

## ASPCAPRO WEBINARS

[www.aspcapro.org/webinars](http://www.aspcapro.org/webinars)

- Canine Communications: Dog Introductions (7/12)
- How to Get Better Results from Your Time, Money & Energy (7/17)
- Using Research to Avoid Wasting Your Precious Resources (7/23)

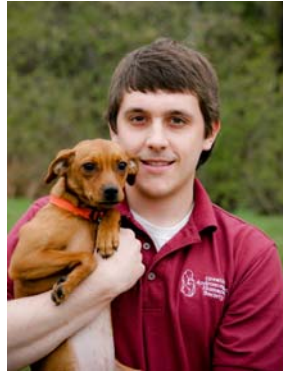
Check out our [webinar recordings](#)  
many featuring past Challenge contestants



## TRANSFERS: LIFE-SAVING STRATEGY



## Greater Androscoggin Humane Society



**Zach Black**  
Operations Manager  
Lewiston, Maine



## About us...



### Population

Maine – 1,328,188

Androscoggin County – 107,702

Open Admission Shelter

Rural Community

Intake about 5,500+ local/transfer animals annually

Staff of 16



## Where do we start?

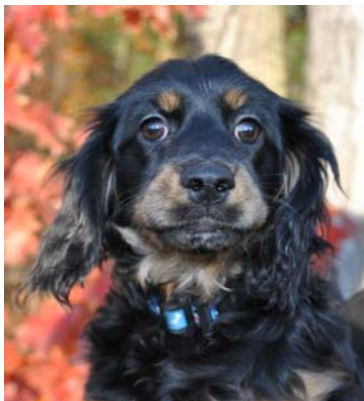
### - Protocol

- Requirements for sending agency
  - Vaccines, S/N, paperwork, etc.
- Staffing
  - Puppies are a LOT of work!
- Budget (adoption fees & medical)
  - Transfer fee's, increase in S/N & medical costs
- Having a place for them in your shelter
  - Capacity, Quarantine space
- Marketing



## Making the selections

Temperament, Age, Breed, Colors, Coats



# Picking a sending agency!

**Greater Androskoggin Humane Society**  
55 Strawberry Avenue, Lewiston, ME 04240  
Phone: 207.783.2311x.104 Fax: 207.782.5521  
Contact Person: Zachary Black, Operations Manager



## Transfer Partner Questionnaire

### Agency Information

Agency Name:  
Address:  
Phone Number:                      Fax Number:  
Contact Name(s):                      E-mail:

**Please answer the following questions and make notes if needed:**

A. Does your agency currently have a structured transport program?

Yes                      No

Notes:



# Our Main Partner

- Shelby Humane Society in Columbiana, AL
- ASPCA Partner
- Structured program
- Own vehicles
- Open communication
- Mocking vaccination protocols



## Marketing your Transfers!

- Getting the word out via Facebook, website, newspaper
- Post their profile pictures early to get adopters pumped up



## Volunteers



- Help with prepping
- Help with the arrival
- Bathing
- Daily Cleaning (LOTS of work)
- Paperwork
- Adoption Counseling



## Plan for a busy adoption day!

- Flow of traffic – adoption stations!
- Can we handle more adoptions without increasing staffing?
- Turn your volunteers into star adoption counselors!



## Fees

- Some agencies have transport fees when pulling dogs/cats
- Adding a transfer fee to your adoption fees
- Puppies seem to be a big hit. Thinking about raising the adoption fee to offset fee waived animals.



55 Strawberry Ave, Lewiston ME 04240 | Phone 207.783.2311, Fax 207.782.5521

ADOPTION FEES  
for Dogs & Puppies

Dogs over 6 months - \$90.00  
Puppies under 6 months - \$250.00

Plus \$30.00 for transfer dogs and pups



## How did transfers help us during the Challenge?

- We transported in 300 dogs/puppies & 50 adult cats in during the 2011 Challenge
- Increased foot traffic in the shelter
- Transfers = adoptions skyrocketing!
- Added a variety to our selection



## Wouldn't you love to see a line... of ADOPTERS?



# HSSM

## Shelli Skiados

Customer Care Manager  
[customercare@hssm.org](mailto:customercare@hssm.org)

## Krystyna Szczechowski

Marketing Specialist  
[krystyna@hssm.org](mailto:krystyna@hssm.org)

AKA: "The Dynamic Duo"



# About HSSM

- Open Admission
- Intake: 12,000/year
- \$2.5 Million Operating Budget
- 40,000 sq. ft. state-of-the-art facility
- 61% Live Release Rate (up from 51%)
- 2011 ASPCA \$100K Challenge:
  - First Place in initial voting
  - Fast Start Award Winner
  - 2<sup>nd</sup> Place Overall, 1<sup>st</sup> in Southeast Region





## Where to Start:

- START NOW
- Set Your Goal for the Challenge
- Figure Out How to Meet Your Goal
  - Break It Down

HOW DO WE ACCOMPLISH  
OUR GOAL?

AVERAGE OF 22 ADOPTIONS/DAY

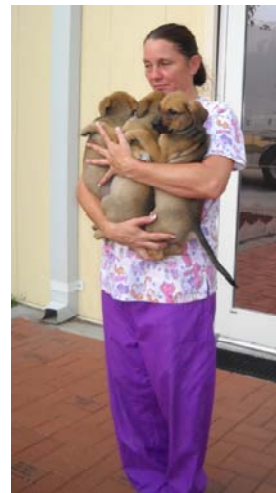
100 RTO's/MONTH

100 TRANSPORTED ON  
LOVE TRAIN/MONTH

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## Transfer Partner Selection

- Use the Challenge Shelter list 2012/2011
- Use the List of Shelters in the "Vote"
- Ask for Referrals
- Be Prepared for Rejection and for Limits
- "Double up": Google the Route to the Shelter and Call EVERYONE On It



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ASPCA.org

## Transportation Aspects of Transfers

- Ready Shelter Vehicles
- Contact Transport Companies
- Ask EVERYONE for Referrals



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## Veterinary Aspects of Transfers

- State to State Transfer Regulations
- Receiving Shelter Regulations and Needs
- Cost of Vaccinations
- Spay Neuter



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ASPCA.org

## Using Volunteers in Transfer Initiatives

- Identify Drivers Early
- Process Paperwork and Give Vaccines
- Work with “Weekenders” for Small Groups of Animals or One or Two to Rescue
- Prepping Vehicles for animals



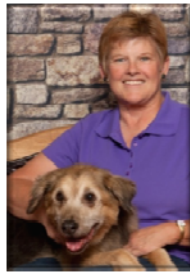
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ASPCA.org

# QUESTIONS??

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ASPCA.org

## Reporting Transfer Outcomes for the 2012 Challenge

**Beth Brannock & Marie Stordahl**  
Animal Stats Team ("Data Buddies")  
Shelter R&D Dept.  
ASPCA



## Reporting Transfer Outcomes for the 2012 Challenge

- Why we're asking for this information

**It's All About the Live Release Outcomes!**

- What report to use to log transfers and outcomes
- How to use the Transfers-Outcomes report



## Why are Transfer Outcomes required?

- To ensure fair play...



- So that Contestants can see and celebrate Adoptions with their “Transfer-to” life-saving partners



## What is the Transfer-Outcomes report?

- Excel file to track Transfers and their outcomes
- Only Transfers out between July 1 and Oct 31
- Each Confirmed Adoption outcome between July 1 and Nov 7 counts as a Live Release

Challenger (Agency) Name:							Challenger (Agency) City & State:						
Challenger's Animal ID #	Species (C for Canine, F for Feline)	Animal Name (optional)	Breed	Color	Age (in years)	Transfer Out Date (xx/xx/xx)	Receiving Agency (may be an abbrev; see instructions on Receiving Agency Contact List tab)	Rec'g Agency Animal ID or Name	Receiving Agency Outcome (e.g., Adopted, Returned to Chall, Transf, Euth, Died, Lost, unknown)	Outcome Date (xx/xx/xxxx)	Adopter's Last Name	Adopter's City	Adopter's State
12564-123	C		Terr X	Yellow	3	7/7/12	RESC 1	87	Adop	8/3/12	Smith	Bellevue	WA



## What is the Transfer-Outcomes report?

- Second Tab is contact info. for each Transfer-To agency

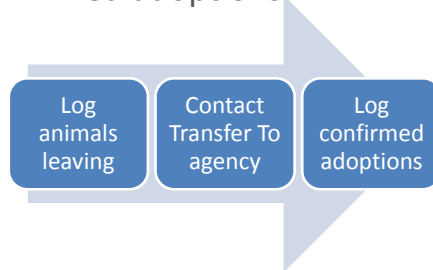
Challenger (Agency) Name:

Receiving Agency Name (exactly as shown on the Transfers-Outcome Detail tab)	Receiving Agency - FULL organization Name	Is Receiving Agency a "Challenger" ? (Y or N)	City (primary location)	State (e.g., "WA")	Receiving Agency Contact Person Name	Receiving Agency Contact Person Phone Number (DIRECT phone number and/or Cell)	Receiving Agency Contact Person Email Address
RESC 1	Seattle Animal Rescue Group	N	Seattle	WA	Jane Doe	555-555-1212 ext 678	Jdoe@...g



## How will you report Transfer Outcomes?

- Set up the Transfer Outcomes report with animals transferred out, beginning July 1
- Periodically/regularly check-in with receiving agencies to learn of outcomes
- Log the confirmed adoptions



## How will you report Transfer-Outcomes?

- Use the report to answer the “Other” questions on the ASPCA online data survey
- E-mail a copy of your Transfer-Outcomes report to your Data Buddy.



Animal Stats - Data Entry Site

### 2012 ASPCA Rachael Ray \$100K Challenge Survey

Other	
Number of Canines transferred out since 7/1/12 confirmed last month as adopted.	<input type="text"/>
Number of Felines transferred out since 7/1/12 confirmed last month as adopted.	<input type="text"/>



## Call or email your Data Buddy if you have questions...

- Beth Brannock, 925-788-8799 [beth.brannock@aspca.org](mailto:beth.brannock@aspca.org)
- Dina Trefethen, 207 926 6091 [dina.trefethen@aspca.org](mailto:dina.trefethen@aspca.org)
- Alex Mironshuk, 510 891 1043 [alex.mirontshuk@aspca.org](mailto:alex.mirontshuk@aspca.org)
- Lindsay Cicconi, 917 621 5410 [lindsay.temp@aspca.org](mailto:lindsay.temp@aspca.org)
- Shannon Gramann, 414 433 4857 [shannon.gramann@aspca.org](mailto:shannon.gramann@aspca.org)
- Marie Stordahl, 406-222-5229 [marie.stordahl@aspca.org](mailto:marie.stordahl@aspca.org)



Lindsay



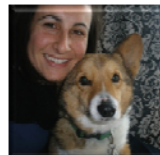
Beth



Dina



Marie



Shannon



Alex

