source of donations.
- Staffing Needs: One or two shelter volunteers (no animal control uniforms) and one or two dog trainers.
- A vehicle and map of the area.
- Cable runners (25' and 50') to replace chains for dogs that are chained outside.
- Gas and signs for the vehicle.

### **Advice**

- The most important skill needed is PEOPLE SKILLS! You can't go out and preach to people or offer unsolicited advice. You can't go out expecting to change people, only to befriend them and get them to like and appreciate you and your shelter and offer a genuine interest and affection for their pets.

### **Final Comment**

- Sue Sternberg states, "it takes time but is immensely satisfying. I always feel like I have made an intense, proactive difference in my community. The neighborhoods LOVE US!"

JLM/NV



## **Idea Number 49**

### **Lilac Lane Pet Memorial**

#### **Humane Society of Central Delaware County**

P.O. Box 88

Delhi, NY 13753

Contact: Deb Crute, Shelter Manager  
607-746-3080

The Humane Society of Central Delaware County is located in rural upstate New York. Their shelter is set back from the road adjoining the Delaware County Historical Association property. The Lilac Lane Pet Memorial is a brand-new joint project between the two organizations. They are planning a commemorative lane where lilac bushes will be planted with permanently engraved markers on the lane leading from the Historical Society to the Humane Society. They are also planning a yearly Memorial Day event celebrating pets' lives with a special planting ceremony on Memorial Day 2001.

#### **Charter Membership**

- \$100 donation
- Includes: site design, selection and purchase of one bush
- Soil preparation and planting
- Manufacture of pet marker
- Perpetual care and maintenance of Lilac Lane

JLM/NV



## **Idea Number 50**

### **Project Dog**

#### **Humane Society of Central Delaware County**

P.O. Box 88

Delhi, NY 13753

Contact: Deb Crute, Shelter Manager  
607-746-3080

The Humane Society of Central Delaware County is a small shelter that seems to have the most adoptable dogs. It isn't just luck of the draw! It is in great part due to their "Project Dog" program: Arriving dogs are given a name and two to three days just to "chill." Then where appropriate, dogs are given roommates. Roommates are monitored for compatibility and periodically switched, so staff can observe how they interact with different dogs. Dogs spend part of their day in playgroups that are based on age, sex, and general compatibility.

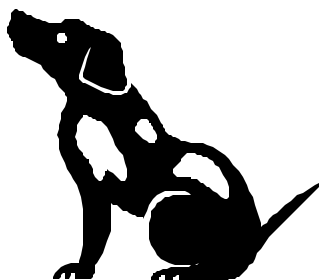
#### **Project Dog**

Each staff person has at least one "project dog" with which he or she works extensively including:

- Leash training
- Basic obedience
- Agility training
- Basic tricks
- Sleep-over home visits (in some cases)

"Project Dog" takes some of the not highly adoptable dogs and turns them into the most sought after dogs. Wendell, an 8-year-old hound mix is a typical example. Wendell was a very nice dog but his age and general hound-like appearance didn't put him on the most wanted list. But after basic obedience training, some coursing through the agility equipment, and TLC, he was adopted.

JLM/NV



## **Idea Number 51**

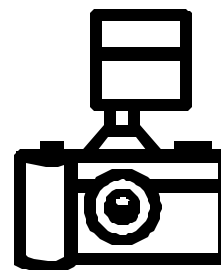
### **Great Uses For Pet Photos**

#### **Animal Protective Foundation of Schenectady**

53 Maple Avenue

Scotia, NY 12302

Contact: Marguerite Pearson, Development Coordinator  
518-374-3944 x 113  
pearson@animalprotective.org



Animal shelters are fortunate (or perhaps unfortunate) to have no shortage of wonderful photo subjects. At the Animal Protective Foundation they take photos frequently and always find a use for them.

Here is their list of great uses for pet photos:

- Place a photo in an inexpensive frame and use it as a birthday or farewell gift to departing staff or board members. A simple photo of an animal that their effort has helped is more meaningful than a fancy engraved plaque.
- Take photos of key people at events and send copies to them. One photo taken of a media personality and his dog ended up on a cover of a publication and another on the cover of a company's annual report.
- Include photos with thank you notes. One note that went to donors included a brief "good news" story of a cat that was adopted. Approximately 50 copies of the same photo were made and included with a letter. It added a very personal touch and ended up on many refrigerators.
- Utilize even not-so-great photos. To thank the media for coverage of an event, they send a brief handwritten note to reporters, DJs, and program directors thanking them for their attention. They include a random photo and write "Thanks for caring" on the back plus a paw stamp.
- Photograph board members so staff can familiarize themselves to them. APF put a photo board in their break room for them. Then the board members asked for photos of the staff, and they did the same for them.
- Make an effort to photograph children or groups such as scouts when they come in with donations. APF acknowledged their donation in the "Caring Kids Column" in the newsletter. It means a lot to the kids and their parents.
- Ask a local paper to run pet photos on a weekly or "space available" basis. Many are happy to support a shelter in this way. When the photo is printed, simply make a copy of it and place it on the pet's cage with a mention of the newspaper. A digital camera makes it easy to e-mail photos instantly, but prints work, too. APF is also working with a radio station that does a weekly feature called "Furry Friday." The DJs talk about a pet and encourage people to log on to their web site to see the picture. There is also a link to APF's web site.
- Request a photo be sent with the post-adoption questionnaire, it reminds people that it's important to have photos available in the event that a pet ever gets lost. Many people write wonderful comments on these questionnaires, and APF includes them and their photos in the newsletter.

JLM/NV

## **Idea Number 52**

### **Neatness Counts**

#### **Animal Protective Foundation of Schenectady**

53 Maple Avenue

Scotia, NY 12302

Contact: Marguerite Pearson, Development Coordinator

518-374-3944 ext. 113

pearson@animalprotective.org

Hate to say it – but most animal shelters are just not clean enough. The Animal Protective Foundation (APF) of Schenectady is not one of them – it is scrupulously clean and well organized. There is a place for everything and everything is in its place.

Gordon Williard, Executive Director of APF played a crucial role in the design and construction of the facility. One simple touch that makes a big difference is the design of their cat cages – just your basic Shor-Line cages with a twist. The bottom of the cage rack is storage space – who wants to clean those low-lying cages where you practically have to lie on the floor to clean properly? The top of the second tier of cages is not flat – it is slanted. The slant prevents items like garbage, cat carriers, food, junk, and newspaper from being piled on top and the slant allows all dust and dirt to be visible so that it is more likely to be cleaned. It works, there is no unsightly mess on top of the cages, no dust or cobwebs in the corners and the whole cattery is brighter and cleaner.

JLM/V



## **Idea Number 53**

### **Hot Spot**

#### **Erie County SPCA**

205 Ensminger Road  
Tonawanda, NY 14150-6799  
Contact: Eric Kreller  
716-875-7360 ext. 230

Erie County SPCA has a hot message for everyone. This “hazard” yellow sign is a hard warning to miss. The danger of leaving pets unattended in a vehicle is presented with just a few words and one picture. Both the words “SEE SPOT. . .” and the graphic of a dog lying “toes up” draws people’s attention to the message.

This campaign has been so recognizable and successful that Erie County SPCA has used it two years in a row.

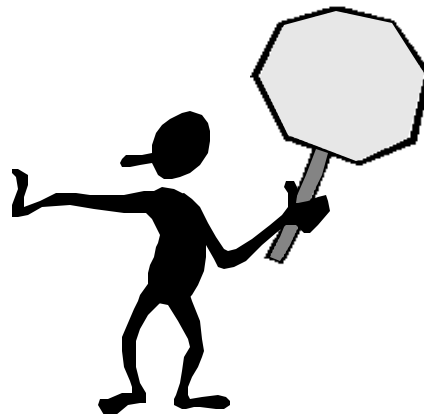
#### **Cost**

Special arrangements were made with the printer and they have gotten two runs of the poster each run of 300 posters cost the shelter \$150. The usual fee from the printer would have been \$600.

#### **Labor**

Erie County SPCA volunteers put the posters up in area businesses, libraries and other places where public information is posted.

CH/V



## **Idea Number 54**

### **Care for Me!**

#### **Erie County SPCA**

205 Ensminger Road  
Tonawanda, NY 14150-6799  
Contact: Gina Browning  
716-875-7360 ext. 221

Erie County SPCA has developed an eye-catching method of educating the public on animal issues and their shelter. Each one of the 3.5"x 8.5" pamphlets, with partial portraits of animals practically begs to be picked up and read.

Each card has a different animal and covers different issue(s):

- Adoptions and surrenders
- Cruelty investigations
- Education and development
- Volunteering
- The shelter's petting farm
- Wildlife rehabilitation
- Shelter development
- Shelter animal health and foster care programs



Each card includes a brief story of the pictured animal and how it was assisted by Erie County SPCA. The phone numbers of the two shelters are prominently displayed and the statement "Thank you for your support" signed with the animal's foot or paw print. The response to these cards is great. Although they cover different topics, the consistent layout makes it easy for people to find information they are looking for. They are displayed at both of the shelters as well as distributed at any appearances, presentations, or conferences either of the two shelters attends.

#### **Cost**

To keep the cost down, the pamphlets are printed on heavyweight cardstock rather than glossy paper.

#### **Advice**

Print a limited amount of copies so you can keep the information on them as up-to-date as possible.

CH/V

## **Idea Number 55**

### **My Last Hope**

#### **The League for Animal Welfare**

P.O. Box 30229

Cincinnati, OH 45230

Contact: Sherry Hopper, Trustee  
513-735-2299

The League for Animal Welfare is a small no-kill shelter near Cincinnati. In 1997 the League initiated a program called "My Last Hope" to help promote "less adoptable" animals. The idea was to help interested families adopt a less adoptable animal without worrying about medical expenses or extensive behavioral training.

#### **What Animals Qualify for the Program**

- Older dogs and cats that are past the young and cuddly stage.
- Animals with physical handicaps such as a lost eye or limb.
- Animals with behavioral problems such as over-enthusiastic jumpers or diggers.
- Animals with medical conditions that require daily medications.

#### **What the Adopters Get**

- A new dog or cat member of their family.
- All medical expenses for the rest of the animal's life.
- Basic behavioral training.

The League places about 10 animals each year that they believe would not have been adopted otherwise. The adopters have been pleased with their new pet and are glad they were able to give them a second chance.

JLM/NV



## **Idea Number 56**

### **Cat Hammocks – Or Cat Comfort**

#### **The Humane Society of Ottawa County**

P.O. Box 425

Port Clinton, OH 43452

Contact: Pat Kessler, Executive Director  
419-734-5191

Here is a simple idea for increasing cat comfort in wire/cattery cages. As we all know the most important part of being a cat is comfort. The Humane Society of Ottawa County takes a towel and sews a clip on each of the four corners. The clips are like the ones used on leashes. (You could also use grommets – if you have a grommet maker – instead of sewing.) They then clip all four corners to the top of the cage and presto you have a cat hammock.

The towels can be easily removed for washing. The clips can be removed and sewn on to another towel when the old ones wear out.

Finally: Stand back and watch the cats climb in and enjoy some well-deserved creature comfort.

JLM/V





## **Idea Number 57**

### **Sponsorship Program**

#### **The Animal Shelter Society, Inc.**

1431 Serenity Lane

Zanesville, OH 43701-0604

Contact: Gary Graham, Executive Director  
740-452-1641

In February, 2000 the Animal Shelter Society, Inc. developed the "Sponsorship Program." The plan allows for individuals, business or organizations to pay part of the adoption fee for hard to place adult dogs and cats. Since the inception of the program the adoption rate for adult animals has risen an impressive 21 percent.

#### **How it Works**

- Solicit sponsors to subsidize all but \$5 or \$10 of the adoption fee. (Their rationale is that anything free is not usually appreciated.) Their regular adoption fee is \$55 for dogs and \$40 for cats. Sponsors can be in many categories: one-time, monthly, quarterly, or annually.
- Pick the pet most likely not to be adopted. It may be viewed as too old, too fat, too homely, one-eyed, or three-legged. For whatever reason, choose one to be sponsored.
- Print sponsorship cards for the cage door, using different colors to attract attention.



*SPONSORSHIP PROGRAM*

*Sponsored By*

*LARRY'S PET GROOMING*

*Adoption Fee Only \$10.00*



- Send an acknowledgement to the sponsor.
- Take a Polaroid picture of the pet at adoption time and send it along with the thank you to the sponsor. This will help with future sponsorships.

JLM/V

## **Idea Number 58**

### **De-Poop-Da-Park**

#### **Softpaws**

1137 NW Federal St.

Bend, OR 97701

Contact: Mare Shey

541-312-3766

[www.softpawsK9.org](http://www.softpawsK9.org)



Softpaws is a volunteer organization that promotes responsible pet ownership. One of the issues they have taken on is encouraging people to pick-up after their dogs when using parks and other public property.

To draw people's attention to the problem, they developed a Public Service Announcement, with an accompanying poster, that definitely gets people to stop and look. Picture seven dogs, each setting on a toilet. The accompanying caption reads: "Until they can take care of their own business, it's your business."

The text of the poster is brief and to the point – in order to keep the community feeling friendly toward dogs, owners need to take the responsibility by carrying bags whenever they walk their dogs.

The poster was made possible by working with several local businesses and agencies. Ruff Wear, Bend Pet Express, Dancin'Woofs, Biscuits of Bend and Zukes Power Bones as well as the Mt. Bachelor Kennel Club, Deschutes Veterinary Clinic, and the Bend Metro Park and Recreation District all made contributions to the cause.

The Bend Parks and Recreation District also provided dog clean-up stations in parks.

Oh, and if you were wondering, the name of the dog waste clean-up campaign is De-Poop-Da-Park. More information can be found at Softpaws' web site (listed above).

#### **Cost**

All costs to develop the PSA and the poster were covered by in-kind donations. It is estimated that actual cost would have been \$17,000.

To air the PSA (and to place an ad in print media two times) an additional \$6,500 was collected from sponsors.

#### **Advice**

One person needs to head this type of a project. It takes quite a bit of time and energy, but the rewards have been tremendous.

CH/V

## **Idea Number 59**

### **A Place for Your Pet**

#### **Greenhill Humane Society, SPCA**

88530 Green Hill Road

Eugene, OR 97402

Contact: Laura Brounsten, Executive Director  
541-689-1503

The Greenhill Humane Society, SPCA hosted a Pet House/Furniture Design Contest and Silent Auction.

Presented at the Lane County Fall Home Improvement Show, the contest received entries from exhibitors at the Home Improvement Show as well as from individuals and businesses within the local community.

Individuals and exhibitors submitted creative entries of pet houses, furniture designed for pets while local businesses donated more traditional items, such as doghouses and scratching posts.

The cost to the shelter was minimal as the local home owners association "adopted them and provided the display space at the show. The entries were auctioned off through silent bidding with all of the proceeds going to benefit Greenhill Humane Society.

CH/NV



## **Idea Number 60**

### **Spay/Neuter for Lost and Found Pets #2**

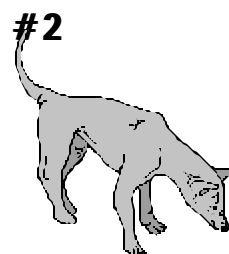
#### **Greenhill Humane Society, SPCA**

88530 Green Hill Road

Eugene, OR 97402

Contact: Laura Brounsten, Executive Director

541-689-1503



The Greenhill Redemption Policy applies to animals that come into the shelter's Lost and Found with no identification. (If the animal has any form of identification, it is held for 24 hours before subject to some/all of these fees.)

\$10/day for board

\$10 for vaccinations

\$ 1 for a collar and I.D. tag

\$10 for an AVID microchip (optional)

All fees imposed by the city they live in (impound fees, licensing, etc.)

If the animal has been spayed or neutered, these are the only charges.

If, however, the animal has not been spayed or neutered the owner has two options available in order to reclaim their pet.

1. They may pay the actual cost of surgery to have their pet spayed or neutered.

**OR**

2. They may pay \$500 to redeem the animal unaltered.

The impact of the new policy was seen almost immediately. The city of Springfield saw an almost 500 percent increase in licensing the first eleven days the new policy was in effect. The number of stray dogs decreased over 50 percent in the first month.

Additional benefits included:

- Increased percentage of animal population received vaccinations as it is a licensing requirement.
- Due to the vaccination requirement, animals were seen/examined by veterinarians and other health concerns may have been addressed.
- One (stray) dog that was sent to be neutered was diagnosed with a very painful cancer and is leading a more comfortable life as a result of the program.

This program was promoted in the shelter's newsletter and through the means of a press release. The local media picked it up and the story received coverage in print, as well as on local radio and television stations.

*Continued on next page.*

**Cost**

No additional cost other than initially answering extra phone calls from people with questions, and keeping track of records and statistics.

**Advice**

Be prepared for media coverage and some controversy.

Because there is a low-cost spay/neuter program available in the area, it is not cost prohibitive for the owner to have the animal spayed/neutered.

CH/NV

## **Idea Number 61**

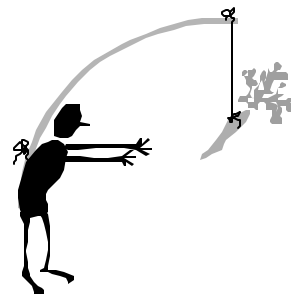
### **Spay-A-Thon**

#### **Oregon Humane Society**

1067 NE Columbia Blvd

Portland, OR 97211

Contact: Kathy Neely, PR and Marketing Director  
503-285-7722 ext. 235



The Oregon Humane Society (OHS) held its first annual March Spay-a-Thon Contest in 1999. The promotion was designed to stop people in the Portland metro area from procrastinating and get their companion animal fixed. More than 50 businesses donated prizes that were used to encourage (or as Kathy Neely states “bribe”) people to spay or neuter their pets.

Anyone who spayed/neutered their pet during March was eligible to enter the prize drawing. Over 200 people participated – over one-third of those entering said that the chance of winning a prize encouraged them to get their pet fixed. The three top prizes were a night at one of the finer area hotels including breakfast in bed and a wine tasting; a summer party package which included a local brewery pony keg, food from a local grocery store, and a band performance; and \$100 cash. Additionally, every winner received two free movie rentals.

#### **How To**

- In less than one month, two people (a volunteer and the OHS PR and Marketing Director) contacted and gathered pet-related items and gift certificates. They received a total of 74 prizes.
- All businesses donating prizes or gift certificates were acknowledged in the OHS publication and in news releases.
- Word was spread throughout the area through newspaper articles, press releases, television interviews, posters, and flyers.
- Entry flyers were sent to area veterinary clinics as well as pet supply stores and distributed at any event OHS participated in during the month.
- OHS also prompted the “Feral Cat Coalition” to encourage their caretakers to enter the contest as well.
- A local data entry company donated its time and post office box for completed entry forms (entry forms accompanied by a veterinary certificate of operation). When the entry deadline was reached, they randomly chose the names of the winners.

*Continued on next page.*

**Advice or what they plan to do next time**

- For Spay-a-Thon 2000, they plan to begin in September about five months sooner than in 1999.
- OHS also plans to approach the veterinary community earlier as well to try to organize a low-cost spay/neuter operation plan during the month of March.
- Solicitations for prizes will focus on getting gift certificates to the stores rather than items (thus reducing the postage and handling).
- Promotion will start earlier by getting the flyers to all veterinary clinics and pet supply stores in February.
- An effort will be made to target lower income areas and those areas from which most of the shelter's cat and kitten population come.
- A sponsor will be found to underwrite costs associated with the event such as postage and copying.

This program can be done in a larger or smaller scale depending on your service area and how much work you can do. The hope of the Oregon Humane Society is that this annual event will eventually make a difference in the number of kittens received at the shelter.

JLM/NV

## **Idea Number 62**

### **Bow Wow Meow Art Auction**

#### **The Animal Rescue League of Western Pennsylvania, Inc.**

6620 Hamilton Avenue

Pittsburgh, PA 15206

Contact: Tim Crum, Director of Development and Public Relations  
412-661-6452

The first Bow Wow Meow Animal Rescue League Art Auction was so successful, a second one was an absolute necessity. The event is an art show and auction. Local artists produce the art, which is popular with the attendees. The Animal Rescue League worked with and shared some of the proceeds with The Pittsburgh Society of Illustrators. The art – an image of a pet, wildlife or landscape in any medium – must be submitted with a one-paragraph biography along with a suggested bid.

The auction was held at an up-and-coming nightclub with one of Pittsburgh's most popular bands playing two hours of music. A local television reporter participated as the MC. Admission to the auction was \$15/single, \$25/couple in advance or \$20 a person at the door.

Due to its popularity with all age groups, the auction sold out within 30 minutes of its opening, auctioned off all but seven of its 82 pieces of artwork and raised over \$14,000.

CH/V





## **Idea Number 63**

### **Motorcycle Ride for the Animals**

#### **SPCA of Luzerne County**

524 East Maine Street, Fox Hill

Wilkes-Barre, PA 18702-6991

Contact: Edward Gross, Director of Development  
570-822-0060

An annual event, various motorcycle clubs have joined together to raise funds and awareness of the needs for homeless animals. Last year nearly 500 bikers, plus passengers and spectators, arrived at the shelter for the event.

Each biker donates \$10 (plus \$10 for a passenger) to register for the ride, the refreshments, live bands and camaraderie at the end of the ride. Commemorative patches, T-shirts, raffle tickets for prizes, and vendor booths help make this a successful event.

In addition to the money raised, SPCA of Luzerne County has also benefited from an increased number of adoptions due to the ride.

CH/V



## **Idea Number 64**

### **30 Seconds to Fame**

#### **Potter League for Animals**

87 Oliphant Lane

Middletown, RI 02842-4665

Contact: Pat Heller, Executive Director

401-846-8276

Because The Potter League for Animals knew how powerful their televised "Pet of the Week" promotions were, they decided to try increasing adoptions over a larger geographic area by using a targeted television ad campaign.

With the combined effort of the Potter League, PETsMART Charities, and a local bank as well as the cooperative efforts for a local advertising firm and the local television stations, the League got their ad on the air.

They negotiated with Roni Hicks & Associates, Inc., 1875 Third Avenue, San Diego, CA, 92101, 619-238-8787, to buy a canned 30-second ad. The ad compared getting a dog from a shelter with buying a used car: foreign and domestic models, four on the floor, plush upholstery, easy to handle, compact, etc. They were some production costs, as the commercial had to be shortened in order to add a voiceover with Potter League's name and a catch phrase.

The commercials ran a total of 375 times (184 paid and 191 donated by the stations).

A local media advertising firm provided free research and support to carefully choose when the ads would air, thereby targeting the League's two preferred audience groups: the 25-54 age group and children 6-11. Judging from the demographics, it is believed that:\*

- 93.5 percent of the adult target market saw the ad at least once.
- 4.5 percent of the adult target market saw the ad seven times.
- 77 percent of the child target market saw the ad three times.

The following statistics were gathered by the shelter by means of a survey affirmed the ads did have an impact.\*

- Adoptions increased by 7 percent over the same period the previous year and by 25 percent and 41 percent for the two months following the commercials.
- Euthanasia decreased by 12 percent over the same period the previous year and by 17 percent and 13 percent for the following two months.
- Adoptions to people living outside the Potter League's normal service area increased significantly.

*Continued on next page.*

Additional benefits of this project included making contacts with local broadcast stations and an understanding of where and how adopters learn about the shelter. One year after the spots aired, the shelter staff still receive positive comments about the ad from members of the community.

### **Cost**

Total budget for this project was \$12,500.

### **Advice**

- Find out the estimated cost and raise more than you think you will need before getting started.
- If produce your own spot, make certain it is catchy and the material does not quickly become outdated.
- Get a professional you trust to negotiate terms (fees and placement times) with the television stations.
- Carefully choose your target audience and place ads accordingly.
- Do not be intimidated by the cost because the Return on Investment is so great. Find a way to "Just Do It."
- Do not expect instantaneous results – it takes some time for momentum to build.
- Remember TV creates credibility and is part of a larger image/reputation building process.
- Survey the audience to evaluate how your shelter should proceed. Knowing your audience is essential.

\*Statistical percentages appear as quoted as reported in *PETsMART Charities, Inc. Quarterly*, September 2000.

CH/NV

## **Idea Number 65**

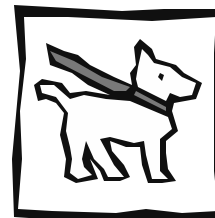
### **Pet Tile Project**

#### **Potter League for Animals**

P.O. Box 412

Newport, RI 02840

Contact: Pat Heller, Director of Community Outreach  
401-846-8276



The Pet Tile Project was done in conjunction with an art teacher at a local elementary school. This particular teacher had a “thing” for ceramics. Before the project began, the Potter League visited the school and talked about how important pets are and how the tiles the students would be making were going to decorate the animal shelter. Students were asked to try to express the joy of sharing their lives with pets in their artwork. It took four to five months for the teacher to work through this project with the whole school. The shelter is now decorated with tiles created by the school’s 275 students. It sets a very positive mood for visitors to the facility. Julie’s personal favorite: a girl sleeping with a Beagle. Both are under the covers with their heads on pillows – the girl’s hair is flowing over the blanket along with dog’s ears next to her.

#### **Purchased by the Potter League**

- Around 400 pounds of clay.
- Glazes for the clay.
- Tile glue and grout.
- Frames for the tiles (they had a local carpenter build frames for them to hold different configurations of tiles – singles, twos, threes, fours, and sixes).

#### **Labor by the Potter League Staff and Volunteers**

- Painting the frames. Some are plain and others are beautifully done in a folk art style.
- Gluing the tiles to the frames; CAREFULLY grouting the space between the tiles and the frames. The League advises to find very meticulous people for this job.

#### **Cost**

- The whole project cost about \$3,500 to \$4,000. They were able to offset all costs with grants and a donor who subsidized the project.
- Clay and glaze cost around \$600.
- Wood for the frames, grout, and glue cost around \$700.
- The bulk of the cost was for the carpenter’s time to customize the frames.

#### **Advice**

- This project can be done on a smaller scale – less complicated and less costly.
- When ordering the clay watch the delivery fee – if you order from too far away, the delivery fee can cost more than the clay.
- Consider working with second graders or older. Many of the tiles done by the younger elementary school children are indistinct.
- Hold an open house at the shelter for the student-artists and parents at the end of the project.

JLM/V

## **Idea Number 66**

### **Pets And People**

#### **Providence Animal Rescue League**

34 Elbow Street

Providence, RI 02903

Contact: Jane Greco Deming, Director of Education

401-421-1399

Jdeming@parl.org

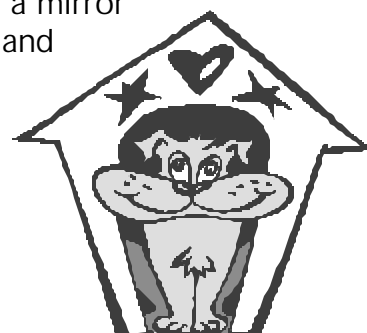
The Providence Animal Rescue League (PARL) has a museum exhibit entitled "Pets & People" at the Rhode Island Children's Museum. Their project cost about \$87,000 (all obtained through grants and private support) but includes many components that can be duplicated at low-cost. The graphics from the exhibit are available for sale to animal shelters through PARL.

The primary goal of Pets & People is to provide information and hope that each of the visitors leave the exhibit with a little more awareness about responsible pet ownership than they came in with at the start. Just as important, PARL wants each visitor to leave having had a good time and feeling completely non-threatened by his or her visit. The components of the exhibit include: adoption center, animal hospital, book nook and puppet theater, and animal homes (including a dog house, rabbit hutch and parrot cage). A minimum of one volunteer is present at all times the exhibit is open to help facilitate play and learning behavior.

#### **What Your Shelter Can Do**

- Adoption Center – a small reception desk with clipboards, phones (either disconnected or fake), and stuffed animals and plastic carriers where a child could pretend to adopt a pet. PARL uses specially made Velcro collars with real ID tags for "adopted" cats.
- Idea Sharing – index cards to invite children to tell stories about their pets.
- Animal Hospital – focusing on science and exploration. This area includes veterinarian's jackets, a stethoscope, and maybe even an old microscope with laminated specimens such as hair, feathers, and scales for viewing. PARL has a x-ray light with x-rays for viewing.
- Puppet Theater – a simple construction with an arched opening on one side and an inside stage and, of course, hand puppets. PARL also includes a mirror inside to allow children to practice manipulating the puppets and see how the results look from the perspective of a viewer.

JLM/V



## **Idea Number 67**

### **Shelter Scavenger Hunt**

#### **Providence Animal Rescue League**

34 Elbow Street

Providence, RI 02903

Contact: Jane Greco Deming, Director of Education

401-421-1399

Jdeming@parl.org

Facing the same dilemma as many shelter educators: How do we harness the energy of elementary school groups visiting our shelter, so that they use that enthusiasm to learn and explore, PARL decided to develop a shelter game based on that old chestnut, the scavenger hunt.

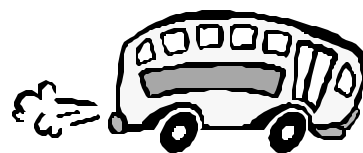
Jane Greco Deming developed a scavenger hunt booklet that gets fixed to a clipboard and is issued to each child after a 20-minute introduction to the shelter and humane issues. The hunt is designed to move the group through the shelter while the students are answering questions that highlight what was discussed about pet overpopulation, pet ID tags, and pet responsibility. There are some basic rules for groups to follow: don't run or make loud noises; don't touch the animals in cages; and ask lots of questions.

#### **Sample Scavenger Hunt Questions**

- Find three reasons why people turn in dogs.
- Which dog do you like the best? (name and cage number)
- Why is this dog your favorite?
- Can you find the BIGGEST adult dog in the shelter? (name and cage number)
- Can you find the SMALLEST adult dog in the shelter? (name and cage number)
- Unscramble these words – RACTE, TLITER, ENTUER, NIACVTCEA, EAHSL (Answers: Crate, Litter, Neuter, Vaccinate, and Leash).
- Give two reasons why people turn in cats.
- How many cats are there in the big room?
- What kind of toys do the cats have?
- Are there any black cats? How many?

Questions for your shelter's scavenger hunt will depend on your facility and imagination.

JLM/NV



## **Idea Number 68**

### **Small Pets/Habitrail Introduction**

#### **Providence Animal Rescue League**

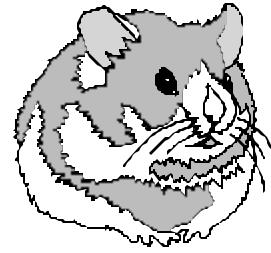
34 Elbow Street

Providence, RI 02903

Contact: Jane Greco Deming, Director of Education

401-421-1399

Jdeming@parl.org



Shelters often suggest small pets as an alternative to a dog or cat for families with young children. Most often, however, shelters don't have training programs on small pets for the same audience.

Some of the best ideas just happen serendipitously. That was the case when Jane Greco Deming was on a plane returning from a conference reading the gift catalogue that is in the airplane seat pouch. She found a 30-foot long sailcloth kid's tunnel system in multi-colors – bingo – a kid habitrail idea was born.

#### **Room Set-Up and Information**

- Large habitrail with hamsters.
- Track with an exercise ball and a gerbil.
- Giant human habitrail on the floor.
- Care and information husbandry sheets for different species appropriate for a habitrail and accompanying coloring sheets for younger children. Species included: hamsters, mice, gerbils, and guinea pigs. Information on the initial set-up, costs, average life span, what owners need to know, time investment needed for the animal, and suitability as a pet for children was included on a handout for adults.

#### **Class**

- The program starts by presenting information on small mammals. Basic information on the four animals and their care.
- Discussion of exercise and mental stimulation and why a habitrail is a great source of those needs for a pet.
- Demonstration of hamster habitrail and gerbil exercise ball.
- Questions and answers.
- Finally, they cut the kids loose to play in the giant habitrail.

Attendance to this workshop is high and parents are coming to get information.

JLM/NV

## **Idea Number 69**

### **Adopt-A-Stray Program**

#### **Upper Cumberland Humane Society**

100 Spy Glass Way

Hendersonville, TN 37075

Contact: Melissa Cothron Walrond, Director  
615-826-3364

The Upper Cumberland Humane Society (UCHS) is a non-sheltering humane organization in rural Tennessee. There are NO other humane organizations in the county. The Upper Cumberland Humane Society has developed a campaign to help people adopt an abandoned or stray pet. They felt strongly that many people wanted to adopt a pet but could not afford to spay/neuter the animal. With the help of the local newspaper, UCHS advertised their campaign in which the Upper Cumberland Humane Society pays for the spay/neuter for anyone willing adopt a stray or abandoned pet.

Cats and dogs that have benefited from the program include pets adopted from their local pound, cats and dogs found along the roadside, and animals that wander up to someone's house.

#### **Costs/Labor Involved**

- Spay/Neuter Fees Only.

#### **Advice**

- Try to find a cooperative veterinary practice that will offer reduced fees.
- Try to obtain grant monies to underwrite the program.
- Advertise for free through letters to the editor and editorials in your local paper.

JLM/NV





## **Idea Number 70**

### **“Love is a Four Legged Word” Compilation CD**

#### **Humane Society/SPCA of Austin and Travis County**

124 W. Anderson Lane

Austin, TX 78752

Contact: Samantha Rahmberg, Public Relations/Humane Education Director

512-837-7985 ext. 226

srahmberg@austinspca.com



With help from local musicians, an advertising agency, a recording studio and Tivoli Systems (a local software company), the Humane Society/SPCA created a Compilation CD. Included on the CD were love songs and songs about the bond between humans and animals. The message was “Love is a Four Legged Word/Austin’s Pet Project” and was part of a planned image campaign to increase awareness of the Humane Society and their services and programs. Songs from the CD were played on local radio stations and the Humane Society received excellent media coverage in local print publications. Public Service Announcements encouraging pet adoptions were also recorded by the musicians and sent to local radio stations. The \$12 CD included music by Asleep at the Wheel, Marcia Ball, Sarah Hickman, Toni Price, and 8½ Souvenirs. “Love is a Four Legged Word” was featured in Dog Watch and Dog Fancy.

#### **How to Accomplish**

- Find underwriting for the project from corporations or individual donors.
- Solicit support from an advertising agency to create cover art and CD sleeve.
- Solicit support from a recording studio to produce the CD, record music and coordinate musicians.
- Secure song rights through a music licensing/copyright administration organization .
- Determine the number of CD’s to produce. The Humane Society produced 5,000 CD’s.
- Hand CD’s out to the public at local events and at the shelter to increase community awareness of your organizations services and programs in a unique and lasting way.

#### **Costs/Labor Involved**

- Check with your local recording studio for pricing. With the help of their sponsor, the Humane Society/SPCA printed 5,000 CD’s for approximately \$10,000.
- Cover art was donated with the help of an advertising agency.
- Support of at least one staff member or board member and a committee of volunteers will be necessary.

#### **Advice**

- Create a committee to coordinate and plan the CD project.
- Give the project time. Securing song rights and working with musicians can be a slow process.
- Don’t spend too much time creating pre-recorded public service announcements without first finding out if local radio stations will play pre-recorded PSAs.
- Take advantage of the positive media you can receive with this project by having a media plan.

JLM/NV

## **Idea Number 71**

### **Easy Easter Fundraising – Community Awareness Event**

#### **Humane Society/SPCA of Austin and Travis County**

124 W. Anderson Lane

Austin, TX 78752

Contact: Samantha Rahmberg, Public Relations/Humane Education Director  
512-837-7985 ext. 226  
srahmberg@austinspca.com

This is a fun event for people and pets, and a great opportunity to bring the public to your shelter for community awareness. It's also a fundraising event.



#### **How to Accomplish**

- Enlist support of a volunteer photographer – professional preferred.
- Set date/time of event in March or April, decide on hours of the event.
- Rent a bunny suit.
- Enlist support of volunteers to be the Easter Bunny, decorate set/backdrop, and staff the event. Will also need experienced dog handlers to help position dogs with the Easter Bunny.
- Print two-part forms prior to the event. Fill in the roll/frame number for each picture taken per customer. Customer will take receipt and pick up pictures one week later at shelter.
- Photographer and volunteers match receipt with pictures based on roll/frame number and place pictures in envelopes at the front desk for pick up.

#### **Costs/Labor Involved**

- If planned well, all items can be donated – photographer, film and processing, bunny suit, printing of two-part forms, and decorations for set/backdrop.
- Public relations staff member or volunteer would be responsible for promoting event through listings in community calendar pages, public service announcements, through flyers and shelter website.
- Charge \$15-\$20 for two wallet size and one 5" x 7" print – customers do not get negatives.

#### **Advice**

- The volunteer Easter Bunny needs to be an experienced dog handler as do the volunteers who help position the pets.
- An experienced photographer is best.
- Include a release for promotional use on the two-part form.
- The public loved this event and the Humane Society received only positive feedback.

JLM/V

## **Idea Number 72**

### **Special Needs Volunteer Program**

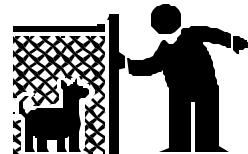
#### **Humane Society/SPCA of Austin and Travis County**

124 W. Anderson Lane

Austin, TX 78752

Contact: Samantha Rahmberg, Public Relations/Humane Education Director  
512-837-7985 ext. 226  
srahmberg@austinspca.com

Opportunity to get high levels of work done and provide a vital service to the disabled community.



#### **How to Accomplish**

- Create buy-in on the part of management and line staff.
- Contact disability support or referral organizations. Good contacts are your local United Way and the Special Education Department of area high schools.
- Set a schedule for once or twice a week for one to two hours. Have several days and time slots available to maximize the number of groups and volunteers you can utilize.
- Have a signed contract or Memorandum of Understanding with basic rules and regulations, and any notable exceptions.
- Become acutely aware of basic disability issues and rights under the ADA and section 504 of the Rehabilitation Act.

#### **Costs/Labor Involved**

- The biggest cost will be staff time and training. Volunteer Coordinator or another designated staff person can do the basic work.
- Work includes: developing a memorandum of understanding between agencies; contacting disability organizations; and interviewing program directors, job coaches, and others that may wish to utilize your facility. Scheduling groups, developing and using an outcome measurement tool, and creating pertinent flexible job descriptions is also useful.
- A designated staff person is needed to also intermittently supervise groups, help advise and be (or become) a resource to the individuals served by this program.

#### **Advice**

- Talk with members of the community and network with professionals in the field.
- Attend classes and seminars given by volunteer management groups and disability organizations.
- Be open to a wide range of people with disabilities. Everyone is an individual and can learn a variety of tasks.
- Include people who are hearing and seeing impaired, handicapped, coping with mental illness, mentally challenged, and have congenital diseases (i.e., Cerebral Palsy).
- Learn and grasp the philosophy of inclusion. Keep people with special needs in the main flow with staff, other volunteers, and customers from the general public.

JLM/V

## **Idea Number 73**

### **Real Life Room**

#### **Humane Society/SPCA of Austin and Travis County**

124 W. Anderson Lane

Austin, TX 78752

Contact: Amy Boyd, Canine Behavior Counselor/BRATT Coordinator  
512-837-7985 ext. 237  
aboyd@austinspca.com

The Real Life Room is an idea that came from Sue Sternberg, shelter dog trainer and kennel owner in Accord, New York. The room is a mock living room where a shelter dog gets to “hang out” each day. It is a great place for adult dogs that were previously pampered in a home and very stressed by the kennels. It gives them some relief from all the noise and gives them some of the comforts of home. It also helps them keep their indoor manners and habits. The public gets to view a dog in a homelike environment. The dog now looks more like a pet than an animal in a cage. Lastly, it is a place for staff and volunteers to unwind. Free sodas are available in the Real Life Room refrigerator for the staff and volunteers with the rule that they must be consumed in the room while spending time with the shelter dog.

#### **How to Accomplish**

- A room in the shelter (preferably in Adoptions) that can be converted to a Real Life Room.
- Furniture (large chairs, sofas, etc.) for the dogs and people can relax.
- Dog beds and throw rugs for the floor.
- An open crate to help train dogs or as a place for dogs to sleep if that is what they prefer.
- If possible, videotape the dogs to see how they behave when alone.

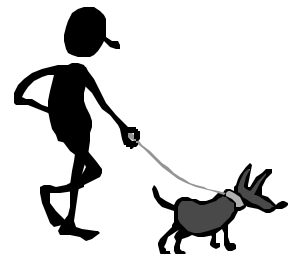
#### **Costs/Labor Involved**

- The public can donate all items.
- Daily cleaning, changing of sheets, beds, rugs, bowls, toys, etc.

#### **Advice**

- Establish who is allowed to put dogs in the room to avoid dogs being switched out every hour due to lack of communication by busy staff and volunteers.
- Do not put puppies, destructive dogs, or house-soilers in the room when they cannot be supervised. It can be dangerous to the animal, and you do not want to train the dogs that chewing furniture or relieving itself in a living room environment is acceptable.
- Unaltered males will mark everything.

JLM/V



## **Idea Number 74**

### **BRATTeam and BRATT Volunteer Adoption Support Team**

#### **Humane Society/SPCA of Austin and Travis County**

124 W. Anderson Lane

Austin, TX 78752

Contact: Amy Boyd, Canine Behavior Counselor/ BRATT Coordinator

512-837-7985 ext. 237

aboyd@austinspca.com

The BRATTeam (Behavior, Receiving, Adoption and Training Team) involves all the volunteers that handle dogs at the Humane Society. It is modeled after the San Francisco SPCA and the Marin Humane Society where dogs and volunteers are color-coded. Volunteers can only handle dogs that are designated their color level or lower. They cannot advance to the next color level without a certain amount of training. The purpose of the BRATTeam is to promote safety for dog handling volunteers; to provide consistency in handling and training for the dogs; to provide more training for the dogs; to provide more services to the public; to adopt more dogs into permanent homes; to reduce stress in shelter dogs; and to aid staff in providing the best care for the dogs in their care.

The BRATTeam Volunteer Adoption Support Team is to provide qualified volunteers to help during the peak adoption hours. The goal is for the team to decrease the shelter's animal return rate through better matching of adopters with appropriate dogs. It will also help to facilitate and enhance the adoption process during the busiest times. And, it will help to educate the public about responsible dog and cat ownership.

#### **How to Accomplish**

- Decide on color levels that best suit your shelter.
- Develop the necessary training for each color level.
- Temperament test dogs upon entry to the shelter to determine their color level.
- Start all volunteers in a basic obedience class.

#### **Costs/Labor Involved**

- Minimal cost for copies of class handouts, colored dots for dog cages, and colored paper and laminate for volunteer tags.
- Daily reviewing and updating of the dogs in the shelter to see if they are at the correct color code.
- One staff member's time for initial coordination, training, and record maintenance. Ultimately, experienced volunteers can do most of the training classes.

#### **Advice**

- Keep training classes small to give us much individual attention as possible.
- Have volunteers commit to two hours per week time slots so that they are committed to come to work with the dogs. Schedule to ensure even handling of the dogs throughout the day.

*Attachment – 3-page handout on BRATTeam Training Levels*

JLM/NV

## **BRATTeam Training Levels**

**Dogs** Dogs will be assigned a Color Level depending on their temperament/needs.

**Green:** Dogs and Temperaments

- Puppies, dogs that will be adopted quickly (within a week), dogs that don't pull on the leash. Dogs that are good with children, dogs that don't jump on people, dogs that are a little bit shy and unsocialized, in general gentle dogs
- Dogs that are easily handled by new, inexperienced volunteers

**Green "A":** Dogs and Temperaments

- Gentle dogs that are easily handled by new, adult volunteers, but cannot be with children
- See the dogs at Green

**Blue** Dogs and Temperaments

- Basic obedience needed and would be beneficial to the dog
- Older puppies, medium leash-pulling with no other behavior issues, some jumping, no children but adults ok
- Dogs that would benefit from more experienced handling (or dogs where it would be safer to be handled by more experienced volunteers)

**Yellow** Dogs and Temperaments

- Advanced obedience needed to help an adoption
- Hard leash-pulling, shy or fearful dogs (dogs that are completely afraid of the environment), super high energy dogs, dogs that jump hard and excessive
- No aggression

**Orange** Dogs and Temperaments

- Very mouthy, pushy, dominant dogs
- Dogs that have grown up here
- Extremely shy or fearful dogs

**Red** Dogs and Temperaments

- Extremely shy or fearful dogs (that may exhibit fear aggression)
- Orange dogs that, in addition, show aggression

## BRATTeam Training Levels

### **Volunteers All Color Levels:** Responsibilities

- Walking dogs (of your current level and below)
- Socializing (of your current level and below)
- Grooming/Bathing dogs and puppies (of your current level and below)
- Cleaning kennels (optional)
- Laundry and dishes (optional)

### **Green - Junior BRATTS:** Requirements

- 4-hour handling class (handling, socializing puppies, grooming/bathing)

#### Responsibilities

- See above

### **Blue - BRATTs** Requirements

- All the requirements of Green Level training
- Fun & Games I (training theory, methods, attention, positions, tricks)
- Training Topics: Adoption Training
- Must have at least a 2-month history of being a Green Level volunteer maintaining the required 8 hours a month minimum of volunteering (at total of 16 hours at Green)

#### Responsibilities

- See above
- Basic obedience training of Green and Blue dogs
- Off-site adoptions and adoption counseling
- Helping with fund raisers and off sight events (handling dogs)
- Assisting at Green Level Training Classes

### **Yellow - BRATTs** Requirements

- All the requirements of Green and Blue Level training
- Fun & Games II (advanced walking, recall, stay, wait, leave it, not jumping on counters, tables and other furniture); Leadership training
- Must have at least a 2-month history of being at Blue Level maintaining, the required 8 volunteer hours a month (at least 16 hours at Blue)

#### Responsibilities

- See above
- Basic obedience training, of Green, Blue and Yellow Level dogs
- Behavior modification, Green, Blue and Yellow Level does
- Behavior Buddy (helping new volunteers)
- Assisting at Green & Blue Level Training Classes

## **BRATTeam Training Levels**

### **Orange - Advanced BRATTs**

#### Requirements

- All the requirements of Green, Blue and Yellow Level training
- Must have at least a 2-month history of being a Yellow Level volunteer maintaining the required 8 hours a month minimum of volunteering (a total of 16 hours at Yellow)
- Training Topics: Dog Matching, Acclimating dog, to home, Separation Anxiety, Fearful Dogs (No Coddling) Counseling, Temperament Testing Training, Dog Introduction Training

#### Responsibilities

- See above
- Basic obedience training, of Green, Blue, Yellow and Orange Level dogs
- Behavior modification of Yellow and Orange Level dogs
- Dog Introductions between shelter dogs as well as between potential adopter's dogs and shelter dogs
- Adoption behavior counseling (non-aggression cases)
- Temperament testing in receiving (and pre-evaluations)
- Assigning dogs to levels
- Interviewing and testing volunteers for level placement or advancement
- Behavior Hotline volunteer
- Assisting at Green, Blue & Yellow Level Training Classes

### **Red - Advanced BRATTs**

#### Requirements

- All the requirements of Green, Blue, Yellow and Orange Level training
- Must have at least a 2-month history of being an Orange Level volunteer maintaining the required 8 hours a month minimum of volunteering (a total of 16 hours at Orange)

#### Responsibilities

- See above
- Basic obedience training, of Green, Blue, Yellow, Orange and Red Level dogs
- Behavior modification of Yellow, Orange and Red Level dogs
- Adoption behavior counseling (including aggression)

*Amy Boyd  
Humane Society / SPCA of Austin & Travis County  
5/24/00*



## **Idea Number 75**

### **Krol Kat Kondos**

#### **The Society for the Prevention of Cruelty to Animals of Texas, Dallas**

362 S. Industrial Blvd.

Dallas, TX 75207

Contact: Kent Robertson, Director of Operations  
214-651-9611 ext. 101

The new behavior-enriching environment for cats at the SPCA of Texas has everything a cat could ask for. Each condo is furnished as a playhouse of fun, which includes tree caves, a clubhouse, modular palaces, whimsical furniture (such as the cat's TV and cat chairs) and sisal scratching posts. There are toys and multilevel shelves so every cat can find his/her own level.

There are three condo areas – one for male cats, one for females and one for kittens. The glass enclosures let in lots of light as well as allow prospective adopters to easily see the cats.

Donor Florence Krol, thus the name Krol Kat Kondos, paid for remodeling.

CH/V



## **Idea Number 76**

### **Relinquishment by Appointment**

#### **The Society for the Prevention of Cruelty to Animals of Texas, Dallas**

362 S. Industrial Blvd.

Dallas, TX 75207

Contact: Kent Robertson, Director of Operations

214-651-9611 ext. 101

To minimize the amount of time spent relinquishing animals, the SPCA of Texas at Dallas has instituted an appointment system. This has helped manage the flow tremendously so there is more time for the staff to interact with the people. By finding out more about the animal and its behavior, it makes finding a compatible home easier. In a few cases it even allows for educating the owner about behavior so that the owner will take the animal back home to work with it rather than relinquish it.

The appointment system also allows the staff to explain that if the animal is less than six months of age, it must have been vaccinated for distemper/parvovirus at least 14 days prior to being relinquished. Although in extreme cases this requirement has been waived, this requirement has greatly impacted the amount of disease seen in animals both at the shelter and post-adoption.

Of course, walk-ins do occur and are worked into the schedule. The appointment system has been well received by the public and has helped the animals find permanent homes.

CH/NV



## **Idea Number 77**

### **Pet Enrichment Fund**

#### **SPCA of Texas**

362 Industrial Blvd

Dallas, TX 75207

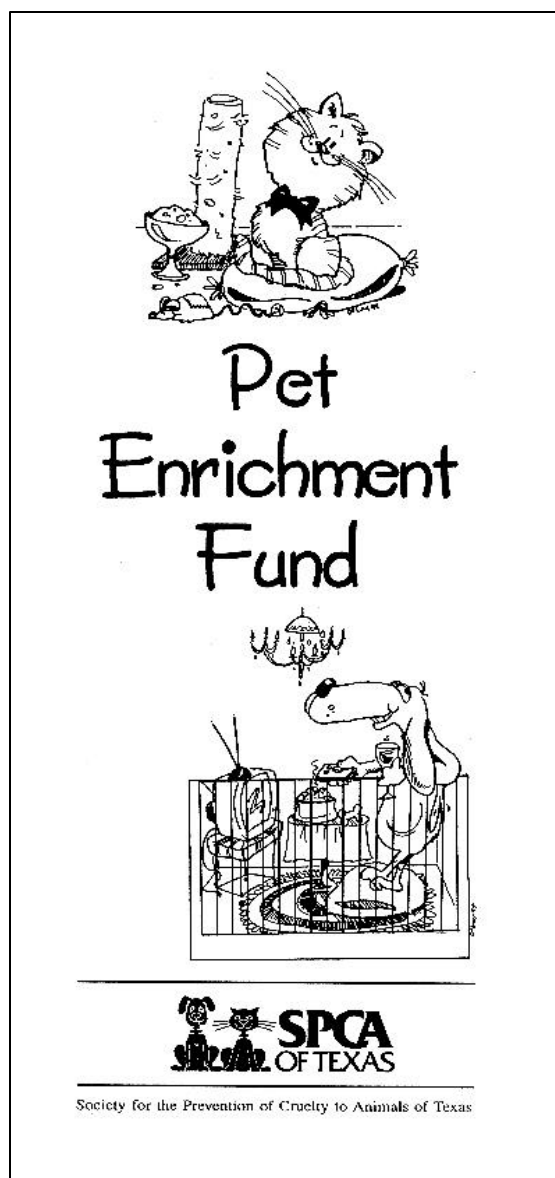
Contact: Lisa Jones, Director of Marketing & Development  
214-651-9611 ext. 127

Many animals remain at the SPCA of Texas Animal Care Centers for months before the right person comes along to provide a good home. Staff and volunteers provide the animals with attention and affection. The Pet Enrichment Fund was started at the end of 1998 to provide environmental enrichment. A specially created brochure was designed to solicit donations and SPCA of Texas supporters can also purchase enrichment gifts in the SPCA's Paws & Present stores at both their facilities.

The fund is used for such projects as fencing an exercise area, replacing chain-link fencing with glass block and building puppy pens and cat condos. Donations are being solicited for a commercial stereo system for the kennels. Toys such as Kongs™, Nylabones™, and Buster Cubes™ are requested for dogs. Plastic shower curtain rings, wiffle golf balls and assorted cat toys are requested for cats and kittens.

The Pet Enrichment Fund has raised over \$18,000 of in-kind donations including fencing, kennels, toys and treats since 1998. The SPCA is willing to send other shelters a copy of their "Pet Enrichment Fund" brochure.

JLM/NV



## Idea Number 78

### Sponsor A Snip

#### SPCA of Texas

362 Industrial Blvd

Dallas, TX 75207

Contact: Lisa Jones, Director of Marketing & Development

214-651-9611 ext. 127

*Join  
the  
Pack!*



Here's A Number  
of Ways  
That You Can  
Help



Society for the Prevention of Cruelty to Animals of Texas

The informative brochure "Join the Pack!" includes over 20 ways that friends and donors of the SPCA of Texas can help. One idea that is especially clever is their Sponsor-a-Snip program. Supporters are encouraged to "make sure that one animal every month will not breed and add 12 to 15 kittens or puppies yearly to pet overpopulation in the Metroplex" with a \$30/month pledge. In return, donors receive a specially crafted pin. The program began in June, 1999 with solicitations to high-end donors (over \$250). In that partial year, they received \$10,000.

Additionally, donors are encouraged to give a Spay/Neuter Club Membership as a gift. There is no set fee for this membership. Donors are asked to give what whatever they can afford.

The Martin Spay/Neuter Clinic in Dallas operated by the SPCA of Texas, has performed more than 116,000 spay/neuter surgeries since the opening of their first clinic in 1976. Over 9,570 surgeries were completed in 1998. Many of the pets that frequent the clinic belong to people who are on an assisted living program. Financial contributions allow the SPCA to help more animals that need minor or major medical care.

The SPCA is willing to send other shelters a copy of their "Join the Pack" brochure.

JLM/NV

## **Idea Number 79**

### **Weekend Adoption Program**

#### **Citizens for Animal Protection**

11925 Katy Freeway

Houston, TX 77079

Contact: Laura Fitzgerald, Volunteer Coordinator

281-497-0591

volfinder@netlimit.com



As part of the Citizens for Animal Protection's (CAP) efforts to reduce shelter euthanasia, they provide a Weekend Adoption Program. This program is designed to allow people to keep their dog and cat in their home during the week and place it for adoption at the CAP shelter (CAP foster homes also can participate in the program) on the weekend – the time when the most people come to the shelter to adopt. The program allows owners who can no longer care for their pet but want to help take responsibility for their placement an alternative solution to relinquishing their animal to the shelter. Owners are responsible for picking up animals that are not adopted on the weekend. Some owners participate in this program for several weeks before their animal is placed.

#### **General Program Information**

- Six dog/puppy pens are available for the program.
- Six cat/kitten cages are available for the program.
- In 1999, close to 100 dogs and over 130 cats were adopted through the weekend adoption program.
- The normal CAP adoption procedures are followed for animals in the Weekend Adoption Program.

#### **Requirements for the Weekend Adoption Program**

- CAP starts taking reservations on Monday morning for the upcoming weekend.
- The Weekend Adoption Program lasts from 11 a.m. on Saturday until 5 p.m. on Sunday. Owners and foster home volunteers must call the shelter by 4 p.m. on Sunday to inquire if their pet has been adopted.
- Animals must be picked up on Sunday evening by an appointed time.
- CAP charges a \$10 boarding fee for all animals left past the pick up time.

#### **Requirements of the Home**

- The cat/dog must be current on vaccinations within the past 90 days. Puppies and kittens must have at least one set of immunizations. A Bordetella vaccination is required for all dogs. Any pet over three months of age must have a current rabies vaccination. Veterinary records are required, or CAP can give the vaccinations (with the exception of rabies) for a \$5 charge.
- Dogs five months of age and older must have a negative heartworm check with the past 30 days.
- Dogs/cats four months and older must be spayed/neutered prior to participation in the Weekend Adoption Program.
- Weekend Adoption Program participants are encouraged to promote the animals anyway they would like – signs, bandanas, balloons.

*2 page attachment*

## **CITIZENS FOR ANIMAL PROTECTION WEEKEND SPONSOR PROGRAM**

In order to prevent the possibility of euthanasia (humane death) of a pet, Citizens for Animal Protection provides a Weekend Sponsor Program.

This program is designed to allow people to keep a dog or cat in their home during the week and place it for adoption at the CAP Shelter on the weekend-the time when the most people come to the shelter to adopt.

### **REQUIREMENTS OF THE SPONSOR HOME:**

1. The cat/dog must be current on vaccinations within the past 90 days (vet records are required). Puppies and kittens must have at least one set of immunizations. A Bordetella vaccination is required for all dogs. Any pet over three months of age must have a current rabies vaccination. Records from your veterinarian are required, or the vaccinations (with exception of rabies) can be given by CAP for a \$ 5 charge, during the hours of 11 a.m.- 5 p.m. Monday, Thursday, Friday. Rabies vaccinations, however, must be administered by a veterinarian.
2. Dogs five months of age and older must have had a negative heartworm check within the past 30 days. Records from your veterinarian are required, or this may be done by CAP for a charge of \$5 per dog.
3. Dogs/cats four months and older must be spayed or neutered prior to participation in the Weekend Adoption Program. The sponsor home is fully responsible for this.
4. Cats with negative feline leukemia tests and certification of Feline Leukemia vaccination are readily adoptable.

### **REQUIREMENTS FOR THE WEEKEND SPONSOR PROGRAM:**

1. CAP will begin taking reservations for cages no sooner than Monday at 11 a.m. for the upcoming weekend. (Reservations will not be accepted **before 11** a.m.) Since there is a limited amount of space, foster homes and sponsor homes should call as close to 11 a.m., as possible.
2. The Weekend Adoption Program lasts from 11 a.m. on Saturday until 5 p.m. on Sunday. Pets may not arrive before 11 a.m. on Saturday unless otherwise approved by the Shelter Manager. Sponsor parents should call the shelter by 4 p.m. Sunday to inquire as to the status of their pet (whether it has been adopted). A \$10 per day boarding fee will be charged for sponsor animals left past the appointed pick-up time.
3. The sponsor home should make sure that CAP has all necessary paperwork prior to the animal's arrival on Saturday morning.

## **CITIZENS FOR ANIMAL PROTECTION WEEKEND SPONSOR PROGRAM**

Participants in the Weekend Sponsor Program should read and sign the following:

- Participants in CAP's Weekend Sponsor Program must call the shelter on the Monday prior to the weekend to reserve a cage for their animal.
- Reservations can only be made for ONE weekend at a time. CAP cannot take reservations for future weekends in advance.
- Animals participating in CAP's Weekend Sponsor Program cannot be admitted before 11 a.m. on the Saturday of their reservation.
- Animals participating in CAP's Weekend Sponsor Program must be at the shelter at (or after) 11 a.m. on Saturday morning. Animals not at the shelter by 1 p.m. forfeit their reservation.
- Sponsor Homes must call the shelter by 4 p.m. on the Sunday of the reservation in order to see if their animal has been adopted. Animals which are not adopted, must be picked up by 5 p.m. that same day. Weekend Sponsor Animals may not stay past 5 p.m.
- Sponsor Homes are encouraged to make attractive signs for the animal's cage.
- Sponsor Homes wishing to speak to the new family of their pet must indicate so to the technician at the time of work-up, so that this information may be included on the animal's cage card/profile sheet. Phone numbers and e-mail addresses must be provided in order for the new family to contact the Sponsor Home.

I have read and understand the requirements stated above.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

## Idea Number 80

### Looking for Love in all the Wrong Places

#### City of North Richland Hills

7200-C Dick fisher Drive South

North Richland Hills, TX 76180

Contact: Pam Burney, Director of Environmental Services

817-427-6653



For several years the City of North Richland Hills has used a creative adoption promotion based on the “personals.” This humorous campaign capitalizes on the time people spend at drive up windows at fast-food restaurants.

Working hand-in-hand with the fast food chains, the organization places pictures of adoptable animals at the windows. The frames included the title of the campaign “Looking for Love in all the Wrong Places” and shelter information. New pictures were inserted in the frames every week. Almost every animal that was pictured found a home.

To supplement the frames, they had flyers made up that were inserted in the food bags. Each flyer was designed in the style of a newspaper column and displayed three pet personal ads.

#### Looking for Love in All the Wrong Places

Black Lab 2Y/M/N/ seeks active family. Interests: Jogging, swimming, playing fetch and having ears scratched. Enjoys dining at home and snoozing in front of the TV.	Pretty Kitty: 4Y/F/S seeks quiet home. I am a gray tabby with medium-longhair. Talents: soothing purr, acrobatic play and good grooming habits.	Small white Maltese mix, looking for a good time. 9M/F. I can “sit” and “lay down” and love to play. I am full of energy and would love to put some excitement into your life.
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#### Cost

This was a relatively inexpensive campaign as the food chain paid for the printing cost. The cost of photos – with a digital camera and suitable printer this cost can be kept very reasonable.

#### Labor

Taking photos and delivering them on a weekly basis to the restaurant.

#### Advice

Use this promotion for a limited amount of time, such as Adopt-a-Dog or Adopt-a-Cat Month. Find managers who are really excited about the idea to make certain he/she will follow through on getting flyers into the food sacks.

CH/NV



## **Idea Number 81**

### **Spay Your Mama**

#### **City of North Richland Hills Animal Services**

7200 C Dick Fisher Drive South

North Richland Hills, TX 76180

Contact: Pam Burney, Director of Environmental Health Services

817-427-6655

nrhpb@airmail.net

"Spay Your Mama" is a simple and relatively inexpensive newspaper campaign to encourage pet owners to bring litters to the shelter and have the "mama" spayed for their trouble. North Richland Hills Animal Services was looking for a way to intervene at the early age of eight weeks for puppies and kittens, before many of them were given away "free to good homes" and allowed to develop into unruly juveniles that end up at the shelter with behavior problems.

The shelter placed classified ads in their local paper in the "Pet Section" where most people look to purchase or sell dogs and cats. The ad simply read:

#### **SPAY YOUR MAMA!**

Bring us your litter of puppies or kittens

Under three months of age AND

We will spay the mama **for FREE!**

The City of North Richland Hills already has a spay/neuter donation fund that they use to provide no-cost neutering based upon need. They knew from experience that people who place ads in the paper usually check the ad to be sure it is running and they felt that people placing "free to good home" ads would see their ad and call. They were right!

The shelter received about 30 calls when they first ran the ads from late April through May, twice a week. Many people had litters less than eight weeks and they made arrangements with them to hold the animals for a few weeks before bringing them to the shelter. The City of North Richland Hills uses a voucher system that is available in the Dallas/Forth Worth area called SNYP (Spay Neuter Your Pet), and the shelter pays the value of the coupon upon proof of neutering.

The shelter received five litters of puppies and kittens in the first few weeks of the promotion, which also gave them lots of animals for the early May Adoptathon. They plan to continue the program throughout the summer months and expect to provide 30 to 50 surgeries during that time period.

JLM/NV



## **Idea Number 82**

### **Water Bill Donation Program**

#### **City of North Richland Hills Animal Services**

7200 C Dick Fisher Drive South

North Richland Hills, TX 76180

Contact: Pam Burney, Environmental Services Director

817-427-5566

pburney@nrhtx.com

In 1993, the North Richland Hills (NRH) City Council voted to add the Animal Care and Control Center to the water bill donation program. The City of NRH sells water to its residents and sends monthly bills for payment. There is a \$1 donation added into the final amount payable. Our library receives 50 cents and the animal shelter receives 33 cents, with the remaining 17 cents going to the Beautification Commission fund.

If the resident does not chose to make the donation, he/she must factor it out of the total bill. On the customers' water bill, there is a statement at the bottom that reads: "This amount represents an optional donation for Animal Control, Library, and General Public Improvements."

Our premise was that many people would give for animals when they won't give for other things if you make it easy for them to donate. We have received several return water bills with comments such as: "What a great idea to include the animal shelter" and "Thanks for thinking of the animals."

This program generates about \$30,000 each year that is placed into a fund that is allowed to accumulate from budget year to budget year. The funds are used to directly benefit the animals in our care and have purchased such things as new customer friendly cages, stress relieving toys for the animals in the shelter, items for the Critter Connection, our off-site adoption center and gift shop, etc. We are currently conserving funds for a major expansion of the shelter to add a new adoption center and training area with minimum impact on taxpayers.

*1-Page Attachment*

JLM/NV



## RESOLUTION NO. 92-41

WHEREAS, the City of North Richmond Hills currently receives a voluntary contribution of \$1 from the citizens of North Richland Hills and Watauga; and

WHEREAS, the contribution is currently divided equally between the Park and Library; and

WHEREAS, it is the desire of the City of North Richland Hills to designate fifty percent of the contribution to the Library fund, thirty percent to Animal Shelter fund and twenty percent to general public improvements as specified by the Capital Improvement Program Committee and the City Council.

NOW, THEREFORE BE IT RESOLVED that fifty percent of the contribution is designated to the Library fund, thirty percent to the Animal Shelter fund and twenty percent to general public improvements as specified by the Capital Improvement Program and the City Council.

Passed and approved this 24<sup>th</sup> day of August 1992, to become effective April 1, 1993.

Example of a water bill received by consumer:

Current Read/Date	Previous Read /Date Read	Consumption (Cubic Ft)	Service Category	Charge
12/06/94	11/07/94			
33455	32548	907	Water	\$24.68
			Sewer	19.28
			Refuse	7.60
			Sales Tax	.59
			Drainage Fee	2.58
			TOTAL Current Charges	\$52.15
			SUBTOTAL DUE	52.15
			*AC/Library/GPI	1.00
			TOTAL DUE	\$53.15

## **Idea Number 83**

### **X-Pen Without The X-Pen\$E**

#### **Humane Society of Utah**

4242 South 300 West

Murray, UT 84107

Contact: Gene Baierschmidt, Executive Director  
801-261-2919

Another simple but useful idea. Most shelters can testify to needing extra x-pens at various times – hoarder cases, disaster situations, unexpected increases in shelter population, and off-site adoption events. The Humane Society of Utah has come up with a simple inexpensive and creative way to build extra space easily and in a hurry.

These x-pens can be made to just about any size needed and come apart for easy transport and cleaning. They are constructed by cutting 4' x 8' plastic trellis panels to the length and height needed. The edge covers are sold separately and are attached after cutting the panels. The panels are then attached to each other using gate latch hooks.

#### **Advice**

- Use the smaller grid panel in which the square holes are only about two inches apart.
- Try to get your local home improvement store to donate materials in exchange for recognition in your newsletter and/or shelter.

JLM/NV



## **Idea Number 84**

### **Furburbia**

#### **No More Homeless Pets in Utah**

324 S. 400 W., Suite C  
Salt Lake City, UT 84101  
Contact: 801-364-0370  
[www.utahpets.org](http://www.utahpets.org)

Furburbia is an innovative animal adoption outreach center located in a mall in Salt Lake City. It is designed to be a “clearinghouse” for homeless pets in need of loving homes. Furburbia is unique and is the first of its kind because it features adoptable animals from more than a dozen different shelters and rescue groups. Groups invited to participate are all participants in the Maddie’s Fund sponsored “No More Homeless Pets” program.

Furburbia is open four days a week with different animal groups coming in each day. The hours are Thursday and Friday from 3 p.m. to 8 p.m., Saturdays from 11 a.m. to 7 p.m. and Sundays from noon to 5 p.m.

All animals at Furburbia must be vaccinated and spayed/neutered. Though each group has its own screening and placement procedures the adoption fee from this facility is the same for all groups – \$75 for dogs and \$65 for cats. Furburbia can house up to 12 adult dogs, 8-10 puppies, 8 adult cats and 10-12 kittens at one time. Over 100 animals were adopted in the first month.

#### **Funding**

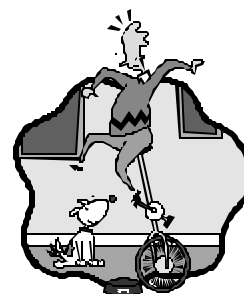
- A realty company donated the 4,000 square foot space.
- The mall pays for utilities.
- There is one full-time manager who is being paid by No More Homeless Pets with money from the Maddie’s Fund.

#### **How is Furburbia different from a Pet Store?**

- All the animals are shelter and rescue animals.
- All the animals are spayed or neutered.

#### **How is Furburbia different from a Shelter?**

- Furburbia is located within a high traffic mall.
- The atmosphere is lighter and there is not the perception that animals who are not chosen will be euthanized. (Animals not adopted are returned to the original shelter or rescue group.)
- The center is decorated in a fun and funky “retro” style.



JLM/V

## **Idea Number 85**

### **The Absolutely Awesome Animal Awareness Camp**

#### **Animal Welfare League of Alexandria**

910 S. Payne Street

Alexandria, VA 22314

Contact: Jeanine Larsen, Director of Humane Education

703-838-5042

The Animal Welfare League of Alexandria operates a very successful summer day camp called "The Absolutely Awesome Animal Awareness Camp." They operate four one-week camps during the summer and one one-week camp during spring break. Three of the camps are dedicated to young people ages 10-13 with the others are geared to ages 7-9. Camp runs from 9 a.m. to 1 p.m. five days a week. The camp is designed to be thought stimulating geared toward educating children on topics concerning responsible pet care, animal welfare, the environment and how each individual can make a difference. The camp is always FULL and all campers come to the program by word of mouth – no advertising is necessary.

#### **Camp includes:**

- A daily guest speaker including animal control officers, wildlife rehabilitators, veterinarians, dog trainers, marine mammal specialists, Fish and Wildlife agents, K-9 officers, Seeing Eye dog trainers, zookeepers, herpetologists, entomologists, and more.
- An in-depth tour of the shelter including:
- Learning about the League's role in the community.
- Learning how to get animals in and out of their cages and handle them properly.
- Observing kennel and front office staff.
- Learning etiquette and safety in and around shelter animals.
- Learning about animal control and the animal control vehicle.
- Information about pet overpopulation, spay/neuter and euthanasia.
- Pet care information about dogs, cats, rabbits and other pets.
- Information about puppy mills and dog fighting.
- Information about exotic animals, the illegal pet trade, threatened and endangered species.
- Wild animal study including raccoons, opossums, squirrels, deer, owls, bats, snakes, lizards, bees, etc.
- Information about habitat destruction and pollution.

*Continued on the next page*

**Crafts and other activities include:**

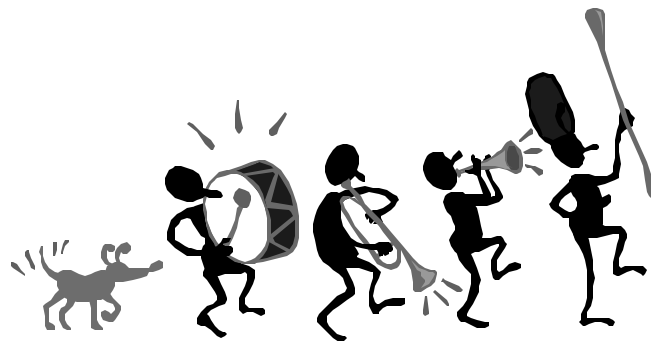
- Constructing birdhouses, bat boxes, and toys for shelter animals.
- Making T-shirts with humane messages, picture frames, papier mâché animal masks, and candles.
- Participating in a poster contest.
- Hiking trips to observe wildlife.
- Playing animal/environmental trivia games.
- Working with a professional dog trainer.
- Face painting.
- Filming video "animal news reports."

**Advice for other shelters**

- Be very strict with rules for safety purposes.
- Keep the number of campers very low – the League suggests no more than eight.
- Always have two counselors – you need two sets of eyes on the campers around animals.
- Talk to your speakers beforehand to ensure they are sending the right message.
- Balance the negative information with the positive. This is camp, they want to have fun.
- Have the campers bring their own lunch.
- Stick to two age groups – the League suggests 7-9 and 10-12.
- Start out SLOW – just two hours and two campers.

The Animal Welfare League of Alexandria is very proud of this camp and is more than willing to talk to other shelters about their program and starting a similar program. They hope to develop a camp for special needs children in the near future.

JLM/V



## **Idea Number 86**

### **Reverse Raffle Raises Revenues**

#### **St. Croix Animal Welfare Center**

Rural Route 2

Kingshill, Virgin Islands 00850

Contact: Barbara Vogt, Board Member  
340-772-3157

Raising money for an animal shelter on a small island can be a real challenge, so when a board member suggested the idea of a reverse raffle the organization jumped on it.

Just what is a reverse raffle? First you need an item or package that can be raffled. The “reversal” comes from finding another agency to raffle the item off for you. They sell the tickets and hold the drawing then the two organization split the proceeds 50/50. The advantage is that the item or package might not be in high demand in your area but would be very popular in another.

In this case the shelter solicited donations of hotel stays, restaurant certificates, golf packages, and airline tickets and then created 10 incredible St. Croix vacation packages. They then networked with animal shelters on the mainland to raffle the trips. Some of the packages were raffled and some sold at fund-raising auctions.

The packages were very popular, not only because of the desirability of a trip to a Caribbean Island but also because two shelters benefit from the money.

#### **Cost**

Minimal – Some phone calls may be necessary.

#### **Labor**

Staff or volunteer time is needed to solicit items, thank contributors, and coordinate with the other shelter or organization.

#### **Advice**

Set a minimum amount for the item/package. The shelter that sells raffle tickets or auctions the item needs to agree to meet the minimum.

Be creative in looking for ideas of items/packages you can sell. If looking at trips, what types of local attractions could be capitalized on? Look for “extras” (like the golf packages in St. Croix) you can throw in to make the trip more attractive.

CH/NV





## **Idea Number 87**

### **An Appetizing Way to Increase Adoptions**

#### **North Country Animal League**

3524 Laporte Road

Morrisville, VT 05661

Contact: Sallie Van Matre, Executive Assistant  
802-888-5065

One of the challenges facing North Country Animal League (NCAL) is a not-too appetizing location, the old town landfill. The question – how do you get the attention of the residents from the newer, more prosperous neighboring area of Stowe, Vermont? Stowe represented an untapped resource of potential homes for animals from NCAL.

The shelter teamed up with a popular eatery in the new part of town – the Brown Bag Deli. They placed color photographs of adoptable animals under glass-topped tables, where customers could view and learn about the animals while eating lunch. The photos were accompanied with a form that detailed the animal's breed, behavior, and personality traits. The photo's, which are taken by a professional photographer who donates his time, are very well done and show the animals to an advantage.

At the time this article was written, the program had helped place 25 animals.

CH/NV



## **Idea Number 88**

### **Tuxes and Tails**

#### **Humane Society for Seattle/King County**

13212 SE Eastgate Way

Bellevue, WA 98005-4408

Contact: Peg Banks

907-689-7787

[gryphon@alaska.net](mailto:gryphon@alaska.net)



This year the Humane Society for Seattle/King County held its 11<sup>th</sup> annual "Tuxes & Tails" Celebrity and Pet Fashion Show and Auction. This fundraiser accounts for nearly 1/3 of the non-operating income for the shelter.

Guests visit and bid on hundreds of silent auction items. They are then treated to a sumptuous dinner. During dinner, live bidding is held on items such as a trip to the Caribbean, a walk-on part on a local TV show, and original artwork.

After the bidding concludes, a fashion show featuring over 40 celebrities and pets takes place.

Pets.com served as a presenting sponsor for the event.

CH/NV

## **Idea Number 89**

### **Thank-A-Thon**

#### **Humane Society of Seattle/King County**

13212 SE Eastgate Way

Bellevue, WA 98005

Contact: Nancy McKenney, Executive Director

425-649-7550

nancy@seattlehumane.org

This idea is beautiful in its simplicity. Once a year, the Board of Directors contacts by telephone all the Society's donors that have given over \$100 during the year, as well as all volunteers that have recorded over 100 hours of volunteer time. The Thank-a-Thon is "just to say thanks from the organization."

Donors and volunteers are touched by this simple gesture and the Society gains loyalty and respect.

JLM/NV

# ***THANK YOU!***



## Idea Number 90

### Work Those Workshops

#### The Humane Society for Seattle/King County

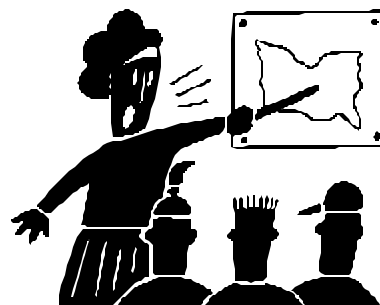
13212 SE Eastgate Way

Bellvue, WA 98005-4408

Contact: Kathan McCarthy, Education Department

425-649-7554

The Education Department at The Humane Society for Seattle/King County offers a wide variety of workshops for the public. The workshops are held for two hours on Tuesday and Thursday evenings. The cost for most of the workshops is \$5 for the public and \$3 for shelter volunteers.



A partial list of topics for the workshops include:

- **K-911** – Pet first aid training is designed to educate owners about preventing and preparing for pet-related emergencies. Class topics range from “mouth to snout” resuscitation to recognizing and treating hypothermia and frostbite. It also covers steps pet owners can take to prevent emergencies, such as having a portable pet disaster supply kit and creating a disaster plan for pets. This course draws on the vast expertise of both the American Red Cross and the Humane Society of the United States. This workshop is presented by the American Red Cross, Seattle chapter and is a 4-hour certified course for a **\$30 fee**.
- **Work That Nose** – Flyball Demonstration: find out how to get started and watch a live demonstration.
- **Oh, The Places We’ll Go!** – (Presented by Barbara Whitaker, author of *Have Dog Will Travel* at a Barnes and Nobel Bookstore). Discussion includes safety measures, necessary paperwork and items to pack.
- **Puppy Parenting** – Discussion about training, vaccines, diseases, chewing, socialization, and nail, ear and dental care.
- **A Whole Lot of Drool-Introducing Babies/Toddlers and Pets** – The basics of introductions, potential dangers and warning signs and other ideas about keeping all the “kids” in the family safe and happy are discussed in this workshop.
- **If We Could Talk to the Animals** – This workshop covers some basics of animal behavior, training and socialization. How to understand what animals are “saying” when they exhibit certain behaviors and how to communicate effectively with animals is included.
- **Can’t We All Get Along?** – Canine Aggression is the topic. How to read and respond to the dog’s body language and using humane methods to diffuse certain trigger situations and better communicate with your dog are points covered in this workshop.
- **Agility-Sure, Because They Have Four Legs!** – Introduction on how to get starting training your dog to run an agility course.
- **What’s New Pussycat?** – Covers cat aggression, introducing a cat to other pets, litterbox problems, inappropriate scratching and the proper use of cats toys and the benefits of keeping a cat indoors or indoor with access to special outdoor enclosures.
- **Clicker Training** – Learn to apply positive reinforcement with this newly popular technique.

CH/NV

## **Idea Number 91**

### **Purrs And Praise, Wags And Brags**

#### **Humane Society of Seattle King County**

1312 SE Eastgate Way

Bellevue, WA 98005-4492

Contact: Nancy McKenney, Executive Director

425-649-7550

nancy@seattlehumane.org

Sometimes the simplest ideas are the best! At the Humane Society of Seattle/King County next to the employee time clock, there is a bulletin board on which staff can write notes of appreciation or thanks to another staff person. Most take the form of a compliment or thank you for a specific instance of a job well done.

Notes are left on the bulletin board for about a week so other staff will see them. It is then taken down and put into the employee's personnel file.

JLM/NV



## **Idea Number 92**

### **Seniors for Seniors**

#### **Progressive Animal Welfare Society (PAWS)**

P.O. Box 1037

Lynnwood, WA 98046

Contact: Kay Jaubert, Programs Manager

425-787-2500 ext. 488

[www.paws.org](http://www.paws.org)



The PAWS “Seniors for Seniors” adoption program is all about seniors rediscovering the joys of having a pet in their life. The program is designed to place mature cats and dogs, typically over seven years of age, with qualified senior citizens who are at least 60 years of age.

The Seattle Times covered the inaugural event. The newspaper focused on a potential adopter who is confined to a wheelchair. The adopter, however, needed to save money for a pet deposit. When the story was aired calls started coming in from people wanting to make donations to help him or other seniors with similar money concerns, to adopt. A fund has been established for this purpose.

Hills Pet Food who supplies a bag of free pet food and a toy to participants sponsored the program, in part. Another program sponsor printed brochures and posters highlighting the new “Seniors for Seniors” adoption program.

The program has also placed younger animals with special needs (like a deaf rat terrier) with Seniors or Senior animals with younger people with special needs, such as people with disabilities.

One aspect of the program that is still in development is health care for the animals. The cost of health care for animals is discussed and the shelter is researching resources should a need to assist with healthcare arise. Participants are asked to determine who would care for their pet should the person need to be away from home due to illness. It is agreed that, should something happen where the participant is no longer able to care for the pet, that it will be returned to PAWS.

The program is advertised through mailings to Senior Centers and Housing, a local newspaper that targets the senior community, on the PAWS website and with posters at mobile adoptions.

#### **Costs**

The program costs come in three forms: start-up costs, loss of adoption fees, and maintenance of the program. To help offset some of these costs, PAWS solicits corporate sponsorships.

CH/V

## **Idea Number 93**

### **Animal Newsletter for Kids**

#### **Progressive Animal Welfare Society (PAWS)**

P.O. Box 1037

Lynnwood, WA 98037

Contact: Holly Anderson

Humane Education and Outreach Coordinator

425-787-2500 ext. 812

PAW Prints is the name chosen by the Progressive Animal Welfare Society (PAWS) for its animal newsletter for kids. This colorful newsletter written in large print with plenty of pictures has a wide range of appeal. In the first issue the newsletter included sections on the following topics:

- Kids who participate in animal related projects
- Wildlife
- Animal related professions
- Ways to help animals

There were also games, such as a word search, a list of vocabulary words and a picture of a local celebrity with his pets. The celebrity picture is accompanied by a message promoting responsible pet ownership.

The first volume cost approximately \$6,000 for 50,000 copies (about 12 cents each). 30,000 were sent out as an insert in the shelter's regular newsletter. It has proved so popular that a second printing is planned.

PAWS has recently gotten permission to distribute PAW Prints to local schools and is looking forward to producing their second issue.

CH/V

**C C C C C C C C C C**

## **Idea Numbers 94**

### **Training on the Road**

#### **Kitsap Humane Society**

9167 Dickey Rd. NW  
Silverdale, WA 98383  
Contact: Kathy Cocus  
360-692-6977

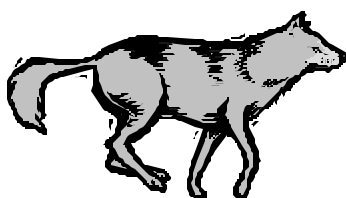
What do your UPS messenger, the utility meter reader, and the pizza delivery person all have in common? They all may, in the course of doing their job, approach or be approached by strange animals. Kitsap Humane Society shelter staff provides short workshops on approaching animals that you do not know.

For a requested \$50 minimum donation, a Kitsap staff person with numerous years of experience and a knowledge of temperament testing will make a presentation on how to gauge a dog's mood and how to (or when not to) approach a unknown dog.

The shelter staff person takes an essential learning tool to the speaking engagement. One of the sheltered dogs accompanies the staffer. The staff member works with the dog to demonstrate and model safe techniques and how a dog that is receptive to being approached will look and behave.

This program helps the companies' employees do their jobs with a greater understanding of how to approach dogs. It also provides more visibility for the shelter and its resources.

CH/NV





## **Idea Numbers 95**

### **How Big Will This Puppy Get?**

#### **Kitsap Humane Society**

9167 Dickey Rd. NW  
Silverdale, WA 98383  
Contact: Kathy Cocus  
360-692-6977

When people ask “How big will this puppy get?” at Kitsap Humane Society, they are told to go stand in the hall – specifically to the hallway with the colorful stencils depicting different dog breeds. A multi-colored silhouette wall has been painted showing dogs of all sized, from Chihuahuas to St. Bernards.

Kitsap was fortunate to have a staff member who recently graduated from an art school who did the stencils. The also received a donation of several quarts of *Sherwin Williams* paint in different vivid colors. That and a few volunteer hours has provided them with a handy aid when describing the estimated size a puppy will grow to be.



Each silhouette is a different color. On an adjacent wall colored plaques are mounted. A plaque, in the same color, exists for each of the silhouettes. On the plaque are listed the different breeds that will reach the approximate same size as the color-coded silhouette.

Now, when someone with a toddler is looking at a retriever-mix pup, they can get a better idea of how big the puppy will be in just a few short months.

CH/V

## **Idea Number 96**

### **Sterilization Funding**

#### **SpokAnimal C.A.R.E.**

N. 714 Napa, P.O. Box 3151

Spokane, WA

Contact: Gail B. Mackie, Executive Director  
509-534-8133

In Spokane, WA there are two types of voucher programs available to help promote spay and neutering of pets. The first program is for Spokane city residents only. A \$3 surcharge is added to each pet license sold and those fees go into a voucher fund. Whenever an unaltered animal is licensed, the owner is given a voucher. Vouchers are redeemable in the following amounts:

\$25 – Cat Neuter

\$40 – Cat Spay or Dog Neuter

\$45 – Dog Spay

The amount of the voucher may or may not cover the entire fee, depending on the veterinarian chosen and the animal's condition.

Local veterinarians help to promote the program, not only by accepting vouchers but also by helping administer the program. Each veterinarian located in the city can license animals and can then award vouchers. This promotes both spay/neuter and licensing within the city.

The second program: "Cat Nip" allows anyone in the area to pay \$5 for a voucher that is redeemable for \$25 off the cost of having a male cat neutered. Strong emphasis is placed on this program in February to try and get as many male cats neutered as possible before the beginning of the spring mating season.

CH/NV



## **Idea Number 97**

### **Scratch and Dent Sale**

#### **Elm-Brook Humane Society**

21210 Enterprise Avenue,

Brookfield, WI 53042

Contact: Dianne Horlamus, Executive Director  
262 782-9261

Faced with an influx of animals with abnormalities or health problems, Elm-Brook Humane Society decided to hold a "Scratch and Dent" sale. With so many hard-to-adopt animals, Elm-Brook tried a strategy used by retailers that need to unload damaged goods. "It's kind of lighthearted humor about a serious problem," said Dianne Horlamus, director of the humane society in Brookfield. "These are wonderful, loving animals. They just have some special needs."



The promotion, picked up by print news and web media, drew attention from around the country. More than 300 people from as far away as Texas responded.

Among the 15 pets featured in the sale were:

- Penguin, a tabby cat whose front paws are malformed without any toes.
- Lucky, a black Labrador puppy with limited use of a hind leg after falling out of a car window.
- Zima, a cat who is losing his teeth to gum disease.
- Tiki, a one-year-old brown husky blinded by disease in one eye and expected to go blind in the other.
- Smokey, a kitten who had an injured front leg that would require amputation. A local veterinarian agreed to do the surgery for \$90 – a greatly reduced amount – if Smokey was adopted.
- Charley and Simba, two unrelated cats suffering from obesity.

Incentives to adopt one of the featured pets included paying a reduced (50 percent of the usual \$80) adoption fee and receiving some pet food and other merchandise from a local pet supply store.

Under normal circumstances, competing against dozens of perfectly healthy dogs and cats for adoption, these unfortunate animals would usually have slim chances of finding good homes. At least 12 of the featured animals were adopted as a result of the sale, with another 12 shelter animals finding homes as a result of the promotion.

CH/NV

## **Idea Number 98**

### **Happy Birthday, Dear Sydney**

#### **Fond du Lac Humane Society**

173 West Pioneer Road

Fond du Lac, WI 54935

Contact: Vicki Rabe, Shelter Manager

920-922-8873

Some people would think it ridiculous to have a birthday party for a dog, but not the people at the Fond du Lac Humane Society. In March the shelter threw a party to celebrate the six-month birthday of their shelter mascot, Sydney. Complete with birthday cake, balloons, and animals wearing birthday hats, the party was a success on several levels.



Sydney is a black lab mix who was born without eyes. Her lovable and determined personality has gotten plenty of attention from the local media as well as from the public.

To announce the party, the humane society sent out a Public Service Announcement to area radio stations, posted notices on local community calendars, printed notices in the local newspaper, and sent invitations to select people.

The result of all the effort was not only a great party for Sydney with lots of presents, but also an opportunity to find homes for shelter animals. Sydney, of course, shared the presents – food, toys and other supplies – with the other animals in the shelter. The best news of the day, however, was that four cats and six dogs went to new homes as a result of the party.

The initial party was so successful that they repeated it on Sydney's one-year birthday in September. They combined the party with a Bratwurst feast. The event raised approximately \$1,800 and more "presents" were received. Several more animals found new homes and the shelter received good publicity.

There are surely more birthday parties in store for Sydney and her friends at Fond du Lac Humane Society.

CH/NV

## **Idea Number 99**

### **Tails from the Heart**

#### **Coulee Region Humane Society**

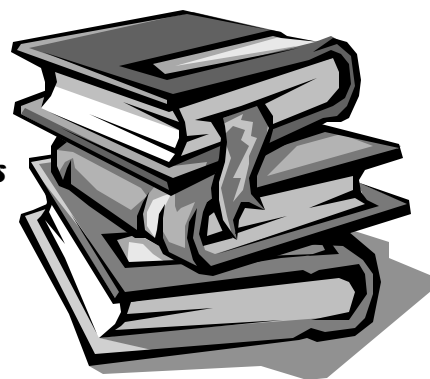
2850 Larson Street

La Crosse, WI 54603

Contact: Jeff Davis, Executive Director  
608-781-4014

#### ***Tails from the Heart: True Stories of People from the Coulee Region and the Animals Who Changed Their Lives***

is a touching book that makes a great gift for pet-lovers. It is also much more. It is a tool used by Coulee Region Humane Society to:



1. Promote the mission and services of their shelter.
2. Illustrate the benefits of the human-animal bond.
3. Raise funds for the continued operation of the shelter and its services.

The book is filled with engaging pictures of pets with people. They are accompanied by brief, touching stories or poems about the animals and their people. This book is attractive and would make a great coffee table book for the home or for office reception areas.

This is a major project and the following information is a general outline of what would be involved in the process.

- One person must be committed to making the project happen. Enlist a small group of volunteers who have some of the skills required – such as a professional writer or professor of English, a photographer, someone who is knowledgeable about the technical aspect of printing, someone on the shelter staff and people willing to act as go-fers.
- Have the staff make recommendations of who to solicit stories from, rather than solicit from general membership and then be put in the position of rejecting stories. Commit to using every story received.
- Use volunteer writers for initial edits of the material. Send the edited version and a release form to the original authors for approval and permission to use them.

*Continued on the next page*

- Photography is the key – hire the best photographer possible and allow him/her (not the subjects) to select which picture to use. (In this case the photographer had a proven track record with the shelter and gave them a tremendous discount.)
- Use good project management skills. Establish timelines for each phase. Look for money – by applying and receiving money from a community foundation, Coulee Region Humane Society was able to capitalize on that organization's reputation and credibility to encourage other individuals and groups to contribute. Get on the agenda of community groups and do presentations and use a slide presentation to help sell the idea. Investigate costs for printing, self-publishing vs. finding a publisher, advertising costs, etc. Ask for discounts anytime that you spend money.

### **Cost**

For 950 copies of the book, which contained approximately 50 photos and 100 pages, the cost was \$5,638.50 (\$1,500 for photographer's fees and \$3,998.25 for printing). Local organizations held fund-raisers to benefit the shelter and the board authorized the money to go toward the books. Prior to going to print, all expenses had been covered. All other services were donated.

Total Income (Grants, Donations, Book Sales)	\$21,666.62
Total Expenses (Photography & Printing)	<u>\$ -5,638.50</u>
Net Income	\$16,028.12

### **Advice**

- Research the feasibility of raising the funds to cover production costs.
- Time the release of the book – Coulee Region released the book in December, which helped increase sales due to holiday gift giving.
- The leader must have time and energy to devote to the project and keep as much of the workload off the shelter staff and volunteer team as possible.
- Have a marketing plan. Explore using the Internet and advertising outside the immediate geographic area.
- The entire process should be seen as outreach – making friends is more important than making money.

CH/V

## **Idea Number 100**

### **Spud**

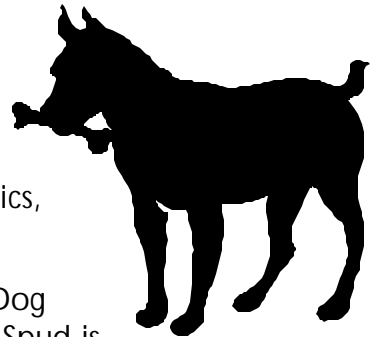
#### **Wisconsin Humane Society**

4500 W. Wisconsin Avenue

Milwaukee, WI 53208

Contact: Lucy Jansen, Operations Director  
414-264-6257

When the Wisconsin Humane Society built a new shelter, they built one full of environmental enrichment for both the shelter animals and potential adopters. The reception area has what looks like a movie marquee that has tour times and other information posted on it and the retail area, Animal Antics, draws people in with its attractive displays.



One of the most innovative features at the shelter is the “My Dog Spud” area. A favorite with the younger visitors at the shelter, Spud is a magnetic, interactive display.

Combining education with play, the Spud display describes the difference between a purebred dog and a mutt. There is a permanent picture that illustrates a mixed-breed dog that combines traits of several different breeds: a German Shepherd’s head with a Schnauzer’s body, Dachshund-like front legs, and Australian Cattle Dog-type back legs. The text accompanying the pictures explains what characteristics a mixed breed dog might inherit from those different breeds.

Seven different breeds are pictured on a shelf at the display. Each picture is overlaid with magnets that are identical to the picture of the dog, but divided into sections, such as the head, back, tail, back legs, and front legs. Visitors can pick up the magnets and move them around so that the Westie head may appear on the Dachshund body with Airedale legs.

The “My Dog Spud” display also explains why some dogs seem to smile.

The display helps convey a fairly complex idea to younger children and provides them with a quiet activity while they are visiting the shelter.

CH/V

## **Idea Number 101**

### **Is That Me They're Paging?**

#### **Wisconsin Humane Society**

4500 West Wisconsin Avenue

Milwaukee, WI 53208

Contact: Victoria Wellens, Executive Director

414-264-6257

victoria@humane.mil.wi.us

Wisconsin Humane Society (WHS) staffers went to a restaurant with an attached retail store. They were given pagers and told they would be paged when their table was ready. In the meantime, they were free to wander in the retail store. Light bulb! The Wisconsin Humane Society (an incredible shelter featuring museum quality exhibits and cutting edge animal housing) offers self-guided tours, has a retail shop, and many educational exhibits. Wouldn't it be more interesting for clients to move freely around the building while they're waiting for the next available adoption counselor? For those of us with more pedestrian shelters, why have clients clustered around the adoption counter when they could be wandering around or outside having a cigarette?

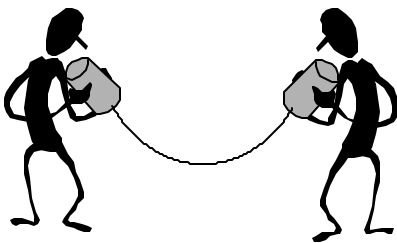
#### **Costs/Labor Involved**

- WHS is leasing 20 tone-only pagers for \$190 per month and they've never had one disappear. If they did, it would be replaced at no charge according to the lease.

#### **Why They Like the Pagers**

- They're easy to use.
- They keep the clients happy. They have a system in place to serve them as soon as possible and they can still enjoy their visit.
- On a busy day in the veterinary clinic, clients can take a pager and shop in the retail store or watch baby birds being fed (through the observation window) in the wildlife nursery while waiting for prescriptions to be filled.
- The individual pages also prevent disruption from an overhead/loud speaker system.

JLM/NV





## **Idea Number 102**

### **"I Know Spot"**

#### **Wisconsin Humane Society**

4500 West Wisconsin Avenue

Milwaukee, WI 53208

Contact: Victoria Wellens, Executive Director

414-264-6257

victoria@humane.mil.wi.us

Throughout the Wisconsin Humane Society there are 18 "I Know Spot" exhibits. They are "fun fact" type educational messages scattered about the building to add lighthearted interest. They were designed to depict functions or behaviors that both animals and people share and appear in bathroom stalls, the coatroom, and throughout other public areas. The staff and exhibit designer developed the overall concept and content.

The "I Know Spot" topics are as follows:

Does a coat keep you covered?  
Where is your bed?  
Who eats greens? (rabbit related)  
Who sounds happy?  
Can you see that in the dark?  
Who's that singing? (bird related)  
Do cats flush?  
How do you keep clean? (dog and cat versions)  
Who's thirsty now?  
Who loves to play? (dog and cat versions)  
How is your stuff marked? (dog and cat versions)  
How well do you smell?  
How do you say please?  
Why pee here? (dog and cat versions)



#### **Costs/Labor Involved**

- Each "I Know Spot" cost about \$300 to design, print, and install.

#### **Why They Like Them**

- They are well received.
- They make the shelter look attractive and are fun and interesting.
- They are part of their donor recognition program. Several have been named in honor of a donor.

#### **Advice**

The concept is simple and can be used in a wide variety of venues. You could make them whimsical, factual (information on local laws) or informative about your shelter (how many gallons of bleach does your shelter use each year). WHS thought about having them provide historical information about the organization or breed information before they settled on the above.

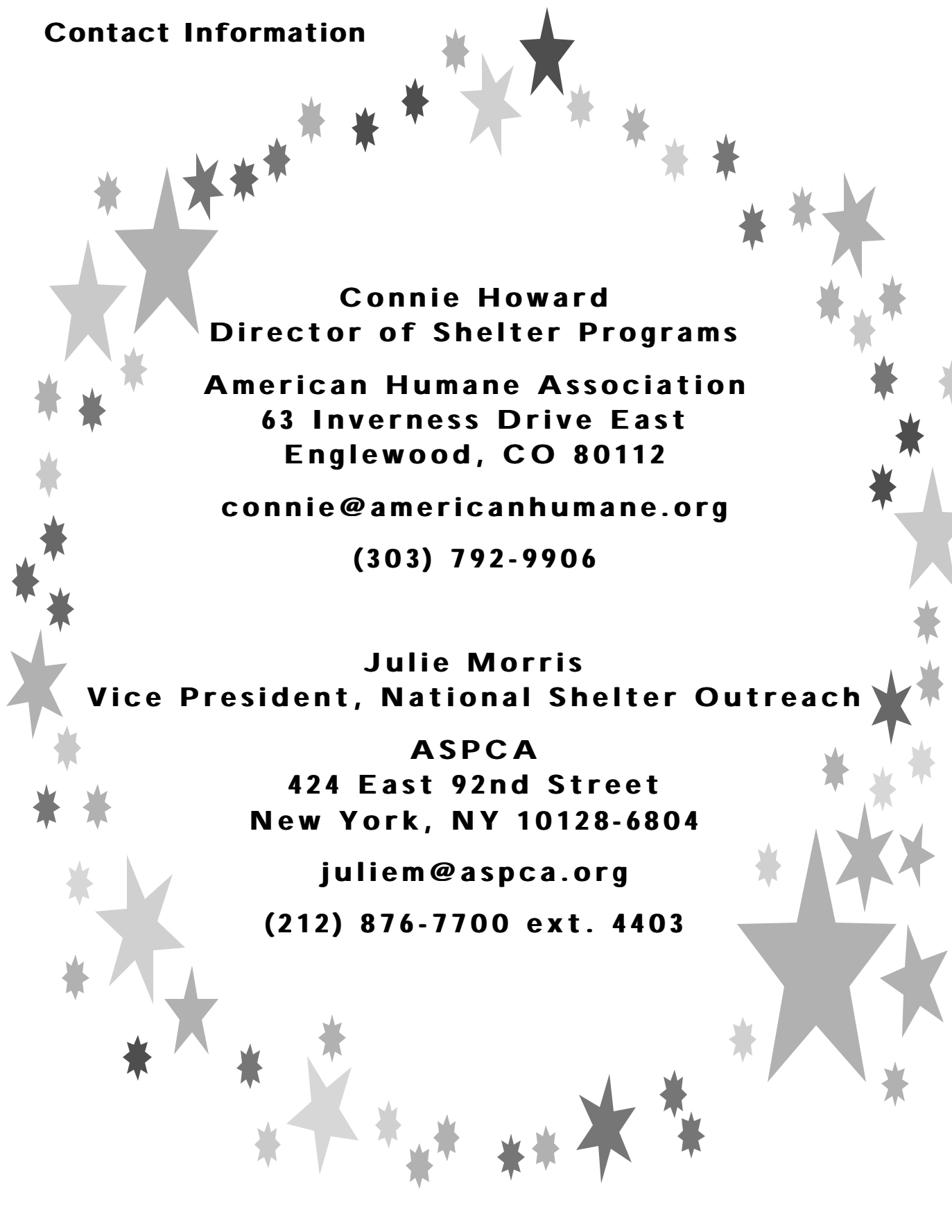
JLM/V

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