
Super Adoption: Finding Homes Hundreds at a Time



Best Friends
ANIMAL SOCIETY

About Best Friends Animal Society

Best Friends is working with you – and with humane groups all across the country – to bring about a time when there are No More Homeless Pets.

The sanctuary at Angel Canyon, in the Golden Circle of southern Utah, is home, on any given day, to about 1,500 dogs, cats, and other animals from all over the country. Many of them need just a few weeks of special care before they're ready to go to good new homes. Others, who are older and sicker, or who have suffered extra trauma, find a home and a haven here, and are given loving care for the rest of their lives.

Best Friends manages a model No More Homeless Pets campaign, with shelters and humane groups statewide, to ensure that every healthy companion animal that's ever born can be guaranteed a loving, caring home.

And Best Friends reaches across the nation, helping humane groups, individual people, and entire communities to set up spay/neuter, shelter, foster, and adoption programs in their own neighborhoods, cities, and states.

The work of Best Friends is supported entirely through the donations of our members. Through the generous hearts and hands of people like you, we can ensure that animals who come into the care of Best Friends will never again be alone, hungry, sick, afraid, or in pain.

Thank you for being part of this work of love.

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What Is a Super Adoption?



What is a super adoption? A super adoption is a cooperative effort in which multiple animal groups get together in a fun, festive atmosphere to adopt out a substantial number of animals in a limited period of time.

Best Friends has been hosting super adoption events in Salt Lake City and Los Angeles for several years. Twice a year, No More Homeless Pets (NMHP) in Utah organizes three-day super adoptions in Salt Lake City. One of these events can draw as many as 13,000 people to see 1,000 pets available for adoption. As many as 600 animals have found good new homes in a single weekend. The September 2005 super adoption resulted in 472 adoptions.

Super adoptions are designed to have a festival-like atmosphere, featuring live music, tasty food and drinks, clowns, face painting, and other activities for the kids. It's a fun, positive way for the general public to see adoptable animals outside of the shelter environment. In Salt Lake City, the Big Fix mobile van is stationed at the event, and veterinarians are on hand to neuter animals and check the health of adopted pets. Professional groomers and dog trainers volunteer to provide tips and offer demonstrations.

Hundreds of lives can be saved through a super adoption. The participating groups make a point of getting their ani-

mals from nearby shelters and some shelters bring their adoptable animals to the event, so it is not uncommon for many shelters to be emptied of healthy animals as a result. After one May super adoption, the Humane Society of Utah had no need to euthanize any healthy animals for three weeks.

Super adoptions can vary in size, depending on how ambitious you want to be. The Salt Lake City adoptions are the "big daddy" of No More Homeless Pets in Utah's adoption events. Throughout the year, they also put on smaller adoption events in other communities based on the super adoption model. The super adoption idea is catching on in other cities, too. Super adoptions of various sizes have been held in places like Philadelphia, the Washington, D.C., area, and Tampa, Florida.

Using advice and examples from groups that have produced successful events, this publication describes how to plan and carry out a super adoption. The Top Tips sidebars scattered throughout contain helpful hints from experts who were featured guests in the No More Homeless Pets Forum on the Best Friends website. And, in the appendix, you'll find samples of forms that you can adapt for your own super adoption events. So, if you would like to put on a super adoption in your community, read on.

Getting Started

Setting Goals

So, you want to put on a super adoption! The first thing you'll want to do is create a plan and set goals for your event. Here are some questions to answer:

- How many animals do you want to adopt out?
- How many rescue groups and shelters should be asked to participate?
- How big of an event can your community support?
- What are your resources in terms of funding and volunteer help?
- Do you have other goals for the event besides adopting out animals?

Since a super adoption can be a fairly complex event to plan and implement, you might want to start out small and work your way up to bigger events as you gain experience. Example 1 in the appendix gives brief profiles of small, medium and large events.

If you've never planned an event of this size before, find someone (perhaps a volunteer) in your community who has some event experience and can help you with the planning process. Planning events is something that sounds like a lot of fun at the get-go, but it can be a tremendous source of stress and frustration once you get into the nitty-gritty of it. Having someone who has been through this process many times before will save you a lot of frustration and heartache in the long run. Also, keep in mind that the first year of the event will be the hardest. But you will glean so much knowledge from your first event, and this knowledge will serve you well with other events to come.

During the twice-yearly super adoptions put on by NMHP in Utah (www.utahpets.org) in Salt Lake City, around 30 rescue partners and shelters from across the state participate. At the first NMHP in Utah super adoption, 7,000 people attended and 370 pets were adopted. The goal for each super adoption is now 500+ adoptions. In September 2001, 505 animals found homes at the fall event. The May 2002 super adoption resulted in 515 adoptions. NMHP in Utah also does four smaller adoption events each year in various locations throughout the state. The goal of the smaller events ranges in number from 200 to 300 adoptions. For more details on setting adoption goals, see the Top Tips sidebar.

Top Tips: Goals

One of the first things you should do is establish your event adoption goal. This will make it much easier to plan the event. If you know how many animals you hope to adopt out, you will be able to plan for the number of animals needed to attend to reach that goal and the amount of supplies/equipment needed to support the animals in attendance. Having an adoption goal will also make it easier to solicit corporate sponsors and to get the local media to cover your event.

You need to have twice as many animals available for adoption at the event as your stated goal. The public wants to have a selection; they don't want to choose from among the "leftovers" at the end of the event. You can spread out the participation of the animals over a couple of days. For example, our super adoption goal is usually to adopt out 500 animals over three days. We don't plan on having over 1,000 animals present on the same day. We reach that number over a three-day period. Since we can count on doing hundreds of adoptions a day, we plan on a quick turnover period. New animals come in each day to fill the vacancies from the previous day's adoptions.

The second part of determining the number of animals to bring is to analyze the location where you wish to have the event. For hundreds of adoptions, you need to be in a fairly large city. To help you set realistic expectations, here are some of our results:

St. George, Utah (population 40,000) = 110 adoptions

Salt Lake City, Utah (population 1 million) = 550 adoptions two times per year

Ogden, Utah (population 200,000) = 210 adoptions

I find that it takes about as much planning to prepare for an event when I expect 200 adoptions as it does for an event when I expect 600 adoptions. So, if you are going to the trouble of organizing an event and you have the population to support it, my suggestion is to go big!

– Nikki Sharp, No More Homeless Pets in Utah



No More Homeless Pets in Hillsborough County (www.nmhp-hc.org), a coalition of animal welfare groups based in Tampa, Florida, had their first super adoption in August 2003. Megan Newman, a board member of the coalition, said, “Our Summer Adoption Expo, held just 10 months after our coalition was formed, was our first big community event. It was more successful than we could have imagined! Total attendance was nearly 3,000 people, but our expenses totaled less than \$1,100. Over 100 animals from 27 different rescue groups found new homes. It was our first major collaborative effort, and it proved to be worthwhile from all points of view.”

The goal of saving lives doesn’t have to be the only reason to hold a super adoption. Megan added, “The main purpose of adoptathons for us is not so much to adopt animals, especially since most of our groups don’t do same-day adoptions. Rather, the reason we do the events is to get the groups working together, which is something that wasn’t happening before our coalition existed. It’s also the best way to get the community involved in what we are doing and get the word out about our organization.”

DC Metro No More Homeless Pets (www.nmhpd.org) held their first super adoption on October 2, 2004. Thirteen animal welfare organizations participated and 100 animals found new homes. Nearly 2,500 people attended the event. Their second adoptathon was held May 14, 2005. Twenty-eight animal groups participated, 4,700 people attended, and 127 animals were adopted. Like NMHP in Hillsborough County, DC Metro did not set goals for adoption numbers because their main goal was to get animal organizations (particularly those that had never done a super adoption) to participate in this type of event. Their second goal was to promote positive working relationships among the groups.

When to Hold the Event

If you’re holding the event outdoors, spring and fall are great times to have super adoptions. Even if you live in a four-season climate, it’s usually not too hot and shouldn’t be too cold for the animals during those seasons. Of course, you can’t control the weather at any time of year, so it helps to plan ahead and have rented air conditioners or heaters available, especially for the cat tent ... just in case. (There’s more about this in “Site Logistics.”)

NMHP in Utah staff said, “Our experience has taught us that whether it rains or shines, people will still come to our events to find the perfect pet. Obviously, if the weather is bad, it does have an effect on the number of people that turn out, but surprisingly the effect on the number of adoptions is minor.”

An alternative, of course, is to have the event indoors. Megan Newman of No More Homeless Pets in Hillsborough County, Florida, said, “We used an enclosed pavilion, which was very important because it was August, and very hot outside. We knew the groups wouldn’t want to bring their animals if it was outside, even in a shaded area. We decided to do it on August 16th because it was National Homeless Animals Day, which happened to be a Saturday.”

Super adoptions are generally done on weekends, since most people are off work, kids are out of school, animal groups are more likely to participate, and businesses near the site may be open later on weekends. Be careful that you choose weekends that don’t conflict with major religious holidays or other big community events.

How many days should you do the super adoption? Again, at first you might want to start out small and just do a one-day event, which may be more manageable than two or three days. Both DC Metro No More Homeless Pets and No More Homeless Pets in Hillsborough County have done one-day events. However, NMHP in Utah’s big super adoptions have always been three-day events. Adoptions program director Nikki Sharp said, “We have found that most of our challenges are in setting up for the event. Therefore, we like to maximize our efforts by doing multiple-day events. The extra cost for us is usually negligible. Our events have gotten smaller over time, though, because of the success of our spay/neuter program. There are fewer puppies and kittens to rescue. So, there are fewer homeless animals in our state on any given super adoption weekend.”

Your hours of operation will be greatly determined by the time of year. Spring and summer hours, of course, can be extended longer than fall and winter hours. If your event will run into the evening, one other thing to consider is changes in daytime and evening temperatures. For NMHP in Utah’s three-day super adoptions, the event starts in the

afternoon on a Friday. Saturdays are generally the best day for adoptions, so they open around 10 a.m., then stay open either until daylight ends or the sponsoring business closes. Sundays are usually a “wind-down” day, so they open a little later in the day and usually wrap up at 5 p.m.

Something fun to consider would be a 24-hour event or an adoptathon that lasts until midnight. You could use a “midnight madness” theme and perhaps feature black animals. There would be a few extra challenges, since you would have to rent lighting and find groups and volunteers willing to be available for the extended hours.

Where to Hold the Event

The next question is where to hold the event. To get the maximum number of people at your event, choose a location that’s fairly well-known and easily accessible. Nikki Sharp of NMHP in Utah said, “Up to 70 percent of attendees at our events report that they came because they saw the event when they were just driving by.” NMHP in Utah holds its super adoptions in PETSMART parking lots under rented tents. They have had very good luck with getting PETSMART to sponsor these events (though property owners of some of the PETSMART locations have required a fee of \$600 to use the space).

Nikki said, “We were very careful to choose a location that was centralized in the city, right off a freeway exit, and had a lot of name recognition. Fortunately a PETSMART store is located in a prime area of Salt Lake City, where two major freeways intersect. This provides easy access and a location familiar to most Salt Lakers.”

Meg Newman of No More Homeless Pets in Hillsborough County decided on a pavilion at the Florida State Fairgrounds because it’s a well-known location in the city of Tampa. Also, she said, “The cost was really low compared to other places, and we thought people would think of it as a really big event if it was held there.”

DC Metro No More Homeless Pets found a retail shopping center with a plaza that worked well for their event. They looked for a location with parking and plenty of space for the animals. The management company let DC Metro use the space for free in return for bringing business to the shopping center.

Another option for an outdoor super adoption is to have the event at a city park. In the sidebar at right are some of the general pros and cons of city parks (public property) vs. parking lots (private property).

Public City Park

Pros...

- Shaded, grassy area: visually more inviting, cooler in the summer
- More relaxed feeling, more family-oriented: people more likely to stay longer
- More comfortable for the animals
- Staking allowed: easier to secure tents

Cons...

- More permits are usually needed
- Often more secluded: More advertising needed to draw people
- Possibility of damaging grass and trees
- Harder to clean and disinfect
- Power and phone lines may not be available
- May have to design layout around trees and uneven terrain

Private Parking Lot

Pros...

- Often in high-traffic areas, making the event more visible
- Easier to clean
- Power, phone lines and water are more accessible
- Terrain is level
- Few permits to obtain
- Easier and cheaper to advertise if associated with the sponsoring business
- Local businesses may drive traffic to the event

Cons...

- In summer, pavement heats up and often there is little shade, making it uncomfortable for both animals and people
- Staking for tents is not always allowed
- No place to dispose of wastewater
- Less inviting than a park setting: people may not stay as long
- May have to remove barriers or work around light poles

Developing a Budget

Once you've decided on your goals, you'll want to develop a budget for the event. Creating a budget will help you determine how much money you'll need to put on the super adoption. Depending on the scope of your event, here are some costs that may be involved:

- Renting the space, tents, booths, kennels, a sound system, lighting, fencing
- Advertising and marketing: posters and flyers, mailings, banners, t-shirts
- Hiring entertainers, security guards, a photographer, EMTs
- Printing adoption applications, cage cards, event signage
- Paying for necessary permits
- Providing refreshments for staff and volunteers
- Renting decorations, such as table skirting
- Renting a dumpster or extra dumpsters
- Renting a U-Haul truck for transporting equipment
- General supplies: office supplies, hand disinfectant, cat litter, water buckets, hoses, garbage cans, etc.

Example 2 in the appendix contains a preliminary budget developed by the People-Pet Partnership in Philadelphia for their first super adoption in June 2003.

As you can deduce from the above list, a super adoption can be a fairly expensive event; it can be hard to pull off with limited funds, but there are ways to do a lot with a little. For example, when asking for bids, always emphasize that the goods or services will be for a worthy cause. You'll be amazed at how many animal lovers are out there, and how many of them want to help. And don't forget to mention that they can use any donations as a tax write-off. Another strategy to cut costs is to buy supplies at discount stores and keep an eye out for sales. NMHP in Utah uses corporate sponsors to defray the costs of their super adoptions. (See the "Fundraising" section.)

But special events don't have to be expensive to be successful. Megan Newman of No More Homeless Pets in Hillsborough County said expenses for their first adoption totaled less than \$1,100, but the event attracted nearly 3,000 people and over 100 animals were adopted out. She said, "Collaboration is one of the keys to success, and we definitely used all of our available resources to pull the event off. We have now held a total of three similar events, each with a fairly low budget."

For some ideas on how to set a budget for an event, see the Top Tips sidebar on the next page.

Developing a Timeline

To determine the exact date of the event, you'll need to develop a timeline that outlines all the tasks that must be completed and deadlines for completing them. Once you've decided on a date, work back from that date to make sure you have enough time to complete all the tasks that will be involved. Naturally, the first super adoption that you put on will take more time to plan than subsequent events.

Nikki Sharp of NMHP in Utah said, "If you have never done a super adoption before and you plan on doing 100 adoptions, start 6-8 months in advance. Securing a place might take half of that time!"

"Once you have done one of these events, though, it only requires about three months to plan. I find that it doesn't really matter how many adoptions I hope to do, I usually need to plan about the same amount of time. For instance, you still need to go through the same permit process whether you have 100 animals at an event or 1,000. However, the fewer the animals, the easier the logistics of the event are to figure out."

Need a bit more advice about how to set a timeline? See the Top Tips sidebar on page 10.

A timeline is a very simple but effective tool for organizing your event. NMHP in Utah assigns tasks to various committees, so they have a general timeline for the entire event and individual timelines for each committee chairperson to follow. Example 3 in the appendix is a general timeline for one of NMHP in Utah's super adoptions.



Assembling a Team

A super adoption can be a fairly complex event to organize and carry out, so you'll need a team of people working together to pull it off successfully. You might want to group the tasks and then assign each group of tasks to either a staff person or volunteer. NMHP in Utah organizes its super adoptions around a number of volunteer subcommittees, each headed by a chairperson with expertise in that area, such as:

- Fundraising
- Rescue and shelter group coordination
- Volunteer coordination
- Media and public relations
- Publications
- Distribution
- Entertainment and refreshments
- Site logistics

Top Tips: Setting a Budget

Question from a Best Friends Forum member:

How do you determine how to set a budget for an event? We don't always know every little thing we are going to need, especially if unexpected needs pop up. We also don't know what we can get donated until we start asking.

Response from Megan:

I think it's important to be as conservative as possible with your event budgets, so you can prepare for the unexpected. Start by developing a list of things you think you'll need, and then research typical costs for those items. It might be best to assume you won't get a lot of things pro bono, so that if you do, it will be a bonus.

You might also consider setting goals for the event, including what dollar amount of corporate sponsorships you would like to achieve and a maximum expense figure. You can use other events you and other groups have done in the past as a benchmark for these goals. If you haven't done a lot of events, talk with other local charities – both animal and non-animal groups – to get an idea of what to expect. You could also allow yourself a certain dollar amount to be used for miscellaneous expenditures that come up at the last minute.

One thing we have been fortunate with is collaborating with other animal groups. For our first three events, our local humane society allowed us to reserve the venue in their name so we could use their insurance policy, which was required by the venue. We wouldn't have been able to have the events without that. They also came through for us with several items we realized we needed at the last minute, such as cat carriers and slip leads for animals that were adopted at the event.

It also helps to determine your break-even point (the amount of revenue needed to cover event costs). Then, you can go from there to predict how many people you think will attend (if you are charging an admission fee) and what you can and can't afford for expenses.

– Megan Newman of NMHP in Hillsborough County

Response from Jill:

When setting the event budget, I would act as though nothing were going to be donated. That way, if you're not able to get things donated, you'll have budgeted for everything, and if you are able to get items donated, it'll be really nice to come in under budget.

Once you start to get in-kind donations and build relationships, you'll be able to count on some of these things year after year, and you can always lower your budget for the next year.

For example, when I first started working at the humane society, the expense budget for our walk was \$15,000 and we were buying almost everything. The second year, I lowered my expense budget to \$10,000 and then to around \$8,000 the third year, because I had built relationships and knew that I had someone to donate the t-shirts and other supplies year after year.

You'll obviously budget for big expenses such as t-shirts and food, but you'll want to include a miscellaneous category in your budget and set aside a small amount of money for unexpected expenses or things you don't think about until after the budget is set. Just make sure that other employees and committee members know how much money they have to work with. Make it clear that they cannot exceed the budget or purchase anything that wasn't already approved without checking with you first.

And once you've done an event once, it'll be much easier to set your budget for additional years, because you'll have a really good idea of what's going to be required to put on the event.

– Jill Borkowski, special events consultant

Top Tips: Timelines

I recommend that the timeline be set depending on the type and magnitude of the event. For most events, six months is a good target to begin planning, and then go from the planning stage to the doing stage around three months out. We've pulled off events in less time before, but it tends to make things easier for your volunteers if you allow plenty of time for planning. It also makes it easier to get things pro bono.

Regarding media and public relations efforts, you might contact your local media to see when they typically like to receive press releases. We usually send ours 6-8 weeks prior to the event and then follow up 1-2 weeks out. TV stations might want the information more in advance than newspapers. Radio and television PSAs typically run 1-2 weeks prior to the event.

Your publicity timeline also depends on what type of event it is and what kind of action you are asking the public to take at the event. For instance, for a walk-athon, the publicity would need to start well in advance (at least 2-3 months) so people will have time to collect pledges. But, for an adoption event or pet expo, you might not need to give people as much advance notice. Timing for flyers and brochures also depends on the type and magnitude of the event, but I recommend getting them out at least one month prior.

If you are trying to get corporate sponsors, you should start six months to a year out. Most companies have strict timelines for when they can commit sponsorship dollars, so you will want to contact them to see what their deadline is and make sure you get your proposal in on time. The same thing applies to in-kind sponsorships from radio, newspaper or television stations. They typically set their schedules well in advance, so if you want a live broadcast or sponsorship, it's a good idea to get on their schedule at least six months out.

– Megan Newman of NMHP in Hillsborough County

If you get pro bono design work, printing and t-shirts, I say the sooner you can get started, the better! We often start working with the ad agency on the design work six months before the event, because they squeeze our project in between their paying clients and so things often move along slowly. Of course, you may not be able to send things like brochures and t-shirts to the printer until certain details are finalized (like the names of your sponsors, which will be included on the brochures and t-shirts), but that doesn't mean you have to wait until that point to get started.

– Jill Borkowski, special events consultant

If you're planning a smaller event, you could just have a coordinator for each of these areas (rather than a whole committee). By delegating various tasks, you are breaking the event down into more manageable chunks, making it easier for the event manager to deal with the big picture.

Before selecting your coordinators (or committee chairs), think carefully about the qualities they should have. You want people who use their time, talents, and energies productively. Here are some other qualities to look for:

- Ability to recognize the big picture and know just where they fit in the overall plan
- Ability to think creatively, to share and carry out ideas
- Outgoing, assertive people with good communication skills
- People with a sense of humor who can maintain perspective if the going gets rough
- Flexibility: willing to evaluate situations and change course if necessary
- People who like people and who are willing to cooperate with and support others
- Ability to articulate the purpose, goals, and benefits of the event

How do you find volunteers who are able and willing to serve as committee chairs? See the Top Tips sidebar on the next page for some ideas.

Depending on the size of your super adoption, you'll need a certain time commitment from your committee chairs or coordinators. They should be prepared to do the following:

- Keep the event manager informed throughout the planning stages
- Attend regular meetings to keep abreast of planning for the event
- Utilize and draw upon the talents and ideas of other committee chairs or coordinators
- Set and meet deadlines to complete necessary tasks
- Talk up the event to anyone and everyone
- Attend the event
- Create a list of people to thank and send thank-you cards or letters after the event
- Evaluate their particular area and write a final report of likes/dislikes and opportunities for improvement

Once you have found people who have these qualities and are willing to make the commitment, you are ready to start delegating!

Top Tips: Finding Leaders

Question from a Forum member:

How can I encourage members of our organization to step up and chair an event?

Response from Megan:

It's always a challenge finding the right people to lead events, and then encouraging them to do so. One thing you might try to make things less overwhelming is to use event committees as much as possible. The committees would vary depending on the type of event, but some suggestions are location/venue, publicity, volunteer coordination, refreshments, vendors, etc. If you have one event leader who is delegating things properly to each committee, it isn't as overwhelming for that person.

Each committee chair would be responsible for his/her own specific tasks, and would also delegate accordingly among their committee members. Once you have set up your committees, you can contact your membership with a list of specific tasks that need to be done (e.g., posting flyers, buying refreshments, getting signage). It's easier to get help when things are broken down into small, manageable tasks.

You can also try to increase participation at your planning meetings by making them more than just a meeting. For instance, you could ask a local restaurant to donate snacks and make it a party-type event, complete with homemade decorations.

A local nonprofit here had a lot of success with monthly volunteer meetings to get people engaged in the projects they were working on. Each meeting had a different theme, and they would make them really exciting with things like door prizes, confetti, and games. You could market the meetings as a chance to meet new people, rather than a time to take on more responsibilities.

Another idea to identify more leaders for your organization is to seek out volunteers who are specifically interested in taking on leadership roles. You could contact local leadership organizations and see if they would allow you to speak briefly at one of their meetings about volunteer leadership opportunities in your organization.

Another good resource is www.volunteermatch.org. It's free to nonprofits, and you can define the types of volunteers you are looking for and specify that you are looking for people to take on leadership roles.

– Megan Newman of NMHP in Hillsborough County

Question from a Forum member:

What is the best way to decide who should take on leadership positions and then convince them to do it?

Response from Tracy:

My first year at No More Homeless Pets in Utah, I was asked to create three separate committees for three separate events. This would have been a daunting task except that I had a very good knowledge of my volunteer base.

Every volunteer who attends one of our orientations completes a volunteer information sheet, which includes their interests, skills and availability. This is just the beginning. Get to know your volunteers. I do this by attending as many adoptions and fundraising events as I can. It is important to mingle with them and make them your friends. As you get to know people, leaders will emerge.

We also have two "thank you" gatherings per year for our volunteers. I encourage all of our staff to attend these events to get to know the volunteers better. I also spend a lot of time on the phone chatting with folks. All of this will help you determine what the motivations of your volunteers are and if they are ready for bigger commitments.

The next step is to have clearly defined job assignments. I make sure each staff member who supervises a committee has written job descriptions for each committee member. These job descriptions contain a timeline with deadlines for when each task is to be completed. Volunteers will have a greater sense of belonging, achievement and satisfaction if they have the necessary direction.

Once you have your job descriptions, you are ready to interview volunteers for these positions. Many of our volunteers are very flattered to be asked to be on a committee. We actually have had to turn some people down. (That's a whole separate issue!) You can interview people over the phone, but it's better to meet face to face. If they are a good fit for the position, extend the offer to them.

It is very important to reassure them that they will not be left completely on their own, that there will be a staff person to guide and direct them. Our committees usually meet every other week up to the date of the event.

One last tip: Always keep your eye out for potential committee members. Even if you don't currently have any openings, make a note of those volunteers who show extra incentive and commitment.

– Tracy Miller of NMHP in Utah

Fundraising, In-Kind Donations and Sponsorship



Raising money through traditional fundraising and corporate sponsorships can free up a lot of your own funds for extras that you might not otherwise be able to afford. DC Metro NMHP raised \$9,500 through fundraising, grants and event sponsorships to cover the cost of their first super adoption. The cost to host the event was \$6,150, so they actually made a profit. Plus, the cost for subsequent super adoptions should drop significantly because part of that cost was the purchase of tents that are reusable.

Fundraising

Traditional fundraising activities before and during your event can be a fun and easy way to raise more cash for your cause, as long as they fit into your budget and don't become all-consuming. These fundraising efforts shouldn't detract from your main focus, which is adopting out animals. To raise money before the event, you could have a silent auction or rummage sale. During the super adoption, you could sell booths to exhibitors or have a raffle. Examples 4 and 5 in the appendix are sample letters to a prospective exhibitor and a potential donor.

Fundraising Coordinator

If you do decide to do fundraising during the event, here's a possible job description for the person in charge:

Function:

Develop and implement a successful plan to raise funds at the event by coming up with creative ideas that stay within the event budget and timeline.

Responsibilities:

1. Develop a list of fundraising ideas that will benefit the event.
2. Contact vendors and ask if they will donate some or all of their proceeds to your cause. Create an incentive for donations, such as prizes or gift certificates.
3. Contact vendors or rental companies to reserve any equipment and services needed for fundraising activities.
4. Check into and obtain any permits that may be needed for booths or food handling.
5. Tell the volunteer chairperson how many volunteers will be needed to run fundraising activities at the event.
6. Organize pickup or delivery of any equipment and have volunteers ready to help with setup and take-down.
7. Train volunteers on the use and operation of any equipment prior to the event.
8. Monitor the operation of the fundraising activity and ensure that the booth is appropriately staffed at all times.
9. Oversee the cleanup at the end of each day, and tear-down at the end of the event.
10. Ensure that all equipment used during the event is either properly stored or returned to the company within the designated time frame.
11. Send thank-you notes to the appropriate people as soon as possible after the event.

Possible Goals:

1. Raise X amount of money to help pay for the event.
2. Come up with creative and successful ideas that can be used at future events.

In-Kind Donations

You don't necessarily have to ask for cash. Some businesses may be more amenable to giving services or surplus goods rather than money. You might get food or drinks donated, or items that can be used as prizes for raffles, in silent auctions or rummage sales, and also as gifts for your

bands and emcee. Be sure to send out thank-you cards to everyone who donates, no matter how grand or small.

Megan Newman of NMHP in Hillsborough County offers the following suggestions for getting things donated:

1. Have the right person do the asking. It really helps to have someone who is energetic, upbeat and excited about your cause, as well as outgoing and good with people. Not everyone is good at doing this, so make sure you select this person carefully. You could also find out if any of your volunteers have connections to the companies and can make introductions for you.

2. Ask the right person at the company. It's always best to approach a manager or key decision-maker so you don't get the run-around.

3. Ask in person, if at all possible. This strategy may take some additional time, but it will be worth it. It's harder for the company to turn you down face-to-face rather than via e-mail or phone.

4. Approach the company with the attitude that you are going to help them feel good about helping you, not that you are desperate and are begging for their help. We've also found that sometimes a humble attitude helps – the attitude that “I'm not a professional but a volunteer, and I'm calling to take a chance that you might be interested in contributing to our cause.”

5. It helps to have literature with you, as well as information about the purpose of the event (e.g., “We want to find new homes for 100 animals”). It gives the companies something tangible to associate their donation with.

6. If you are a nonprofit, be sure to let the company know that, and remind them that their in-kind donation will be tax-deductible.

7. Tell them exactly what you would like them to do, rather than saying “Anything you could provide would be great.” This makes your request more meaningful and tangible to them. If what you are asking for isn't doable, then you can ask them what they *would* be able to help you with.

8. Be sure to tell them what you are offering in return, if anything. Think about different types of publicity and sponsorship opportunities you can give them. Tell them what kind of attendance you expect at the event and what kind of people will be there. At our last event, we received free pizzas from Papa Johns to sell at our refreshment stand. Whenever we promoted the pizza sales at the event, we promoted it as “Papa Johns pizzas” rather than just “pizzas.”

9. Sometimes letting them know about other companies who have donated makes them feel comfortable about do-

ing their part. At times, a bit of peer pressure makes them want to join in.

10. Here are examples of ways that our volunteers have asked for pro bono items: “If you knew you could help decrease the 80-percent companion-animal euthanasia rate in Tampa, might you consider helping our cause?” “In what ways might your company be able to partner with us in our goal of saving every animal in our community?”

For a few more tips on attracting in-kind donations, see the Top Tips sidebar on the next page.

Corporate Sponsorship

If you decide to solicit corporate sponsors, start targeting businesses as soon as you can, preferably 3-4 months before you plan to hold your event. For the big cash sponsors, start even earlier, at least six months before the event. Bigger corporations can usually offer more money, but you'll have to go through many more people to get approval. Keep in mind that large sponsors get hit up all the time, so make your proposal to them unique. What makes your event different from all the other pet adoption events around the country?

In general, smaller businesses are more flexible and easier to work with. How do you decide which businesses to target? Michelle Thompson, fundraising events director for NMHP in Utah, recommends doing some preliminary research about how much different items will cost and then brainstorming about whom to contact and for what amount. In this way, you might come up with local businesses that don't normally sponsor pet-related events. Also, keep in mind that you can ask for donations other than cash. For example, if doggie bandanas are going to cost you \$500, is there a fabric store that could donate the fabric and labor? Once you have the sponsor, make sure you provide them with recognition. Everyone who attends your event should know that your local fabric store donated the cloth for the bandanas.

When approaching sponsors, be as professional as possible. Create a “pitch packet” highlighting your goals for the event and the specific proposal you are presenting. Even if it's a new event, make sure you have a comprehensive plan. Have an identity for the event (logo, theme, event name), and be clear about how you will recognize the company for their sponsorship. Meet with them in person and be ready to answer just about any question you can dream up.

NMHP in Utah usually offers their sponsors packages that include advertising through distribution materials, radio, newsprint, and TV. (See Example 6 in the appendix.) Depending on the level of sponsorship that they opt

Top Tips: Donations

I set aside a lot of time to go after pro bono donations. It's very time-consuming, but worthwhile in the long run!

I like to treat big in-kind donors just like I do cash sponsors and give the in-kind donors the same perks and benefits that we would give our sponsors. For example, if a business donates the t-shirts for our walk and it's a donation valued at \$1,000, then I would give them the same benefits that a \$1,000 cash sponsor would get.

In most cases, the more you can promote their business, the more appealing it is for the donor. Some suggestions are putting their name and logo on the event brochure, invitation or poster; recognizing them on your website and possibly even putting a link from your site to theirs; recognizing them in your newsletter and annual report; giving them signage at the event and verbal recognition by the event emcee; giving them the opportunity to include promotional material in the goodie bags for event participants; and giving them a booth at the event.

Also, think of businesses that have an interest in your target audience and the people who are going to be attending your event. For example, a local pet-supply store stepped up to the plate and donated all the prizes for our walk, which was very generous, but they were also very interested in being recognized and promoting themselves to the target audience that was going to be at our event.

It's a good idea to ask for an occupation on your volunteer applications. You might have volunteers working for businesses that you're pursuing and the volunteer might be able to help you get your foot in the door. The same goes for your donors.

– Jill Borkowski, special events consultant

for, companies might receive mention on radio spots and “showcasing” during live radio remotes at the event. They might also get a booth at the event, where they can pass out information about their businesses, offer free samples, and answer general questions. The company's logo might be put on t-shirts, newspaper ads, banners hung at the event, and stuffers in the adoption bags. Sponsors also receive post-event reports and thank-you cards after the event.

DC Metro NMHP had about 15 sponsors for their first super adoption. Michelle Hankins, president of DC Metro, said, “The sponsors really liked the event and many re-



turned for the second event. We had exhibitor booths, had goodie bags, and made event t-shirts to provide various sponsorship opportunities for vendors.”

Once you've secured a sponsor, it's important to have a written contract spelling out the exact terms of the partnership. To avoid confusion and miscommunication, it's also a good idea to deal with one contact person on the sponsor's staff.

Here are some more tips for getting corporate sponsors:

1. Sell the event as a partnership between their business and your organization.

2. Outline clearly the benefits to their business:

Will they get logo recognition?

Will they get microphone mention?

Will they have a booth?

Will they be mentioned on radio ads?

Are there other special perks?

3. Have several levels at which a corporation can donate, so they have a choice.

4. Keep them involved in the days leading up to the event.

Collaborating with Shelters and Rescue Groups

One of your goals for the super adoption will be to get a certain number of shelters and rescue groups to participate. As soon as you know the date and location, send out a letter announcing the event to the local shelters and rescue groups. In the letter, give a deadline for when they need to notify you that they would like to participate. This is critical because the layout of the event will be based on how many groups and animals you will be expecting. You should also send along a form asking the number of animals they will bring and other details. See Example 7 in the appendix for a sample letter and form.

To ensure that the event runs smoothly, you'll want to write up a set of policies and procedures for shelters and rescue groups to follow. Bringing together a dozen or more groups with their animals can be a fairly complex operation. So, you'll need to address questions like these:

- How will adoptions be handled? Will they be done on-site or through an application process? Will there be a standard fee, a standard adoption application?
- What will be the policy for animals allowed to participate (e.g., must get along with children, other dogs)?
- How will the adoption areas be organized so everything runs efficiently?
- What will be your policies for spay/neuter and vaccination?
- How will you guard against disease?
- Will the groups need to bring their own volunteers?
- What will the groups need to bring for their animals? What supplies will be available for the groups, if any?

In the appendix (Example 8) you'll find the policies and procedures that NMHP in Utah distributes to shelters and rescue groups. NMHP in Utah uses a standard adoption application and fees. To decide what to put on the adoption application, they spent a great deal of time getting input from all the groups. They don't standardize the adoption contracts, however; the individual groups use their own contracts.

NMHP in Utah also standardizes the adoption fees because it streamlines the adoption process and reduces confusion. Example 9 in the appendix contains their standard adoption application and instructions for groups. It's also a

good idea to give the groups a schedule for the event (see Example 10) so they know what's happening when.

DC Metro NMHP chose not to standardize their adoption fees because they felt that would prohibit some organizations from participating, particularly the shelters whose fees are established by county mandate.

No More Homeless Pets in Hillsborough County doesn't standardize their adoption fees or their applications. They allow each group to set their own fees, procedures and policies. As people enter the event, they are handed a flyer explaining that aspect of the event.

Another thing to consider is cage cards. Should each group make up their own cage cards (a lot less work for you) or do you want to standardize them so the information contained on them is consistent? Example 11 shows a standard cage card that could be distributed to groups before the event. NMHP in Utah encourages groups to come to the event with their cage cards already completed. At the event, they have a supply of preprinted cards on hand for groups or shelters that don't bring any.

Here are some tips for working with shelters and rescue groups:

- Send all participating groups your written policies and procedures at least two weeks before the super adoption. Review it with all groups/shelters before the event; one way to do this is to schedule a training session for the groups. There are always going to be things that are missed or forgotten by the groups, but taking the time to go over everything in detail can help immensely on the day of the event.
- Many shelters/groups will assume it is somebody else's job to clean up after them at the event. If this is not the case, let them know this.
- If the event will last more than one day, try to get the shelters/groups to commit for the full event. It is a lot easier to have one layout for the entire event rather than multiple layouts to accommodate daily schedule changes.
- Emphasize to the groups that they must show up on time and stay until the end of the event. If groups show up late and/or pack up early, it sends a message to the public that the event is disorganized. Even if groups have adopted out all their animals, it's important that they stay until the end with their booth intact.

- Despite their best intentions, participating groups will often show up with few volunteers. Try and have extra volunteers available to assist them. The groups that have the most volunteers tend to see a higher percentage of their animals adopted.

For more specifics on working with rescue groups and shelter partners, see the sidebar below.

Top Tips: Rescue Partners

Adoption policies. The various groups may have very different adoption philosophies. It is important that you standardize certain components of your adoption event; however, regulating the groups' adoption policies is unnecessary. For instance, we let the groups continue to determine whether they allow declawing or indoor/outdoor cats.

At the adoption event, we standardize the adoption cost, the adoption application, and the event policies and procedures. The policies and procedures should cover event requirements, such as what time participants show up and where they will be located. It should also have your spay/neuter and vaccination requirements. You should expect to experience some resistance and uncertainty. However, by reassuring the groups that these measures are necessary for the messaging and organization of the event, most groups/shelters will participate.

Transportation. If transportation of animals to the event is a challenge, I have two recommendations: recruit lots of volunteers to fulfill that role, or use a rental truck to pick up the animals. We have done both. However, usually we don't do anything. We generally have 25 groups who participate in the event, and that is a detail we leave to them.

Insurance. If the groups don't want to participate because they don't have liability insurance, you might ask them why they aren't concerned about their other adoption venues. Your insurance policy most likely excludes coverage for contractually assumed liability, so you probably couldn't just list the groups as additional insureds and cover them under your policy. We simply tell the groups that they are responsible for any liability they incur due to their own actions (including choosing to participate in the event) and that we cannot cover them for that.

– Nikki Sharp of NMHP in Utah

Shelter and Rescue Group Coordinator

This is a tough job, so make sure you choose someone who's very organized, likes working with people, and knows how to collaborate with shelters and rescue groups.

Function:

Manage rescue groups and shelters so they know and follow procedures when participating in the super adoption.

Responsibilities:

1. Recruit groups for the event, and keep records of those that agree to participate.
2. Determine how many animals each group is planning to bring, and whether any group is bringing animals that have special needs.
3. Send written policies and procedures to the groups at least two weeks before the event.
4. If using a standard adoption application, make sure all groups have the necessary forms.
5. Provide written instructions to the groups about setup and take-down.
6. Determine if any groups require more volunteers; collaborate with the volunteer chairperson if volunteers are needed.
7. Work with the site logistics chairperson to determine the best space assignments.
8. Assign tent captains.
9. Provide a list of participating groups to the registration table for check-in and check-out.
10. After the event, send thank-you notes to all participating groups, along with a follow-up letter to get feedback from the groups. (See Example 21 in the appendix to get an idea of what to include in the letter.)

Possible Goals:

1. Recruit X number of groups and shelters to participate in the super adoption.
2. Make sure all groups are well-informed about event policies and procedures.
3. Ensure that the adoption process runs as smoothly as possible on the day of the event.

Recruiting and Working with Volunteers

To have a successful super adoption event, volunteers are absolutely critical. You could potentially need a large number of volunteers to help out at the super adoption, depending on the size of your event. Volunteers can be used for many different purposes – to help with setup and take-down, control parking, sell refreshments, help out shelter and rescue groups, sell raffle tickets or promotional items like t-shirts, entertain the children with face painting or other fun stuff, work at the registration table, or answer questions at an information booth.

NMHP in Utah uses as many as 150 volunteers at their big super adoptions. NMHP in Hillsborough County (Tampa, Florida) had 20 volunteers at their first adoptathon and DC Metro NMHP had 50 volunteers at their first event. To decide how many volunteers you'll need, make a list of all the areas where you'll be using volunteers and then estimate how many will be needed for each area.

Recruiting Volunteers

Nikki Sharp of NMHP in Utah said, “I strongly believe that volunteers will join when they are aware that there is a need. I suggest that when you have determined the goals you want to reach that you find one person who will offer to be on your event committee and serve as the volunteer chair or coordinator.” This person will focus on finding and recruiting volunteers for the various jobs.

Ideally, you'll want to recruit volunteers that you've worked with before. If you have a database of people who have volunteered in the past, then you're all set. If not, try contacting volunteer organizations in your community to solicit involvement. You can also contact high schools and universities, social clubs, church groups, military groups and volunteer organizations. DC Metro NMHP highly recommends volunteers from AmeriCorps. Michelle Hankins, president of DC Metro, said, “They were professional and worked really hard.”

To start developing a volunteer database, have volunteers fill out a registration form each time they volunteer. If a volunteer registers and then doesn't show up for three or four events, drop him/her from the active volunteer list. Example 12 is a form used by the Los Angeles Best Friends programs for their pet adoption festivals.

For more on recruiting volunteers, including attracting corporate volunteers, see the Top Tips sidebar on the next page.

Working with Volunteers

Treat your volunteers well. If they come early to help with the setup, have them check in, and provide coffee and something quick for breakfast, like bagels or muffins. Give them time to break for lunch (perhaps supplying them with vouchers to buy food from your vendors).

Use volunteers from the minute they get there. Don't have them standing around, wondering what they're supposed to be doing. If any of the volunteer tasks (such as handling animals) require training, make sure the volunteers get it. Here are some additional tips for working successfully with volunteers:

- Give job descriptions to volunteers ahead of time, so they know what their duties will be.
- Assign volunteer captains for each area. (These could be your more seasoned volunteers.)
- Get to know your volunteers, so you'll know what their strengths are, where they will be the most help.
- Send thank-you letters to volunteers within a week after the event. If you can, include the total number of adoptions and details about any pet dramas that played out – a favorite that got adopted, etc. People like the personal touch and they like to know that their work was effective.

For more specifics about dealing with volunteers, see the Top Tips sidebar on page 19.



Top Tips: Recruiting Volunteers

Volunteer recruitment is one of my favorite things to do! Start with your local newspapers. Many newspapers have a “volunteer corner” where you can advertise your need for volunteers. This is usually a free service. Check also with your utility companies. Many of them will place an insert in with their bills advertising your needs. Try contacting existing service groups like the Junior League to see if they can provide any volunteers for your events.

Another strategy is to surf the Internet to find out what companies in your area require their employees to volunteer. When you contact those companies, offer to do a presentation at their office, perhaps during the employees’ lunch hour. Also online is an organization called Volunteermatch.org. Get registered with them and they will send volunteers to you, usually via e-mail.

Most states have Volunteer Centers that connect people with the opportunity to serve as volunteers. They have databases listing the volunteer needs for all types of organizations. To locate the Volunteer Center closest to you, visit the Points of Light Foundation website: www.pointsoflight.org/centers/find_center.cfm.

I also attend volunteer fairs, where I’ve recruited great

volunteers. Colleges, high schools, shopping malls and other businesses hold these events. Lots of colleges and high schools have a community service requirement.

I also use people who have court-mandated community service to perform. Many of these people quit once they complete their hours, but every now and then I come across someone who continues to be committed to us. They are also great for labor-intensive types of activities, such as setup and tear-down.

Collaborate with other animal rescue groups. If you do not have the types of work the volunteers are looking for, refer them to a group or facility that you know will meet their needs. For instance, the Humane Society of Utah does not accept people doing court-mandated service, but they know I do. So when they get those calls, they always refer them to me.

Finally, take your business cards with you everywhere. When people express an interest in what you do, give them a card along with the date for your next volunteer orientation. This works remarkably well, especially at our mall adoption events. Keep trying – great volunteers are out there!

Top Tips: Recruiting Corporate Volunteers

We have had tremendous success approaching businesses and corporations for volunteers. First, take a look at your community to see what businesses have a good presence there. Most companies have a community relations person. Find out simply by calling and asking, or by going to their website. Many corporations’ websites have a link to community service and volunteering.

When approaching a company to recruit volunteers for your event, show them the benefits they will receive. Many different things motivate people. The key is to find out what will motivate this particular business or group of individuals to help you. They may see it as an opportunity for positive publicity or as a team-building experience for their employees. It may simply be a way for them to gain community-service hours. One thing to remember is that not all businesses will fit with your group.

One thing I have found is that many corporations are looking for one-time service events. For instance, American Express has a national day of caring where every employee must volunteer for some event or project. The great thing about this is that once you get them to one of your events, you have the opportunity to recruit them for longer-term commitments.

This recruitment effort needs to be subtle, however. You don’t want to guilt them into doing things for you, since that strategy only turns them off and you then lose them forever. Instead, keep things positive and upbeat. Make sure they have a great time and be sure to recognize their efforts. You can put them or the head of their volunteer program on your mailing list to keep them informed of upcoming events. You might also want to have a signup list for those who want to learn or do more. By doing this, you can grow these one-time volunteers into active supporting members of your program.

Another way to find corporate volunteers is to contact your area’s Volunteer Center (visit www.pointsoflight.org/centers/find_center.cfm). Most states have these referral services to connect people and corporations with volunteer opportunities in their community. They publish a monthly calendar of events where volunteer help is needed. And they publish a database of all the different agencies that need volunteers. Likewise, they may know of corporations or businesses that are looking for a group or project to get involved with.

– Tracy Miller of NMHP in Utah

Top Tips: Working with Volunteers

Here are a few tips to get your volunteer program running like a well-oiled machine.

First, determine what their skills are and what they're capable of doing time-wise. This can be as easy as having them fill out an information sheet on themselves at your volunteer orientation.

Second, really get to know your volunteers. The best way to do this is to spend time with them. Events and adoptions are great opportunities to mingle with and get to know your volunteer staff. It's a great time to find out what makes them tick. We also have a couple of volunteer get-togethers each year to thank them for all their time and commitment to the cause. This is also a fabulous time to get to know folks.

I will often ask a volunteer to go to lunch or have drinks. Once you've established a relationship with your volunteers, you'll be able to gauge their capabilities and you'll feel more comfortable asking them to do different tasks.

Third, when you ask volunteers to do something for your organization, you should do a lot of prep work before you ask them to commit their time. Basically, put together a job description that fits with the person's skills/personality, and include specific tasks and goals. Next, put in a call to them and ask if they'd be interested in meeting with you over coffee to discuss the volunteer opportunity you have in mind. When you meet with them, go over the job description and the goals that you put together for the task(s). This way, everything is on paper, there is no doubt about what you expect from them, and you can discuss questions and concerns one on one.

If you simply send a list of tasks to your volunteers and ask them to help out with one or more duties, it will probably get buried under a pile, never to be seen again. It's most likely not because they're uninterested, but because they haven't been cultivated enough or been given a specific-enough duty to see that it's as big of a priority as you do.

Finally, the approach we've adopted with our volunteers is to treat them and their assigned responsibilities much like we do a staff member. When volunteers leave an organization, the biggest reasons I hear are (1) they didn't get enough direction or guidance, (2) they felt the group was unorganized and was wasting their time, or (3) they didn't feel appreciated enough.

This told us to start running our volunteer program more like a business, which requires more structure and direction. So we now do the following: Key volunteers get job descriptions, timelines and goals for their tasks. They typically are placed on a committee that serves a specific function in the organization. They meet every other week as a group, and the staff member/volunteer responsible for these volunteers is in contact with them in between committee meetings, either over the phone or in person, to make sure they are on task.

These steps can help you take the fuzziness out of roles and responsibilities and give more definition to your volunteer program. You'll also start noticing how much more efficiently things run and how much easier it is to determine where folks can help out in your organization.

– Julie Castle of NMHP in Utah

The volunteer coordinator (see job description at right) should control the assignment of volunteers. To help your volunteer coordinator to be successful, clearly define the number of volunteers you'll need and the skills you are looking for. Since the coordinator will be dealing with a variety of personalities in volunteers, he/she needs to be a people person. Volunteers who are passionate animal lovers can sometimes be lacking in people skills. The volunteer coordinator needs to understand this and be willing to work with it, to stay positive and be appreciative of volunteers. A certain amount of diplomacy may be required in helping volunteers to find just the right area for them.

Some volunteers just aren't going to work out. If a volunteer is problematic to work with and you've tried everything (including switching him/her to various areas), drop that person from the active volunteer list.

Volunteer Coordinator

Function:

Coordinate all volunteers so they perform effectively at the event.

Responsibilities:

1. Contact various groups and organizations to solicit volunteer involvement.
2. Find out how many volunteers the other coordinators or committee chairs will need. Exceed their requests by at least 20 percent (i.e., if someone requests five volunteers, have six available).

3. Contact volunteers at least one month before the event. Make several follow-up calls to remind them of their commitment.
4. Make out the volunteer schedule for the event, using a spreadsheet to assign volunteers to their areas and time slots.
5. During the event, act as a main point of contact for volunteers. Be available to answer questions and solve problems that may arise.
6. Set up a volunteer booth at the event and have volunteers sign in so you can keep track of them.
7. Make a nametag for each volunteer, with some way of designating them as volunteers (such as a different color or an attached ribbon).
8. Make sure all volunteers sign a waiver form.
9. Send thank-you letters to all volunteers after the event.

Possible Goals:

1. Secure X number of volunteers for the super adoption.
2. Make sure volunteers know what their jobs will be and get training if necessary.
3. Have all volunteers active throughout the event.



Getting the Word Out

There are several aspects to getting the word out about your super adoption:

- Getting publicity through radio, TV, and newspapers
- Advertising the event in varied and creative ways
- Distributing marketing materials like flyers, posters, etc.
- Producing promotional items like t-shirts, bandannas, buttons, etc.
- Collecting feedback from attendees through surveys

Publicity

Getting extensive media coverage in your city for your super adoption will do a lot for the success of the event. NMHP in Utah starts gearing up the public relations machine three weeks before the event date. Their goal is to try to get appearances on at least 15 radio or TV shows.

Try to get as creative as possible when going after pre-event press coverage. It's likely that the more creative you are, the more media attention you'll get. One year, NMHP in Utah wanted to debut their "celebrity cat tower," an outdoor enclosure designed to showcase cats at the super adoption. So, they designated a cat named Polar as their token celebrity kitty. For the pre-event press conference, Polar arrived in a white stretch limo and was ceremoniously walked down a red carpet, and then set gently down on the cat tower, which was bedecked with gold stars. Three TV stations covered Polar's arrival, giving NMHP in Utah some valuable exposure for the event before it even began.

Publicity for your event should be organized in three phases: before, during, and after the event.

Phase 1 (before the event)

Beginning one to two months before the event, contact city editors at your local newspapers and assignment editors at your local television and radio stations, and tell them about your super adoption. Invite them to meet your group in advance of the event and offer some contacts for interviews – such as board members or people who have adopted pets in the past. Hold press conferences to promote your event and invite rescue groups and animal services representatives to conduct interviews and give information about their separate organizations. For more on working with the media, see the Top Tips sidebar at right.

Top Tips: The Media

We did surveys at our adoption events, asking people where they had heard about the event. For all three events, the majority said the local newspapers. The articles we had in newspapers didn't cost us anything because all we did was send out press releases. We contacted the people who typically write animal-related stories for the major local papers and developed a relationship with them ahead of time.

We were also fortunate enough to find a columnist who loves animals and is a big supporter of our cause. We asked her to emcee the event, and she wrote a column about it the week before, explaining that she would be there. Another good way to get media attention is to have a heartwarming adoption story. You could send in a press release that includes a picture of the animal and tell people that he/she will be at the event for adoption.

When it comes to newspaper, television and radio press releases, it helps to have a volunteer who knows a little about it. We have someone who used to work for a newspaper, and she knows a lot about what the media likes to see in a press release, as well as the best time to send them in. We typically send the first press release six weeks prior to the event, and then follow up one week before.

You might also ask the venue that is hosting your event if they have any relationships with the media, and if they would be willing to send out press releases on your behalf. For all three of our events this was the case, and it helped us get media attention. I would also suggest that the event location is key to getting media exposure. The bigger and more well-known location you have, the more the media – and the public – will think it's a worthwhile event.

– Megan Newman of NMHP in Hillsborough County

News releases. Create a news release and distribute it to editors at local newspapers, magazines, and radio and TV stations. This news release announces your super adoption, your involvement with the groups and shelters, and your plans for the event. Example 13 in the appendix shows what to include in your news release.

Contact letter. A contact letter distributed to editors at local newspapers, magazines, and radio and TV stations can give a brief overview of your group's involvement in the super adoption and explain the activities that are planned. Personalized to each editor, the letter should answer the "who, what, when, why, where" about your activities. It should also list the name and telephone number of your group's public relations person as a contact for media questions.

Calendar listings. Getting the super adoption listed on a calendar of events is an easy way to publicize it. Calendar listings should give the date, time and location of your super adoption, as well as a brief outline of event activities and celebrities who will attend. Send calendar listings to your local newspapers, magazines, and radio and television stations.

Radio liners. Compose some radio liners – one or two concise sentences giving the details of your event. Sending several radio liners of varying length to local radio stations makes it easy for them to work your announcement into their schedules.

Phase 2 (during the event)

This is blitz time! Give the media the details they need to provide maximum coverage of the super adoption. One effective strategy for gaining media attention during the event is to get a local television or radio personality to be the emcee. NMHP in Utah does live radio remotes during their super adoptions. For some tips on getting radio coverage during the event, see the Top Tips sidebar at right.

Phase 3 (after the event)

Phone editors and reporters to make sure they have all the information they need and to report on how many animals were adopted during the event.

For more on the importance of media coverage, see the Top Tips sidebar on the next page.

Top Tips: Radio

When we approached local radio stations about doing remote broadcasts, the response we received was that live remotes have to be scheduled a long time in advance: six months to a year, in most cases. The stations told us they would be glad to do it for no cost; however, we just need to get on their schedule well in advance.

What we have done instead is to ask the station to come to the event and play music or make announcements, but not do an actual live broadcast. These are much easier to get on short notice. It just involves DJs bringing their broadcast equipment (speakers, microphone, etc.) and providing entertainment. You could still get some good publicity out of this because most DJs will make announcements during their shows about the event, stating that they will be there and asking people to come out and see them. You can also include the radio station's logo in your pre-event publicity and use phrases like "Join Jane Doe from Magic 107."

Overall, I think the best way to get radio-station involvement is to find a personality who likes animals. You can listen to the different DJs on your local stations and see which ones talk about their own animals during their shows. You could also look at the radio stations' websites for bios of the personalities to see which ones include information about their pets. Then, approach them in the same way you would approach a company for a donation. Go in person (set an appointment, if possible) and explain your cause; tell them how much you would like them to be involved.

I asked one of our local radio personalities for some advice for groups wanting to work with radio stations. Here are her thoughts:

"Unless someone with a rescue group already has a contact or relationship with someone on-air, the best approach is to go through a station's promotions department. These are the people who actually are responsible for getting a presence out to any event. E-mailing a host never hurts, and send a sweet dog picture. But we get an awful lot of requests for appearances at various events. So maybe not all requests can be fulfilled. Whatever you do, follow up with a phone call and then another one, if necessary. If they know you are on a mission from the heart, such as your adoptathons, many times radio folks are most eager to help the animals."

– Megan Newman of NMHP in Hillsborough County

Top Tips: Media Sponsor

Question from a Forum member:

When putting on a special event or adoption event that you want to get the public to come to, how important do you think it is to have a media sponsor and coverage before the event? A lot of other nonprofits that hold very well-attended walks always have a TV, radio, or newspaper sponsor. We are wondering how big of a factor that is in their success. But we worry that if you tie in with one station, the other stations will be less likely to cover you because you are linked with a specific station. Do you think that is true?

Response from Michelle:

Media coverage is a huge part of any successful event. The more coverage you get, the more people you will attract, and the more attendance you will have. Also, you are smart to diversify your coverage: TV, radio, newspapers.

In my experience, you will not cut yourself off from other news outlets by partnering with one. If your event is fun, interesting and newsworthy, many of your local media outlets will be there. News is still news, even if one station is a “sponsor” of an event.

It may take you a while to “get on the radar screen” with some of your media outlets, but keep at it. It will pay off for you in the long run.

– Michelle Thompson of NMHP in Utah



the Best Friends Network) to spread the word. President Michelle Hankins also advises, “Utilize the groups that participate in the event, since adopters are already going to their websites and calling them about available animals. Make sure your event is the ‘to do’ event of the weekend.”

Picking a location with a lot of drive-by traffic is a crucial advertising strategy; according to NMHP in Utah’s exit surveys, up to 50 percent of their adopters were “just driving by.” To pull in even more of these passersby, they rent a huge balloon and attach a colorful banner that reads “Super Pet Adoption.” Another attention-getter is to put volunteers in cat and dog costumes, and send them out to busy street corners with signs advertising the event.

If you want to make the super adoption an annual event, think in terms of marketing it even after the event is over. Consider having a logo designed specifically for the event and then using the logo on such items as t-shirts, buttons or bandannas. You could sell these items at the super adoption to defray the cost of producing them. An eye-catching logo that is used consistently and over and over again helps to reinforce the public’s recognition of the event.

To design the logo, you’ll want to use a graphic designer. If you can’t afford to hire one, ask your board members, staff and volunteers if they know of any graphic designers who are also animal lovers. Someone might know a designer who’s just starting out and would be happy to exchange the design work for recognition in your printed materials. Another idea is to contact local colleges that have a graphic design track. Designing a set of marketing pieces (e.g., logo, flyer, poster, t-shirt) could be a fun student project.

If you’re on a tight budget and would like to know more about cheap forms of advertising, see the Top Tips sidebar on the next page.

Advertising and Marketing

You can never have enough advertising or marketing. As with publicity, be creative and your efforts will be rewarded. NMHP in Utah has tried every grassroots guerilla tactic in the book – from lawn signs to 40-foot banners on skywalks to bag stuffers at PETsMART. Emulate candidates during the political season and plaster strategic areas of town with flyers and posters. See Example 14 in the appendix for a sample of a poster promoting a super adoption. Don’t skimp on the regular advertising either: Classified ads in newspapers, newsletters and magazines are surprisingly effective.

DC Metro advertises their events in many different ways. They use radio, TV and print media; place ads in local newspapers; post flyers wherever they can; and put up signs at the event venue. They use their website, e-mail, and online postings (via local animal Yahoo groups and

Top Tips: Advertising

We had a volunteer graphic artist create professional-looking flyers for our events. We copied these on brightly colored paper for a minimal cost, and then asked volunteers to distribute them anywhere possible – including pet supply stores, vet offices (vets seem to love promoting adoption events because if their clients adopt more animals, it means more business for them!), and other places of business.

It also helps to ask the rescue groups who are participating in the event to help promote it. Some of our groups posted announcements about the event on their websites and handed out flyers at their adoption days prior to the event. Our humane society and county animal services handed out flyers to people who visited their shelter. Animal services also distributed the press releases through the county's media department, which was a big help because they have well-established media contacts. They even put it on the county's website, which gets a lot of traffic.

As far as paying for advertising, I would just make sure you consider the demographics of the advertising medium you choose. There is a lot of information out there, such as in the *Pet Ownership Demographic Source Book*, which outlines typical demographics for adopters. You can try to find a medium that matches that demographic. Also, be sure to ask if they give discounts to nonprofits, or if they would be willing to provide pro bono advertising in exchange for event sponsorship. One of our small local newspapers provides us with free ad space in exchange for distributing their newspapers at the event.

– Megan Newman of NMHP in Hillsborough County



Exit Surveys

NMHP in Utah does exit surveys at their events. Why bother with surveys at a super adoption? Well, they can be a great tool for finding out who attended the super adoption and what they thought about it. Armed with that information, you can know with greater accuracy what areas need to be improved upon next time. Also, the information gathered can be helpful for attracting future sponsors, since they will know what the demographic is.

Of course, writing surveys can be tricky – you don't want to skew the results. One great idea is to have a college marketing class help you write your survey. Your goal is to sample at least a third of your crowd. See Example 15 in the appendix for the results of the survey done by No More Homeless Pets in Hillsborough County.

Here's what NMHP in Utah staff have to say about surveys: "Things we thought were the gospel truth turned out to be the exact opposite of what we expected. We have people fill out surveys as they exit. As an incentive, their names are entered into a drawing for dog food. We also have a volunteer at the gate keeping a count of people attending the adoption. We made a few changes to the adoption application to include several survey questions. We wanted to find out more about the folks who came to the event and actually filled out an application for an animal and compare them to those who just showed up and didn't fill out an application."

Media and Public Relations Coordinator

You should have a coordinator or committee chair who will be responsible for public relations and will also be willing to be a media spokesperson. Since this person will have a lot on his/her plate, you might want to assign the distribution tasks to someone else. (See description of distribution coordinator's job on page 26.)

Function:

To devise and implement the event publicity plan (all three phases). To oversee the production of all printed material and promotional items.

Overall Responsibilities:

Create an overall timeline for PR, advertising and publication production. The timeline should include such details as deadlines for submitting community calendar information, getting print pieces to the printer, and doing radio and TV public service announcements.

PR Responsibilities:

1. Prepare press releases and public service announcements (PSAs) for local media.
2. Contact all relevant media and publications about the super adoption. Distribute community calendar information, PSAs and news releases.
3. Arrange for a photographer to cover the event. Working with other coordinators, provide the photographer with a list of what to photograph.
4. Create a timeline for publication production, so as not to miss a time-sensitive date.
5. Clip all printed articles about and/or mentions of the event and keep them in a file for future reference.
6. Send out press advisories 24 hours before the event. (A press advisory gives the media a heads-up about the event that's about to happen.)
7. Send out a post-event press release to all media outlets.

Advertising Responsibilities:

1. Oversee the purchasing and trafficking of all media, such as radio, newsprint, and cable TV.
2. Oversee the production of all advertising, such as display ads for newsprint and copy for radio ads.
3. If there will be live radio coverage during the event, create talking points and be the contact person during the live remote. (Talking points are the things they should talk about on the radio – for example, the names of sponsors to mention, the hours and dates of the event, and other things going on at the event, such as activities for kids or demonstrations.)

Collateral Responsibilities:

1. Oversee the design and production of all super adoption collateral (which means items such as flyers, t-shirts, posters, banners, and buttons).
2. Obtain bids for all collateral items.
3. Deliver finished collateral to the appropriate people for proper distribution.
4. Produce surveys for the super adoption and insure that they are filled out during the event.
5. Save a copy of all collateral to have on file.



Possible Goals:

1. To receive coverage on X number of television and radio stations.
2. To find a professional graphic designer to design promotional materials pro bono.

Distribution

One of the most effective ways to get the word out about your event is to print up flyers, door hangers and posters, and have volunteers distribute them around town. According to NMHP in Utah, the following are some of the most successful places to hang posters and pass out flyers and door hangers:

- Big department stores and home improvement stores sometimes have bulletin boards at the front where people can post flyers. Always ask for permission first.
- If a large establishment won't allow you to put up a poster for the public to see, ask if you can put a flyer or poster in their employees' break room.
- Many small restaurants, such as coffee shops or juice bars, are happy to put up a poster in their window.
- Groomers, veterinary clinics and pet supply stores will often let you hang posters and most will pass out flyers if you leave them a bunch.

- Flyers can be put on cars in parking lots or given to people on the street.
- Door hangers can be hung in communities that have the demographics of people that you hope will attend the event. They can also be used on car doors if you run out of flyers.

The first distribution of posters for hanging in store windows should occur about five weeks before the event. You'll want to have volunteers start to distribute flyers and door hangers around that same time and continue up until the day of the event. If you'll be using volunteers to make the initial contacts, give them a standard script to use. Here's an example:

Distribution Script:

“Hello, my name is Lori. I am working with No More Homeless Pets in Utah. We are having a Pet Super Adoption September 22–24. We would like to hang a poster in your store beginning August 20 to publicize the event. Would that work for you?”

If the answer is yes, thank them and get a contact name.

If the answer is no, thank them for their time.

Distribution Coordinator

Function:

Develop and implement a successful plan for distribution of posters, flyers, door hangers, etc.

Responsibilities:

1. Develop a list of the names and addresses of potential locations for distribution.
2. Contact each distribution location to get permission and a contact name. (It may be more effective to go in person than to call.)
3. Assign approximately 10 locations to each volunteer in a vicinity that is convenient for him/her to disperse flyers and posters. Make sure to keep volunteers well-supplied throughout the weeks leading up to the event.
4. Monitor and track each distribution location to ensure that flyers and posters are well-stocked.
5. After the event, send thank-you notes to the appropriate people and businesses.

Possible Goals:

1. Keep flyers and posters well-stocked at X number of locations.
2. Maintain weekly communication with all volunteers dispersing information.

Food, Entertainment, Fun!

A lot of people don't want to go into shelters to adopt because they're afraid the shelters will be grim, depressing places. So, a super adoption brings the animals to the public in a setting that's positive and fun. NMHP in Utah works hard to create events that are festive and upbeat; their super adoptions have a variety of food, live music, demonstrations, clowns, and other entertainment for both kids and adults. You can market the super adoption as a great event for the whole family.

Master of ceremonies. Having someone to emcee the event can really keep it lively. NMHP in Utah is lucky to have a local TV personality who enjoys being the master of ceremonies for their super adoptions. Said a NMHP in Utah staff person, "He is on the microphone from the beginning to the end of the event – profiling individual animals, welcoming people, and stressing the importance of spay/neuter and adopting vs. buying a pet. This has an amazing impact on the number of adoptions, and also helps us communicate our message even to those who don't end up adopting."

Live music. Acoustic music is best, since drums and electric guitars are not usually very soothing for either the animals or the people.

Entertainment for the kids. If you're advertising your event as fun for the whole family, think about including clowns, jugglers, face-painting, balloon art, mask-making, caricature artists, or other entertainment for the kids.

Food. Having food and drinks available for purchase will encourage attendees to stay awhile. About their first adoptathon, Megan Newman of No More Homeless Pets in Hillsborough County said, "We sold soda, coffee, water, popcorn, muffins and taco soup. (We have an all-vegetarian food policy for events.) The popcorn and water were the most popular. One thing we noticed is that people were looking for 'real' food, so next time we are going to try and have more of a selection."

The location of the event may affect your food and beverage choices. Nikki Sharp of NMHP in Utah said, "We used to have a more varied menu, but now we have more fun foods like ice cream, soda, popcorn, snow-cones, a coffee stand. We have problems with having food because the property owners [of the PETS MART] want a lot of money for the right to have food vendors. It isn't worth it for us." But, Nikki says, the food vendors at NMHP in Utah events usually donate 20 percent of their sales.



DC Metro NMHP opted not to have food at their event because the shopping center where they held the super adoption had a large selection of restaurants, and they didn't want to compete with them. (They had agreed to provide customers for the shopping center businesses in return for getting the space for free.)

Demonstrations. Animal-related demonstrations, such as agility and rescue, add a special touch to the event – they are great crowd-pleasers. They also show people how they can get more involved with their pets, since these are often skills that the general public can teach to their own companion animals.

Grooming and training are other good demonstrations to include in your event. When you recruit groomers and trainers, make sure they are willing to answer lots of questions from the public and do demonstrations on animals who are participating in the event. They should have printed information on hand to pass out to adopters and the general public.

This is a great way to promote animals who are being overlooked because of grooming and behavioral "challenges." Once or twice an hour, these animals can be showcased by the groomers or trainers, and they can also be promoted by your emcee. Example 16 in the appendix contains information you might want to give groomers and trainers before the event so they know what's expected of them.



Decorations and costumes. Adding a festive touch to your event can draw people in and make them want to stay awhile. Decorations may be as simple or as extravagant as your budget and schedule allow. If your event will be held outdoors, they should be fairly durable. NMHP in Utah uses some of the same props and decorations year after year, with small modifications depending on the theme of the event. You can find great ideas at party and costume stores, which rent and sell props and equipment. Renting or buying an animal costume or two is a great investment and a good way to advertise your event.

If you're on a tight budget, perhaps you can find some creative volunteers who would be willing to make decorations or raise funds to pay for them. The main thing is to have fun with this aspect of event planning. Your focus should be getting people to your event and adopting out your groups' animals to loving and permanent homes, not stressing because your decorations didn't turn out just right!

Free stuff. Another way to add to the festivities (and provide incentives to adopt) is to offer adopters some freebies, which doesn't have to cost your organization any money. Megan Newman said, "We had free pet portraits for all adopters; a company donated them to us in exchange for publicity. We also gave the adopters bags of treats and toys, which were donated to us by Science Diet. One of our rescue groups had a contact there, and she got those for us." NMHP in Utah's goodie bags usually contain coupons and donated items like dog and cat toys and food samples.

Entertainment Chairperson

Function:

Arrange and coordinate the entertainment schedule and script for the super adoption so as to provide a festive atmosphere.

Responsibilities:

1. Create a schedule of events for the super adoption. You will be responsible for all that's happening on the main stage and in the crowd.
2. Keep in close contact with the site logistics coordinator about how the setup plan for the event is coming along.
3. Meet with the shelter and rescue group coordinator to organize designated times that each group will have the stage.
4. Meet with the appropriate person to organize how you will recognize corporate sponsors during the event.
5. Secure a celebrity emcee. The week of the event, meet with the emcee to go over the script.
6. Secure all entertainers and people doing demonstrations (e.g., groomers and trainers).
7. Rent a public address (PA) system for the event.
8. Send thank-you notes to the emcee and all entertainers the week after the event.

Possible Goals:

1. Make sure there is continuous entertainment during the event.
2. Stay within the entertainment budget.

Site Logistics

Planning the Layout

Whether you are holding the super adoption in a park, an indoor pavilion or a parking lot, there are several things to consider when it comes to your event layout. To encourage the public to circulate through every area, think in terms of creating “flow.” You don’t want “dead ends.” If you would like to set aside a place for the staff, groups and their animals to take a break from the crowds, fence off an area and designate it as such.

You’ll probably want to separate the animals by area. DC Metro NMHP kept cats in one area and dogs in another. They used the exhibitor booths as a buffer between the cat and dog areas. You’ll want to allow more space for groups that are bringing more animals.

Leave adequate room between tents and booths to encourage flow, and also to meet any fire-code restrictions and regulations. To comply with the fire code, food vendors must have a certain radius around them that is free of any other structures and activities. Call your local fire marshal to find out the rules and regulations for your city. The regulations may change from city to city, and from year to year, so check with the fire department every time you hold a super adoption.

Here are some other tips for a well-planned layout:

- Create entrances that are easy to find and large enough to maneuver vehicles and supplies through.
- Designate areas for the dogs and cats that accommodate them and make them easy for the public to view. To make sure that the animals are comfortable at all times, you will need to consider shade patterns during the day and noise levels from entertainment, traffic, etc.
- Enclose the cat area. NMHP in Utah rents tents that have three enclosed sides and an opening for the entrance that can be closed on the fourth side. This helps reduce the cats’ stress level and also helps in case a cat escapes.
- Designate booth areas for rescue groups and shelters to work out of and conduct interviews in both the cat and dog areas.
- Design your layout so that critical booths like payment, volunteer check-in, and information are easy to find and readily accessible. These booths will need power, so locate them next to a power source or a generator. You will



also need to provide power for your stage and food vendors, so it is nice to group all of these booths together if you can.

- One option is to design your layout around a central fenced-in area. This can be used as a “get to know you” area for people and their new pets, and also as a central base for your emcee to spotlight pets and make announcements. NMHP in Utah decorates the fencing according to their theme, and uses donated trees to help give the area a garden-like feeling. They have started renting a canopy to cover this area, which really helps when the weather is bad or very hot and sunny.
- Try to keep necessities, such as portable toilets and generators, situated at the perimeters of the event. Make the restroom facilities easy to find by putting up signs directing people toward them, but for aesthetic reasons you might want to keep them away from the main action. Generators need to be out of the way so they don’t disturb the public and they aren’t tampered with.
- Use a centralized payment station if you’ll be standardizing the adoption fees. NMHP in Utah has one payment area where they collect all of the adoption fees for the participating rescue groups and shelters. They keep 5 percent of the adoption fee to offset the cost of producing the super adoption. All paperwork is processed through No More Homeless Pets in Utah and checks to the participating groups are sent out two weeks after the event.

Renting Equipment

When renting equipment for the event, get bids from several companies and compare them. You may save quite a bit of money that way. Depending on how big your event is and where you are holding it, here are some types of equipment you may need to rent:

- Generators
- Tents and booths
- Tables and chairs
- Portable toilets
- A stage, including lights and scaffolding
- Fire extinguishers
- Fencing
- Air conditioners or heaters
- Water barrels or cement blocks to secure tents
- Bright orange cones (to serve as road barriers)

Getting Permits

Whether your event will be held in a privately owned facility or parking lot, or in a municipal park, you will need to get permission in writing to have your event there. Example 17 in the appendix is a letter sent by NMHP in Utah requesting permission from the landlord to have a super adoption at PETsMART.

Depending on where your event will take place, you'll need to adhere to certain city and/or state regulations pertaining to large public gatherings. Once you've received permission to hold the event, you'll begin the permit process. You will need to have a well-thought-out plan in order to complete the permit applications. You may be asked to provide information like a specific description of the event, a copy of your insurance policy (or possibly an additional insurance policy for the event itself), information about waste removal, fire marshal approval if there is tenting or fencing, an emergency medical plan, a cleanup procedure, etc.

To put on the event, you will need to get some or all of the following permits. To find out which permits are required, start with a call to the administrative office for your city government. Be prepared to spend a total of a few hundred dollars to secure the permits.

- *Mass gathering permit.* To get this permit, you will probably need to show that you will have an EMT at the event, portable toilets (wheelchair accessible), and insurance.
- *Zoning/traffic permit.* You'll need to prove that you will



have enough parking spaces (including handicapped) and that your event is not happening in a residential area or blocking any major access roads.

- *Temporary business license.* Nonprofits have to obtain one, but you usually don't have to pay a fee.
- *Fire department permit.* The fire department has requirements for tent arrangements, fire extinguishers, and exits in tents. The fire department may want to do an inspection at the event itself. It depends on where you live and what the regulations are there. In terms of the pre-permitting process, the fire department usually will sign off on the zoning or temporary use permit.
- *Health department permit.* This usually falls under the mass gathering permit, but check with the health department to make sure.
- *Food handlers' permits.* These will be required for anybody who is handling unpackaged foods.

Providing for Security

If your event is to be held only one day and indoors, you might not need to provide security. For NMHP in Utah's big super adoptions, which last three days and take place in a parking lot, security is more of an issue. They hire a security guard to protect the site before the event (during the setup phase), during the event, and overnight. Example 18 in the appendix is a sample agreement with a security provider.

You may opt to have professional security both during the day and at night, or have volunteers during the day and just hire professionals for the overnight shift. If you do hire a professional, be aware that you get what you pay for. It's a good idea to ask friends and associates for recommendations to ensure that you hire guards from a reputable company. NMHP in Utah has had the unfortunate experience of having to replace a couple thousand dollars worth of sound equipment because of a lax security guard, so it pays to be choosy.

Another thing that can lend more security is fencing. NMHP in Utah has used both plastic fencing and chain-link panels. Here are what they consider to be the pros and cons of each:

Plastic Fencing

Pros: Lightweight, cheap, easy to move and set up, easy to store, reusable (but only with proper care), easy to obtain, easy to see, creates a more open feeling

Cons: Flimsy, easy to step over, animals can crawl under it, need water barrels to secure it, wind can blow it over, looks tacky

Chain-Link Panels

Pros: Sturdy, strong, secure, prevents runaways, looks "professional"

Cons: Heavy to move, must be rented, need sandbags to secure it, inflexible, creates a more closed-in feeling

Providing for Emergencies

Besides security, you'll want to think about providing for medical emergencies. NMHP in Utah feels that an EMT is a very important person to have at your event, even if you are not required to have one there. NMHP in Utah staff said, "We have only had a couple of instances where individuals needed medical assistance, but it is a very secure feeling to have someone like this on hand in case of emergencies." If you can't afford to hire an EMT, try to find one who's an animal lover who will donate his or her time. Example 19 in the appendix is a sample EMT service contract.

An onsite veterinarian is also an essential person to have at the event. If you have not approached a vet clinic about sponsoring, it is still a good idea to have a veterinarian onsite for emergencies and also to diagnose any animals that may be showing signs of illness. The vet can give these animals a checkup and then the tent captain can ask

to have them removed from the event if the animals are indeed sick. It is always nice to have a professional opinion in these cases.

Accommodating the Weather

If your event will be held outdoors, you'll need to be prepared to accommodate the weather. Since weather can change suddenly, it is best to be prepared for anything, especially when putting on events during spring and fall, the most volatile seasons. One of the most important things is to have tents that are durable enough to protect your participating groups and animals from inclement weather.

Depending on where you live, prepare for the elements with the following equipment and precautions:

High winds. High winds can devastate an event setup, so be prepared. NMHP in Utah recommends staking all tents, even smaller ones. If this is not possible, use water barrels, sandbags, or anything that will add stability and weight to upright structures such as tents, fencing, and scaffolding.

Rain. Rain can wreak havoc: It can ruin any signage and forms that are left unprotected, cause flooding in dog kennels, and make it generally uncomfortable for animals and people alike. Try to place kennels and cat areas where water will not collect and where drainage is good. Also, if rain threatens, be prepared by having extra tarps, blankets, and heaters on hand.

Snow. Snow brings a lot of the same problems as rain. Tarps, blankets, and heaters should be available and dog tents should be enclosed if you're holding your event at a time when it could snow. One concern with heavy snow is how it can affect your tents. To alleviate the danger of collapse, weight-bearing tents must be used in the winter months.

Heat. The summer and fall months are usually drier, but they can also bring higher temperatures. Heat can be very uncomfortable and sometimes deadly for animals, so be prepared for the heat with plenty of water and shade. Be prepared to use tarps or awnings to create added shade as the sun moves throughout the day. You will need to rent air conditioners and fans for enclosed tents, especially your cat tent. It is also helpful to have ice packs on hand. Remember that cats and very young or older pets will be much more sensitive to the heat, so keep an eye on them especially.

Site Logistics Chairperson

Function:

Manage the physical aspects of the super adoption, including planning the site layout, renting equipment, hiring security guards and EMTs, and securing of necessary permits.

Responsibilities:

1. Obtain all necessary permits from the city 30 to 45 days before the event.
2. Communicate with retail outlets in the area where your event will take place. Supply them with site maps and general setup times, as well as information on any other aspects that may affect their business.
3. Tell the volunteer coordinator how many volunteers will be needed for initial setup and take-down.
4. Ask the fundraising coordinator how much space will be needed for fundraising activities.

5. Hire an onsite security guard, EMT, and veterinarian.

6. Arrange for rental equipment.

7. Design the layout of the event and create a map positioning all groups, as well as the stage, food vendors, and entertainment booths.

8. Work with the shelter and rescue group coordinator on the number of animals that each group will bring each day. You will be in charge of assigning booth and kennel space for the groups.

9. After the event, oversee the cleanup and signage removal from all areas and make sure signage is returned to appropriate businesses.

Possible Goals:

1. Ensure that the event goes smoothly by creating a site layout that has “flow” and is easy to negotiate, and by obtaining all necessary permits and equipment.
2. Have an organized, efficient setup and thorough cleanup.

The Week of the Super Adoption

Staffing the Event

The staff requirements for the actual event will vary depending on the size of the super adoption. You will need plenty of volunteers to help with all the various aspects of setting up and tearing down, and also to perform tasks during the event. Tasks can include walking dogs, cleaning cat cages, filling water buckets, picking up trash, and helping out in the various booths and at the entrances.

To help make the event run smoothly, you will need to have a few capable folks filling the role of tent captains. Tent captains are some of the most important people at the event. You will need an individual captain for each dog tent and each cat tent; if you have enough staff, try to have two captains for really big tents. Your tent captains should be people with good communication skills capable of handling a lot of things at once. You'll need people who don't get flustered easily!

A week before the event, put together packets for your captains that include the site layout, a list of all groups participating, a copy of the policies and procedures to be followed, and a timeline of the event. Meet with your tent captains before the event, either on the phone or in person, and go over the policies and procedures in detail, answering any questions that they have. Reiterate their duties:

- Show the groups where their kennels and cages are located, and where to find all supplies.
- Organize the volunteers in the tent so they effectively help the groups with their animals (by walking dogs, cleaning cages, filling water buckets, etc.).
- Answer any questions from volunteers or participating groups regarding policies and procedures, etc.
- Judge if animals are too young, injured or sick, and have them removed from the event if warranted.
- Oversee group checkout. NMHP in Utah has a rule that no group leaves until their area has been inspected. When the group passes inspection, they are issued a checkout pass.

It's a good idea to make your staff and volunteers stand out from the public, so they are easier to identify and approach. Give them a brightly colored shirt or hat to wear, or anything else that makes them more visible to the participating groups and the public. Nametags also help, perhaps with ribbons attached that say either "staff" or "volunteer."

If you are the overall manager of the event, having a capable staff will make your life a whole lot easier and will free up your time to deal with the big picture and any unexpected problems that arise.

Setting Up

To have an organized, efficient setup, make a list of the tasks that must be done and then assign each task to staff or volunteers. Make sure you have enough staff/volunteers for all the tasks that need to be done. For their weekend super adoptions, NMHP in Utah sets up tents on Wednesday and everything else on Thursday, so they are ready for the animals to arrive on Friday. If you're holding your event outdoors, you'll need a security guard to watch your stuff overnight – or it won't be there in the morning.

Have one person in charge of setup and take-down – perhaps your site logistics coordinator, since he/she will be most familiar with the layout and what needs to be done. Setup tasks can range from putting up entrance banners to setting up temporary fencing to decorating the kids' area.

For the safety of the animals, you'll need to create signs and position them prominently around the areas where the dogs and cats will be located. Here are some examples of what these signs could say:

Please do not open cages without assistance.

Please ask for assistance to see an animal.

For the safety of our dogs and cats, please sanitize your hands before and after touching each animal. Please wear gloves when handling puppies and kittens. Thank you!

Creating Timelines

To ensure that everyone knows what's happening when, set up a general timeline for the week of the event and distribute it to all the relevant people. You'll also want to create a timeline for the event itself and distribute it to all staff and volunteers who'll be working the event. The participating groups, vendors, entertainers, and security or emergency personnel will need their own individual timelines specifying what they'll be doing and when they'll be doing it. Example 20 in the appendix is a sample timeline from one of NMHP in Utah's super adoptions.

After the Event

The event is over, so what else needs to be done? Well, there are a few things to take care of just as soon as your event is finished. First, make sure the location where the event took place is cleaned up thoroughly, so you'll be in good standing if you ever want to use that location again. Then, make sure all rented equipment is returned in good condition.

Here are some other post-event tasks:

Publicity. To get some post-event publicity, you'll want to send out a press release to all newspapers and radio and TV stations in your area announcing the success of your event.

Feedback from groups. Sending follow-up letters to the participating rescue groups and shelters can provide you with valuable feedback on what to keep and what to change at your next event. Example 21 in the appendix shows several samples of letters that are sent to groups after the event.

Feedback from event staff. Have a follow-up meeting for everyone on your event committee. You can combine the meeting with a thank-you dinner to show appreciation for your staff's hard work. It is best to do this the week after the event, since the details of the event will still be fresh in everyone's minds. Get as much feedback as you can about what worked and what didn't work. And take the time to write it all down; you may think you can retain everything, but some really great ideas can fall through the cracks if they are not recorded.

Give everyone a copy of the notes from the meeting, so they can brainstorm on their own. You then might want to organize the feedback in three categories: what worked, what didn't, what's next. Share all the ideas with everyone at a later date – hopefully at the planning session for your next event!

Follow-up letters to adopters. Send out follow-up letters to all adopters from your event to get great success stories that you can post at your next event. Ask for cute pictures and heartwarming stories that you can hang on a bulletin board at the entrance to your next event. Example 22 in the appendix is a sample letter to adopters.



Follow-up with the location management. If you held your event at a place where people shop, you might want to follow up with the location's management. DC Metro NMHP tracked the number of people who attended the event and reported this figure to the management company for the shopping center. This enhanced their relationship with the management company, who invited DC Metro to use any of their retail sites for future events.

Thank-you cards. Finally, compile a list of all vendors, sponsors, volunteers, donors, and anyone else you would like to thank for contributing to your event, and send them thank-you cards with a brief overview of the success of the super adoption. You can delegate this assignment to one person or divide it up among your staff, but don't neglect this task. It's so important to make people feel appreciated for what they have contributed to your event, and it makes them eager to help out the next time.

Well, now that you have one super adoption under your belt, hopefully you are on the road to planning and implementing many, many more. So pat yourself on the back and start getting organized for the next one!

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1. Profiles of Small, Medium and Large Events

Small Event

Possible location: Shelter, mall (all indoors or have dogs outside, cats inside)

When: If held indoors, you can do the event at any time of year. During warmer months, it may be more of a draw to have part of the event outside – perhaps dogs outside and cats inside.

Planning time: 1–2 months

Adoption goal: 50–75 adoptions

Duration: 1 or 2 days

Number of groups needed: 8+ groups

Number of animals needed: 100–150

Setup time: 1 day

Equipment needed: Banquet tables, chairs, cat towers, show cages, kennels, signage, banners, cleaning supplies, hand sanitizer, cage cards, adoption forms, trash cans, garbage bags, clipboards, cat litter, litter boxes

Level of difficulty: Low to medium, depending on how difficult it is to get landlord approval and the amount of preparation needed. The event may become streamlined enough to hold fairly often, even once a month. You can use the same equipment and location with a new theme each time (e.g., coinciding with the holidays). As you hold more and more adoption events, costs will go down and you may be able to find sponsors to cover part of the expenses.

Medium-Sized Event

Possible location: Parking lot (mall or shopping center) or small park or recreation area

When: Spring or fall are best if the event is held outdoors. If held during summer months, you will need to provide air conditioning and shade for the animals and participants.

Planning time: 2–3 months

Adoption goal: 100–150 adoptions

Duration: 1 or 2 days

Number of groups needed: 15–20

Number of animals needed: 200–300

Setup time: 1–2 days

Equipment needed: Tents, scaffolding, generators, fencing, tables, chairs, signage, banners, cat towers, kennels, show cages, cage cards, hand sanitizer, cleaning supplies, garbage bags, adoption forms, tarps, trash cans, poop scoopers, cat litter, litter boxes, clipboards

Level of difficulty: Medium. You'll need to start planning a lot sooner than you would for a small event. You may need to obtain various permits, landlord and/or city approval, and insurance to cover your group. You may need to find overnight facilities for animals in case of bad weather or cold temperatures.

Large Event

Possible location: Parking lot, park or recreation area

When: Spring or fall are best if the event is held outdoors. If held during summer months, you will need to provide air conditioning and shade for the animals and participants. You will also need to provide overnight holding facilities for animals staying at the event in case of bad weather or cold temperatures.

Planning time: 3–4 months

Adoption goal: 300–600 adoptions

Duration: 3–4 days

Number of groups needed: 24–30

Number of animals needed: 750–1,000

Setup time: 2–3 days

Equipment needed: Tents, fencing, scaffolding, generators, tables, chairs, signage, banners, cat towers, show cages, kennels, cleaning supplies, hand sanitizer, cage cards, trash cans, garbage bags, poop scoopers, adoption forms, tarps, clipboards, cat litter, litter boxes, cash boxes, two-way radios

Level of difficulty: Medium to high. You'll need to obtain various permits, landlord and/or city approval, and insurance to cover your group. You will need to determine a layout as far ahead as possible. A committee should be assembled to delegate the various tasks.

2. Prospective Budget

The People-Pet Partnership Super Adoption: Event Budget for June 2003

Goal: Adopt out over 100 animals in one day, create community awareness and help unite the community organizations.

Event Expenses

Tents, booths	\$2,500
EMTs	500
Entertainment	500
Sound system	200
<hr/> Subtotal	<hr/> \$3,700

Animal Expenses

Adoption applications	40
Poop scoop supplies	70
Adoption boxes	100
ID tags	100
Bandanas	360
Kennels	1,400
Fencing	300
<hr/> Subtotal	<hr/> \$2,370

Advertising

Posters	500
Banners	400
Brochures	
Printing/shipping	500
Design	200
Mailing	900
<hr/> Subtotal	<hr/> \$2,500

Food/Drinks

Committee expenses	250
Hospitality food	350
<hr/> Subtotal	<hr/> \$600

Copying Expenses

Signage	200
Copies for outreach	250
Signs for kennels	100
<hr/> Subtotal	<hr/> \$550

Miscellaneous Office

Phone/fax	200
Clipboards	50
Photography	
Film	40
Development	60
Photographer	150
<hr/> Subtotal	<hr/> \$500

Permits

Mass gathering	100
Zoning permit	100
<hr/> Subtotal	<hr/> \$200

Miscellaneous

Travel	300
Sponsor expenses	100
<hr/> Subtotal	<hr/> \$400

Grand Total: **\$10,820**

3. Timeline for Event Planning

This isn't a comprehensive timeline. It just gives you an idea of some of the tasks that might be included.

March

- 25 Meet with committee chairs
- 26 Secure EMT
Order signs
- 27 Secure all bands/entertainers
Reserve sound system
Review decorating ideas
- 28 Get information on truck rentals
Meet with volunteer coordinators
Order fencing
Finalize permits: zoning, mass gathering, etc.
- 29 Obtain list of participating groups/shelters
Finalize layout of the event
Rent generators
Reserve photographer

April

- 1 Recruit groomers and/or trainers
Check on progress of signs
- 2 Finalize delivery of props (plants, etc.)
Finish recruiting distribution volunteers
- 3 Reserve scaffolding
Produce draft of group positioning
- 4 Receive distribution materials
- 6 Hold distribution party
- 7 Pick up banners and signs
- 8 Meet with committee chairs
- 12 Meet with radio/TV host
Finalize radio liners
Buy supplies: garbage bags, paper towels, etc.
- 15 Put posters and flyers up in local businesses
- 19 Send out participation packets to all groups
Fax notice of event to newspapers for inclusion in community calendars
Send PSAs to radio stations

- 20 Assign jobs to all volunteers recruited for the event
Complete cage cards
Put up signs on telephone poles
Stuff bags for the event
- 21 Put up banner over the street
- 22 Distribute flyers and doorhangers in parking lots and communities
- 23 Make any last-minute changes with rental companies
- 24 Pick up supplies for volunteer and information booths (snacks, drinks, etc.)
- 26 Finalize script for host
- 27 Begin classified ads and radio PSAs
- 29 Meet with committee chairs

May

- 1 Finalize timeline for groups' arrival
Pick up walkie-talkies
Set up tents for fundraising booths
- 2 Pick up rental truck, kennels, cat towers and scaffolding
Set up tables, scaffolding and fencing
Pick up cash for payment stations
Set up tables, group signs and banners
- 3 Pick up generators
Set up volunteer and information booths
Meet with all groups as they arrive, address any questions, and review policies and procedures
Meet with bands and entertainers
Super Adoption begins
Help groups move animals into holding area for the night
- 4 Second day of Super Adoption
- 5 Third and final day of Super Adoption
Tear down the event
Return rental truck
- 6 Do final cleanup
- 13 Send thank-you notes
Conduct wrap-up committee meeting
- 31 Hold volunteer thank-you party

4. Letter to Prospective Exhibitor



March 1, 2004

Dear Mary,

Thank you for discussing NMHP in Utah's Super Pet Adoption with me last week. We would love to have you and your staff set up a pet first-aid booth at our event. I think pet first aid would be a great thing for new pet owners to learn, and we want to encourage our staff to take these classes or schedule a training with you later this year.

We have a couple of other booths that are being assigned. I will have you share a booth with another exhibitor, but you will have a 10 x 10 foot space to hand out flyers, sell your first-aid kits, and hang up banners or signage.

We do ask for a small booth fee of \$150 to help cover the cost of rentals. If you would like to donate kits to the first 25 adopters instead, that will work, too. Let me know if you will have any other needs in your booth, such as electricity.

Please feel free to call or e-mail me at any time. My phone number is xxx-xxxx and my cell phone is xxx-xxxx. My e-mail address is xxxx@utahpets.org. Enclosed you will find our event description and our demographics from last year.

Thank you so much. I hope to hear from you soon!

Sincerely,

Jane Doe
Special Events Coordinator
No More Homeless Pets in Utah

5. Letter to Prospective Donor



May 1, 2004

Dear Sandy,

I contacted you earlier today about receiving donations for our Super Pet Adoption, which will be taking place on September 20, 21, and 22, 2004. I am enclosing an event description with this letter to give you an overview of what our events are all about.

I am also sending the information that you requested. We adopt out both dogs and cats at our events, and at our most recent event, we adopted out 211 cats and 304 dogs for a total of 515 adoptions in a single weekend.

As you know, we depend heavily on sponsors and donations to make our events happen, and anything you can offer would be greatly appreciated. Our mailing address is 324 South 400 West, Suite C, Salt Lake City, Utah 84101. Our phone number is (801) 364-0370, and our tax ID number is xxxxxxxxxxxx.

Thank you so much. I hope to hear from you soon!

Sincerely,

Jane Doe
Special Events Coordinator
No More Homeless Pets in Utah

6. Sponsorship Proposal

A Partnership Opportunity for Best Pet Hospital with No More Homeless Pets in Utah

We hope that Best Pet Hospital will take advantage of this opportunity to be associated with a campaign that has strong community and promotional influence. The demographic targets for the super adoption are professional women, age 25–45, with medium to high income. A large percentage of adopters will be new pet owners.

How Best Pet Hospital could use the super adoption for promotional purposes:

- Use the booth to distribute information about hospital services, including your skills with adopted and rescued animals
- Use the microphone mention time to promote the hospital
- Take advantage of the direct-mail coupon opportunity

Benefits for Best Pet Hospital

Media outlet opportunity

- Best Pet Hospital will receive radio promotion on one of three radio spots

Logo recognition opportunity

- 150 posters that include the logo will be distributed throughout Salt Lake City
- Direct mailers promoting the super adoption will be sent to 30,000 residences – an opportunity to include a coupon for Best Pet Hospital’s services
- Logo will be featured on our website: www.utahpets.org

Event recognition opportunity

- Logo will be featured on prominent signage at the event (at the entrance and over the stage)
- Best Pet Hospital will have a booth measuring 10 x 10 feet
- Best Pet Hospital will be given microphone mention 6 times per day for the 3 days of the event

Cost to Best Pet Hospital: \$2,500

7. Letter to Shelters and Rescue Groups



March 24, 2003

Dear Prospective Adoption Partner,

I would like to invite you to be a part of the sixth Super Adoption organized by No More Homeless Pets in Utah. The event will be held at the PETsMART located at 1820 South 380 West in Salt Lake City. This year, the dates for the three-day adoption festival will be Friday, May 2nd; Saturday, May 3rd; and Sunday, May 4th.

As you may already know, this adoption event has helped Utah's rescue groups and shelters adopt hundreds of animals into loving, permanent homes. We have been very pleased with the results from the past few Super Adoptions, and we are working hard to make this event the best yet!

I have enclosed a simple form pertaining to your participation in this event. If you are interested in becoming one of our adoption partners, please fill it out and send it back to me via fax or mail as soon as possible. This is only a preliminary form to help us start planning for the event. The deadline for definite confirmation as to your participation will be April 10th.

This is going to be a super event and I am looking forward to working with you! We will keep in close contact with you as we get closer to the Super Adoption. You will receive details on general policies and procedures as well as other pertinent information as the time draws nearer.

If you have any questions, please feel free to contact me via telephone or e-mail (see contact information at the bottom of the page).

Sincerely,

Jane Doe
Partner Development Director
No More Homeless Pets in Utah

Form for Shelters and Rescue Groups

Group Participation Form NMHP in Utah Super Adoption May 2-4, 2003

If you are interested in participating in the Super Adoption sponsored by No More Homeless Pets in Utah, please provide us with the following information:

_____ (name of rescue group or shelter) agrees to participate in the Salt Lake City Super Adoption on the following days:

- Friday, May 2, 2003 (3-8 pm)
- Saturday, May 3, 2003 (10 am - 7 pm)
- Sunday, May 4, 2003 (10 am - 5 pm)

We predict that we will be able to bring a total of _____ animals each day to the Super Adoption.

The breakdown of these animals will most likely be as follows: _____ cats _____ dogs

We could bring cat cages to the event: Yes No If yes, how many? _____

We predict that our rescue group will need extra volunteer assistance with transportation of animals and basic operations during the event: Yes No

We want to be on the planning committee for this event. We will attend the mandatory meetings and participate in full: Yes No

If yes, the following person will be the committee representative: _____

Additional comments or suggestions: _____

8. Policies and Procedures

Pre-event Setup

1. There will be 2 cat tents and 3 dog tents housing the dog kennels. These tents will be set up a couple of days before the Super Adoption.
2. Groups are welcome and encouraged to bring their cat cages on Thursday, May 1, between 2 and 7 pm to set up. Have all cat cages labeled prior to dropping them off. Please keep the label to a tag. Also, some of your cages might need to be loaned out to a group coming from a long distance. If you can bring your cages on Thursday, it will really help Friday, Saturday, and Sunday to run more smoothly.
3. You will be assigned cat cages and dog kennels prior to the Super Adoption. Please keep in mind that cage assignments may change daily. If you are late to the event, you risk losing your kennel space to another group as well as being fined.
4. Check the kennel signs every day before placing your animal in one.

Event Check-In

Friday 10 am – noon

Saturday 7:30 am – 9 am (If you have left animals overnight, you must check in by 8 am)

Sunday 7:30 am – 10 am (If you have left animals overnight, you must check in by 9 am)

Please note: We have experienced problems with people arriving late and not giving themselves enough time to appropriately set up, clean up, and care for their overnight animals. For this reason, we will strictly adhere to the fee policy for latecomers.

We will be cleaning out dog kennels every morning: Saturday at 7:30 am, and Sunday at 9 am. We will have extra volunteers to help with this task, but please be prepared to be there at that time and try to bring extra volunteers of your own if possible.

If you represent a larger group (bringing more than 30 animals), please check in early!

1. You must check in at the Rescue Group/Shelter Booth every day that you are participating. You may unload your animals only after you have checked in. You will need to provide the following information when you check in:

- Group name and signature of group representative

- Check-in time
- Number of cats and dogs
- Of those animals, which ones are unaltered

2. After this info has been filled out, the check-in captain will sign the form and radio your tent captain that you have arrived. Then you will pick up your adoption packets, which contain various items to make your day a bit easier (pens, clipboards, etc.). We will not be providing the groups with t-shirts this year. Event t-shirts will be available for sale in the payment booth. We will provide name-badge labels, personalized with your group's name. We need to have all your volunteers and staff wear these so we can make sure that no unauthorized people are taking animals out of the event. To make this even more effective, try to have all your volunteers in easy-to-identify shirts or uniforms – whatever makes it easier to identify group members. The volunteer coordinator will be handing out “dog walker” badges to dog walkers.

3. When you meet with your tent captain, you will be shown where your adoption booth is and where you are assigned cat cages and dog kennels. Only put animals in cages that have your group's name on them. Assignments may change daily, so check for any changes each morning. Your tent captain may be coming around to check vaccination records, especially on younger animals. Please have these available for all the animals that you bring each day.

4. Tent captains are authorized to inspect all your animals at the time that they are brought into the event. If they feel that any animals are unfit to be shown (e.g., due to illness, or being too small or too young), they are authorized to ask you to remove these animals from the event. We will also ask our spay/neuter coordinators to keep an eye on these situations, so please be aware of this before bringing such animals to the event. Any animals under 8 weeks of age will not be allowed – no exceptions!

Event Check-Out

1. You must check out at the end of the day.

2. All of your cages and kennels must be clean and sterilized before you can check out. After you clean your cage and kennel areas, your tent captain will issue you an Exit Pass. Take this pass with you to the Rescue Group/Shelter Booth to check out.

3. We ask that you not leave until the event is scheduled to finish. (It is distracting to have people packing up while the event is still going on.)

Policies and Procedures (continued)

4. There will be a \$50 fine for any group that does not check in on time and check out each day. This is not an attempt by NMHPU to make money, but rather an incentive to help keep 25 rescue and shelter groups organized. Please respect this policy!

Spay/Neuter Policy

All animals must be spayed/neutered prior to leaving the Super Adoption with their adopter. This includes juveniles. Unfortunately, every group has a different policy regarding spaying and neutering, and we are unable to accommodate everybody's individual policy.

For an event this size, we need to standardize this procedure as much as possible, so we will have our mobile spay/neuter clinic, the Big Fix, on-site at the Super Adoption to assist groups in complying with this policy. The Big Fix will be available to perform surgeries on Saturday and Sunday during the event. Prices are as follows: \$15 cat neuter, \$25 cat spay, \$30 dog neuter and \$40 dog spay. There will be an extra charge for dogs over 80 pounds and spays that are in heat/pregnant, and males with cryptorchids. The cost of the procedure will be charged to the group, not the adopter, and will be deducted from your adoption reimbursement check.

Any animals 4 months and younger should be allowed to eat the morning of the surgery. No animals deemed too young or small will be allowed to be adopted out or fixed on the mobile unit and should not be brought to the event.

To make mobile unit surgeries easier and more organized, we will have an intake form to be filled out by the group and signed by the adopter for all animals needing sterilization. Please have the adopter take this form to the check-in table located in front of the Big Fix.

Mobile Unit Spay/Neuter Schedule:

Friday adoptions: All Friday adoptions will be held to be fixed on Saturday. Intake for all Friday adoptions will be 8 to 8:30 am on Saturday.

Saturday adoptions: Intake will be from 8 to 8:30 am with 35 pets maximum and there will only be a morning intake. After the maximum of 35 has been reached, intake for further surgeries will be 9 to 9:30 am on Sunday. Discharge time is Saturday between 5 and 5:30 pm.

Sunday adoptions: First intake will be 9 to 9:30 am, with a maximum of 40 pets scheduled. Discharge time for first intake will be between 4 and 4:30 pm. Second intake will be between 4 and 4:30, with a maximum of 15 pets sched-

uled. Discharge time for second intake will be between 8 and 8:30 pm.

Please note: In the event that the mobile unit does fill to capacity, the adoption partner assumes all responsibility to see that spay/neuter arrangements are made for the week following the Super Adoption for all animals.

Also, we would like to see more animals brought to the event already altered. This would greatly reduce the huge intake that we end up having on the mobile unit, so please try to have as many of your animals as possible altered before the event.

Vaccinations will be available on the mobile unit only for animals also being spayed/neutered. (Groups, not the adopter, will be charged for vaccinations and the money will be deducted from their adoption check.)

Vaccination Policy

All animals must have proof of at least one round of vaccinations. For cats, FVRCP is required; for dogs, DHPP is required.

Rabies shots are highly recommended but not required. If the rabies shot has not been given by the adoption agency, the adopter must be notified in writing that a rabies shot is required by law and indicate a date by when the shot must be given. We also ask all adoption partners to alert dog adopters of licensing regulations.

If at all possible, please try to vaccinate animals at least one week prior to the event, not the day before. This will help younger animals build up more disease immunity prior to the event and will hopefully cut down on stress-related illnesses.

Your tent captain may ask you for proof of vaccination on your animals, especially puppies and kittens. Please have these records available at your adoption booth each day so the captain can look them over after he/she picks up the list of your animals for each day.

Disease Control

We have had both parvo and distemper outbreaks at prior events, so in an effort to avoid more problems, we will be enforcing the following measures:

- Any animals 4 months or younger must be kept separate from each other unless they come from the same litter or have been together prior to the event. Use one area just

Policies and Procedures (continued)

for puppies or just for kittens, and keep younger dogs in individual cages.

- Limit the number of dogs per kennel to no more than four and keep surplus animals in a holding area in the back of PETsMART. We can also arrange for animal transport for groups who are locally based.
- Provide disposable gloves to be worn by anyone who poop scoops, and also provide a spray bottle with bleach solution that can be used for the hands and for the area every time someone poop scoops.
- Provide disposable gloves for anyone handling puppies or kittens, and also provide hand sanitizer to be used in between handling each animal.
- Use bleach solution to sanitize the dog walking area and kennel area four times daily.
- Have hand sanitizer available in the cat tent and have all volunteers encourage the public to use it consistently. Only let people who are seriously considering adopting an animal handle the cats, especially the kittens.
- Change and sanitize litter boxes daily and use new ones when moving cats between cages.
- Encourage all handlers to wear gloves and to sanitize in between animals as much as possible.
- Try to quarantine all new animals at least one week before the event and vaccinate them at this time. This will help cut down on illnesses brought on by the stress and exposure of the event.

We will have Banfield Veterinary Clinic on-site for our resident veterinarian. Any emergencies can be directed to them and they will be provided with radios so they and the tent captains can stay in touch at all times during the event.

Payment Policy

1. The fee for the adoptions is still standardized; it has been raised by \$10. The fee covers the cost of ID tags and also gives the groups a larger stipend for each adoption. The cost will be \$75 for a cat and \$85 for a dog.
2. There will be one payment station that No More Homeless Pets in Utah will be running.
3. At the Super Adoption, we will be accepting cash, credit cards or checks.

4. NMHPU will retain \$7 of the adoption fee to help offset the expense of the Super Adoption.

5. Groups will be given their checks approximately two weeks following the Super Adoption, once all the accounting is complete.

6. Groups will be responsible for obtaining remuneration for bounced checks.

7. Do not send adopters up to pay with their pets; they must return to the adoption booth to pick up their pets after payment.

8. We will be providing all adopters with free ID tags for their new pets. Please make sure that they fill these in and put them on their pets before leaving the event.

Adoption Procedure

1. Adoption applications have been standardized. It's now a one-page form that was based upon input received from a variety of groups. The form is printed on a triplicate carbon-copy form. We have included an exit survey as part of this form. Please make sure the adopters are filling out these surveys, as they provide valuable information! Also, collect these forms from denied applicants and please write "Denied" across the top for future reference.

2. All groups will perform their own interviews.

3. All groups will use their own contractual agreements.

4. If an animal is returned, the group is responsible for accommodating that animal. There is a space on the adoption application form for you to write in your group name and phone number. The phone number of your group on the adoption application form is required.

5. The cat adoption areas and the dog adoption areas are scattered; therefore, you must have an interviewer from your group for each area. The cat adoption area is in the cat tent and the dog adoption area will be in booths outside the dog tent. Please have someone available in your booth area at all times. We will be providing volunteers to serve as booth sitters who will be available to answer questions in your booth if you need to leave your area. We will be providing signs that can be put out on your table to let the booth sitters know that you need assistance. The booth sitters will have purple volunteer shirts and nametags identifying their roles.

Policies and Procedures (continued)

6. When an application is approved, the word “Maddie” needs to be written under CW. The CW line is located in the lower right-hand corner above the shaded payment box. CW stands for “code word” and lets the payment people know that the adoption was in fact approved.

7. The adopters need to be sent to the Payment Station without the pet and with all three adoption application forms: white, yellow and pink. We will be providing escorts to take people up to the payment booth so they aren't wandering aimlessly. Please remember that these people are there to help out.

8. The Payment Station personnel will keep the pink copy and then guide the adopters to the sponsor booths to claim their free adoption packets.

9. The adopters will then return to you to claim their pet. Look for the “Paid” stamp before handing over the animal. Take the white copy for your records and give the adopter the yellow copy.

10. The adopters will need to have their yellow copy in order to leave the event with an animal.

11. Last but not least, please be sure the PETSMART release forms are filled out completely. They need to have your PETSMART-issued group number, contact name, phone number, and a signature. Without this, you will not receive credit for these adoptions, and PETSMART is not released from liability in case of any lawsuits. We have included a copy of this form with the important information highlighted. Keep these completed forms at your booths and a PETSMART rep will be around to collect them. This way they are not getting lost when the adopter takes them up to payment.

Volunteers

1. You need to come with volunteers.

2. We request that you have one volunteer for every dog kennel or, at the very least, one for every two dog kennels. The volunteers will be responsible for helping the public with animals and keeping cages clean. You will have significantly greater success with adoptions with more volunteers available. Also, try to give the volunteers some background on the animals so they can answer questions about the dogs in the kennels that they are responsible for.

3. We will provide NMHPU volunteers to help your group at the event. These volunteers will be wearing purple

NMHPU shirts. Any volunteers that you bring will need to be provided with your own group shirts or the group nametags in your packet.

4. We will have a contact for each dog tent who will direct dog walkers to the appropriate people in your group. Volunteers who are walking dogs will be provided with a button so that the public knows that animal is available for adoption, and so the volunteers will be allowed to take dogs in and out of the event. PETSMART bandanas will be provided for the dogs and the dogs must wear them at all times.

5. Volunteers should assist the public in getting the cats out of the cages. The public should not take the animals out of the cages.

6. Puppies and kittens should not be handled unless the parties are seriously interested in adopting. Please help remind the public of this. Again, we will be providing disposable gloves and hand sanitizer for anyone who wishes to handle the puppies and kittens.

Stage/Entertainment

1. We will be showcasing animals at various intervals. Please let your tent captain know ahead of time if you have certain animals you would like to highlight and the tent captain will let the emcee know so he can fit them into his program.

2. We will have obedience trainers at the event. Please use their services as much as possible.

3. We have bands scheduled throughout the event. Please let us know if the audio volume is disturbing your animals.

Grooming

Groomers will be doing regular demonstrations in the grooming booth. Please let your tent captain know which animals you would like to have “spruced up” and the captain will schedule it with the groomers. The groomers will also do free nail trimmings and consults with all adopters. Please use their services.

Policies and Procedures (continued)

What You Need to Bring for Your Animals

1. Bring dog/cat food and dishes.
2. All dogs and cats up for adoption need to be wearing a collar and identification that states what group the cat/dog is affiliated with.
3. Bring leashes for the public to walk the dogs.
4. Bring proof of vaccinations for cats and dogs (see the vaccination section).
5. Bring a travel crate for dogs and cats who will be in holding. The holding crates for cats should be large enough to hold the cat as well as a small litter box.

Please note: Approximately 300 animals will be up for adoption at any given time. Therefore, with the goal to adopt out 700 animals, many will be waiting for a space to become available. We expect a quick turnover; however, all groups need to be prepared with appropriate equipment for their pets during that waiting period. We will have a pet holding area inside PETsMART. We will let you know which space is available prior to the event.

6. The humane society has generously donated some cardboard carriers to provide to adopters. However, there are a limited number of them and every cat is required to leave in a cat carrier of some sort. So, please be prepared with some carriers of your own. PETsMART will also have a large selection of carriers for sale inside the store.
7. Bring snacks and water for your volunteers and staff.

For Your Information

1. All staff will be provided with two-way radios during the event. This will include the resident veterinarian, the Big Fix staff, all tent captains, the Payment Station staff, security, the emcee, the volunteer booth staff, the EMT, the group and shelter contacts, the event coordinator, and the adoption coordinator.
2. An EMT will be on staff all three days and will be based out of the information/volunteer booth.
3. We will be providing snacks and drinks for our NMHPU staff and volunteers only! Please come prepared to provide for your own staff and volunteers, since we cannot afford to provide these items for everyone who participates. Water and soda will be available for sale and we will also have food vendors on-site.

4. We will have a couple of fundraising booths this year, including a Sights and Sounds rummage sale, a silent auction, and a raffle for several donated items. If you have anything you would like to donate to the rummage sale, please contact Trista at xxx-xxxx. We are collecting books, music, movies, and artwork. We will also have a donation incentive at the payment booth: A past event t-shirt for a \$5 donation and a 2003 event t-shirt for a \$25 donation. We will also have a raffle table with some great prizes available; please remind people to take a look before they leave the event!

5. We will be using chain-link panels again this year for fencing instead of the plastic fencing we have used before. We hope this will help increase security and give a more professional feel to the event.

6. During the day, we will have four volunteers in security jackets patrolling the entrances and helping where needed. We also have security guards hired for all three nights, when animals and equipment will be at the site.

7. No animal under 8 weeks of age can participate in the Super Adoption. There are no exceptions to this rule. If your tent captain finds animals that are under 8 weeks of age, you will be asked to remove them from the event.

9. Adoption Application

Name _____ E-mail _____

Address _____ City _____ Zip _____

Home phone _____ Work phone _____

1. Are you at least 18 years old? Yes No ID or driver's license number: _____

2. Do you own or rent your home? If you rent, landlord's phone number: _____

3. Who are you adopting this pet for? _____

4. How do you plan to keep your new pet confined to your property? Check all that apply:

In the house Kennel or crate Fenced yard Tie-out chain Garage Patio area

Outside dog run Other (explain) _____

5. Where will the pet be kept during the day? _____ Night? _____

6. List previous pets and explain why they are no longer with you. _____

7. Please list all other members of your household and their ages. _____

8. What other pets do you currently have? Number of dogs _____ Number of cats _____ Other _____

9. Are your current pets spayed or neutered? Yes No

10. What is the name of your veterinarian? _____

11. Do you plan on having your cat declawed? Yes No

12. What training methods do you plan on using? _____

13. How do you plan to transport your pet? _____

14. What is the current name of the pet you wish to adopt? _____

15. Is the pet a dog or a cat? _____ Approximate age of the pet _____

I understand that this is an adoption, not a sale, and that pet adoption agencies reserve the right to postpone, refuse or rescind any adoption. I certify the above information to be true and understand that any false information may result in cancellation of the adoption. I hereby release No More Homeless Pets in Utah, its agents, participating agencies, and sponsors from any liabilities related to the adoption of this pet.

Signature _____ Date _____

Counselor's signature _____ Is the pet spayed/neutered? Yes No

Group name _____ Phone _____ CW _____

Type of payment: Cash Credit Check: Check number _____

Would you like to make a donation to No More Homeless Pets in Utah? Yes, amount: \$ _____ No

Amount paid _____ Payment note _____

Adoption Application Instructions

Overview

1. To minimize confusion with 20+ rescue groups and shelters, a standardized adoption application form is used.
2. Each group has its own adoption contract.
3. The cost for the adoption is standardized: \$85/dog and \$75/cat.
4. All animals have to be spayed/neutered before going to their new homes.

Filling Out the Adoption Application

1. At the bottom of the application, you'll see the letters CW (which means "code word"). If the adoption is approved, write the word "Maddie" next to the CW.
2. Make sure you fill in the part that asks whether the animal being adopted is a dog or a cat. This will help us to determine what fee to charge.
3. PETsMART requires that each adopter fill out a waiver. If the adoption is approved, make sure this waiver is filled out.
4. When the adoption is approved, keep the white copy and send the adopter to the Payment Station with the yellow and pink copies.
5. When payment is made, we will take the yellow copy with a receipt of payment.

Adoption Application Checklist

Please use this checklist to insure that all adopters have the proper paperwork completed before they proceed to the Payment Station.

- Adoption application completed. (Send adopter to Payment Station with all three copies.)
- Approval code word written in the appropriate place.
- Individual agency's contractual agreement signed.
- PETsMART liability release form filled out. (Give adopters their copy to take with them, and keep the other copies at your booth. A PETsMART rep will come around to pick up their copy.)
- If an animal is not already altered, the adopter will need a Big Fix intake form. (Make sure it is signed by both you and the adopter.)

10. Event Schedule for Groups

Thursday, September 19

noon – 5 pm All groups drop off cages

Friday, September 20

11 am – noon Check in at the front information booth

2 pm Super adoption begins

8 pm Super adoption ends for the day

- Clean up your area
- Put animals in holding area for the night
- Get exit pass from your tent captain
- Check out at the front information booth

Saturday, September 21

7:30 – 9 am • Check in (If you have left animals overnight, please check in by 8 am)
• Spray out dog kennels (We'll have volunteers to help)

10 am Super adoption begins

8 pm Super adoption ends for the day

- Clean up your area
- Put animals in holding area for the night
- Get exit pass from your tent captain
- Check out at the front information booth

Sunday, September 22

7:30 – 9 am • Check in (If you have left animals overnight, please check in by 8 am)
• Spray out dog kennels (We'll have volunteers to help)

noon Super adoption begins

5 pm Super adoption ends

- Clean up and tear down your area
- Get exit pass from your tent captain
- Check out at the front information booth

11. Cage Card

Name _____

Breed _____ Age _____

Male Female Spayed or neutered? Yes No

Vaccinated? Yes No Microchipped? Yes No

My story: _____

12. Volunteer Registration Form

Best Friends Pet Adoption Festival: Sunday, June 8, 2003

Thank you so much for offering to help with the Pet Adoption Festival. These events are hard work and require a serious commitment from you, our volunteers. So, please think carefully about the times that you can reliably offer and the area where you wish to work. We will do our best to see that you enjoy the experience, but keep in mind that the priority is to create a great environment and support system so that the rescue groups can relax and focus entirely on getting their animals adopted into safe new homes.

There are lots of ways for you to help! Please mark your 1st, 2nd and 3rd choices of areas to work:

Before the Event

- _____ I will help immediately by distributing posters and flyers.
- _____ I will help immediately by e-mailing flyers.
- _____ I will help with the setup on Saturday from _____ to _____.

On the Day of the Event

- _____ I can help put up the street and traffic signs (7:30 – 10 am).
- _____ I can come early to help with setup (7:30 – 10 am).
- _____ I can help the groups with load in (9 am – 11 am).
- _____ I can help with parking.
- _____ I can help with the children's area.
- _____ I can help with the Best Friends booth. Have you visited the sanctuary? Yes No
- _____ I can help sell water.
- _____ I will help by creating and donating a gift basket. (Should be valued at approximately \$25 and should be a theme, such as cooking, gardening, beauty products or coffee.)
- _____ I can help raffle the gift baskets.
- _____ I can help with the silent auction.
- _____ I can help one of the rescue groups in need of a volunteer.
- _____ I can help keep the area clean.
- _____ I can help the groups load out (4 pm – 6 pm).
- _____ I can help with the breakdown and cleanup (4 pm – 7 pm)
- _____ I can help collect all the street and traffic signs (4 pm – 6 pm)
- _____ I will do whatever you need.
- _____ **On Sunday, I can help from _____ to _____.**

Name _____

Phone _____ E-mail _____

NEWS RELEASE

No More Homeless Pets in Utah

Contact: Judy Smith, phone: (xxx) xxx-xxxx

Meet Your Match This Weekend

Fall Super Adoption Destined to Create Hundreds of Love Connections

Salt Lake City – Ahh, fall, when a young pet's fancy turns to thoughts of love. In truth, pets are all about love, no matter the season. And for people who do not yet have a pet, or for those who may want a second pet, the Fall Super Adoption is a good opportunity to bring a new source of love and happiness into their lives. More than 1,000 rescued cats and dogs from dozens of Utah's animal shelters and rescue groups are gearing up to use their canine and feline wiles on potential adopters during the Fall Super Adoption.

The event will take place this weekend in the PETsMART parking lot at 389 West 1830 South in Salt Lake City. The event is part of the No More Homeless Pets in Utah campaign. The animals will be looking for love on Friday, September 20, from 2 p.m. to 8 p.m.; Saturday, September 21, from 10 a.m. to 8 p.m.; and Sunday, September 22, from 12 p.m. to 5 p.m.

Dogs, cats, puppies and kittens of every breed, age, color and size will be waiting to meet their new families. As many as a quarter of the animals taken in by shelters are purebred, so potential adopters can expect to find dozens of different breeds to choose from. Adoption fees are \$65 for cats and \$75 for dogs. All animals are spayed or neutered and are up-to-date on shots.

"The Fall Super Adoption is one of our favorite events, because we get to see so many animals get the second chance they deserve," said Gregory Castle, president of No More Homeless Pets in Utah. "It's also very satisfying to know that so many Utahns are embracing the idea of adopting rescued pets instead of buying pets from pet stores or breeders."

The event will also feature live music throughout the weekend, tasty food and drinks, clowns, face painting and other activities for the kids. Veterinarians will be available to check out the health of adopted pets, professional groomers will provide tips, and dog trainers will offer demonstrations. The goal for the event is 600 adoptions, a number which has never been achieved in Utah.

The Super Adoption is an important component of No More Homeless Pets in Utah, a program of Best Friends Animal Sanctuary, which has a goal of ending the euthanasia of healthy, adoptable pets in the state by 2005. In its first two years of operation, the coalition of rescue groups, shelters, and veterinarians which comprise No More Homeless Pets in Utah contributed to a more than 10% decrease in euthanasia, statewide. The program is funded with the help of a five-year, \$9 million grant from Maddie's Fund, a California-based foundation.

Maddie's Fund, the Pet Rescue Foundation (www.maddiesfund.org), is a family foundation endowed through the generosity of Cheryl and Dave Duffield, PeopleSoft Founder and Board Chairman. The foundation is helping finance the creation of a no-kill nation. The first step is to help create programs that guarantee loving homes for all adoptable (healthy) shelter dogs and cats. The next step will be to save sick and injured pets in animal shelters. Maddie's Fund is named after the family's beloved Miniature Schnauzer who passed away in 1997. No More Homeless Pets in Utah, administered by Best Friends Animal Sanctuary, is the largest of several programs that Maddie's Fund is sponsoring throughout the nation.

No More Homeless Pets in Utah

324 South 400 West, Suite C

Salt Lake City, UT 84101

(801) 364-0370 www.utahpets.org

Sponsored by Maddie's Fund and Best Friends Animal Sanctuary

14. Poster Advertising the Event

Dogs & cats in the latest fall colors.

CITY Weekly

Sprint PCS®

PETSMART
proudly presents
Pet Super Adoption
www.utahpets.org

NO MORE HOMELESS PETS
Produced by Best Friends

Sept. 20-22
PETSMART parking lot
389 West 1830 South
Salt Lake City

SAFE - STEP
The Vets' Clear-Step System
801-487-4273

SUNSTATE
Equipment Co.

AVENUE PET CLINIC

THE 40th ANNUAL FOUNDATION

Hundreds of rescued dogs and cats in need of loving homes!
Friday (3-8 pm), Saturday (10-7 pm), Sunday (10-5 pm)
A No More Homeless Pets in Utah Production
ALSO BROUGHT TO YOU BY BEST FRIENDS ANIMAL SANCTUARY AND MADDIE'S FUND

15. Survey Results

NMHP Hillsborough County Summer 2003 Adoption Expo Exit Survey Outcomes

Total responses: 70

1. How did you find out about the event?
 - 36% newspaper
 - 17% friend/family
 - 13% rescue group or shelter
 - 9% flyer
 - 9% radio
 - 7% drive-by
 - 7% website
 - 1% other
2. Did you come to the event to adopt a pet?
 - 41% maybe
 - 33% no
 - 26% yes
3. How many animals do you have?
 - Average: 0.8 dogs, 1.1 cats
4. Where did you get your pets?
 - 24% stray
 - 19% shelter
 - 19% friend
 - 19% breeder
 - 10% rescue group or shelter
 - 5% pet store
 - 5% other
5. Are they spayed or neutered?
 - 92% yes
 - 9% no
 - If no, why not?
 - Cost
 - What would make you more likely to spay/neuter your pet?
 - Lower cost
6. Your age
 - 27% 26-35
 - 26% 36-45
 - 17% 18-25
 - 17% 56-75
 - 14% 46-55
 - 0% 75+
 - Average age: 39
7. What is your gender?
 - 82% female
 - 18% male
8. What is your income level?
 - 32% \$50,000 – \$74,999
 - 27% \$0 – \$25,000
 - 27% \$25,000 – \$34,999
 - 23% \$35,000 – \$49,999
 - 5% \$100,000 +
 - 3% \$74,000 – \$99,999
 - Average income: \$40,000
9. How many children live in your household?
 - Average: 0.4
10. Additional comments about adoption expo:
 - Info on products was useful.
 - More space.
 - Great for animals you can adopt.
 - More prizes.
 - Great job!
 - Great – the best.
 - This gives people a chance to see different breeds and find out about them.
 - Very hot.
 - Toy poodles at next one.
 - I think it's great!
 - This was fun!
 - Excellent event.
 - Great job. Appreciate the effort to do this!
 - Much more space.
 - It's great!
 - Looking for small dog.
 - This is a great way to get pets homes. Great job.
 - Commercials/TV exposure – Channel 8
 - Great event!
 - Excellent! Great opportunity.
 - Air conditioning working more adequately.
 - I came to look and put an app in for a wolf dog.
 - Bigger area for vendors.
 - It is a great idea.
 - Need to do more of them.
 - I love it. Good job.

16. Information for Groomers and Trainers

Information for Groomers

Sign-in and setup will be at the following times:

Friday, May 2nd – 12 noon
Saturday, May 3rd – 9 am
Sunday, May 4th – 11 am

You will be setting up in Sponsor Tent #3. Please see the event layout for directions for how to get to the tent.

Here are the items you will need to bring:

Information pamphlets
Grooming tables
Clippers
Brushes
Specialty bows/bandanas
Trash cans (for hair, etc.)

We will furnish a dry whiteboard so you can write down the name of the animal that you are working on each time and the group that he/she is from.

We will also be scheduling grooming demos with the emcee up on stage, where you can bring a dog up and talk about his coat, nail care, ear care, etc. We will do this on all three days: Friday, Saturday, and Sunday.

Thanks for all your great work!

Information for Trainers

Sign-in and setup will be at the following times:

Friday, May 2nd – 12 noon
Saturday, May 3rd – 9 am
Sunday, May 4th – 11 am

You will be setting up in Sponsor Tent #2. Please see the event layout for directions for how to get to the tent.

Here are the items you will need to bring:

Information pamphlets
Specialty leads and collars
Samples of books on training

All trainers should wear identifiable shirts or uniforms so the public knows who to direct training questions to.

We are also trying to coordinate demonstrations with our emcee and some of the trainers. We would like to have a trainer work with the animal beforehand to find out what the dog knows how to do and to point out the dog's typical behaviors and successful ways to train the animal when he/she is brought up on stage for the spotlight.

We would like to have both the emcee and the trainer talk about the animal to give people as much info as possible about him/her. This would also be a time when people can ask questions and the trainer can answer them on stage.

Thanks for all your great work!

17. Letter to Venue Provider

Hawkins Smith
8645 W. Franklin Road
Boise, ID 83709
Attn: _____

Re: CompUSA Marketplace, Salt Lake City, UT
Super Adoption V, September 20, 21, and 22, 2002

Dear _____:

PETsMART has invited us back to hold our fifth Super Adoption at the CompUSA Marketplace on September 20, 21, and 22, 2002. We would like to request Hawkins Smith's authorization to hold the event in the CompUSA Marketplace parking lot, and have included for your approval a completed license agreement, event description, and preliminary site map. We do not anticipate any significant changes to the format of the event other than relocating tents within the same area we used last May.

No More Homeless Pets in Utah remains a nonprofit organization whose goal is to eliminate the need for euthanasia of homeless pets in Utah. The purpose of the three-day Super Adoption V event is to provide a forum for numerous animal shelter groups to showcase the animals they have available to the public.

As before, we will be obtaining from various city and county agencies the required authorization from the fire department, health department, and traffic department, and the licenses and permits. Before we can begin that process, we will need written authorization from Hawkins Smith to hold the event. Specific authorizations that we also seek include:

1. Authority to have animals on-site.
2. Approval to have one vendor on-site to prepare and sell food to volunteers and the public. (A copy of the vendor's request form will be sent to Hawkins Smith.)
3. Approval to have No More Homeless Pets provide free or sell packaged food and drinks to volunteers and the public during this event.

As requested by Hawkins Smith last time, we will not be staking any tents and will use water barrels to stabilize the tents. We are requesting from our insurance company a Certificate of Insurance naming Hawkins Smith as additional insured for general liability of \$1,000,000. We are forwarding that certificate to you with this fax.

Your continued support of this event is appreciated. As before, we will work closely with PETsMART in this matter. If you have any questions, comments or concerns, please do not hesitate to contact me at 801-364-0370, ext. 421.

Yours truly,

18. Agreement with Security Provider

Super Adoption Security Agreement

No More Homeless Pets in Utah is requesting that _____ provide security services for our September 2002 Super Adoption event. The above person named would be required to provide services on the following dates and times:

September 19: 10 pm – 7 am

September 20: 10 pm – 7 am

September 22: 10 pm – 7 am

The uniform will be determined by the security officer, as long as it is professional. Payment will be \$14.00 per hour, or \$126.00 per shift.

Security Agent

Signature: _____ Date: _____

Agent for No More Homeless Pets in Utah

Signature: _____ Date: _____

19. EMT Service Contract

Super Adoption EMT Service Contract

No More Homeless Pets in Utah would like to hire _____
with the Salt Lake City Fire Department to provide EMT services for our Super Pet
Adoption in September 2002. The hours that he would be needed are as follows:

September 20: 2 pm – 8 pm
September 21: 10 am – 8 pm
September 22: 12 noon – 5 pm

He will be paid the agreed-upon amount of \$350.00 on September 22, 2002. He will be
based out of the Volunteer/Information Booth and space will be provided for him to work
when necessary.

EMT, Salt Lake City Fire Department

Signature: _____ Date: _____

Agent for No More Homeless Pets in Utah

Signature: _____ Date: _____

20. Timeline for the Week of the Event

Super Adoption Timeline: April 29 – May 6, 2003

Tuesday, April 29

7:30 pm Remove cement barriers, chalk off layout

Wednesday, April 30

9 am Modern Display begins setting up tents
SLC Fire Department fills water barrels

7 pm Tent setup finished

Thursday, May 1

9 am Pick up U-Haul
Fencing will be dropped off and set up
Coolers dropped off
Begin setup:
Team for storage unit: pick up kennels and all other supplies
Team for cat tower: pick up at Furburbia
Set up cat tent table and skirt
Set up cat tent cages and hang cage cards
Hang cat tent group signs
Set up dog kennels and hang cage cards
Set up tables, banners and skirts for:
– Information booth
– Volunteer booth
– Payment booth
– Sponsor booth
– Adoption booth
Put up entrance banners
Set up two 10x10 and three 10x20 tents
Hang sponsor banners on fence
Set up Pawtanical Garden
– Put up fencing
– Pick up flowers
– Set out benches

5 pm Drop off U-Haul

10 pm Security arrives

Friday, May 2

8 am Everyone meets at PETsMART
Port-a-Potties delivered
Two-way radios delivered
Pick up helium tank
Pick up generators and gas

9 am Set up generators and start coolers in cat tents
Run power to payment station
Set up booth for rescue groups and shelters
Set up and test sound system
Set up kids' area and decorations
Set up fundraising booths
Tent captains arrive: set up water buckets and litter boxes

10 am Tent captains in place
Groups arrive: check in groups and direct them to tent captains
Volunteers arrive: check in volunteers and direct them to tent captains and groups

11 am Food vendors set up
Help sponsors to set up
Set up grooming and training booths

1 pm Set up payment booth
Emcee arrives

2 pm Event starts

7 pm Event ends

7-8 pm Clean up
Tent captains change cage/kennel cards

10 pm Security arrives

Timeline (continued)

Saturday, May 3

- 7:30 am Tent captains arrive
- Groups start to arrive
- Spray kennels down
- 8 am Fill balloons
- 9 am Emcee arrives
- 10 am Event starts
- 7 pm Event ends
- 7-8 pm Clean up
- Tent captains change cage/kennel cards
- 10 pm Security arrives

Sunday, May 4

- 9 am Tent captains arrive
- Groups start to arrive
- Spray kennels down
- noon Event starts
- 4:30 pm Tear-down crew arrives
- 5 pm Event ends
- Tear-down and cleanup starts

Monday, May 5

- 9 am Take down tents
- Replace cement barriers
- Return helium tank
- Return two-way radios
- Return generators
- 10 am Port-a-Potties picked up
- 11 am Return cages/towers to Furburbia
- noon Take down street banners

21. Follow-Up to Participating Groups

2002 Super Adoption Follow-Up

Dear Rescue Partner,

Congratulations on another amazing Super Adoption! In only 21 short hours, we collectively found homes for 512 dogs and cats! The event was an enormous success and we are grateful for your participation.

Please review your Super Adoption statement carefully. If you note any discrepancies, contact Stewart Gollan, our CFO, at xxx-xxx-xxxx, ext. xxx.

If your statement includes any "NSF" notations, this indicates a bounced check. You will not receive payment for any of these adoptions until the check has cleared. We will continue to try to resubmit the bounced checks over the next 60 days. After 60 days, we will forward the checks to the appropriate adoption agency for collection. If you would like to contact the adoptive party to inquire about their bounced check, feel free to do so and then alert Stewart to any pertinent findings.

* * *

So that we can continue to improve our events, please take a moment to fill out this response form. We've enclosed a return envelope for your convenience. Your input is very important to us and is greatly appreciated! If you need more room for your responses, please use the back of this sheet.

1. As of May 22, 2002, how many animals have been returned that were adopted out by your shelter at the event?

Cats _____ Dogs _____

2. Did you receive any reports of animals showing signs of illness after their adoption? Yes No

If yes, how many? _____

If yes, please specify whether it was a cat or dog and give a detailed description of symptoms, veterinary care and vaccines that the animal received before and after adoption, diagnosis, and final outcome.

Animal #1 _____

Animal #2 _____

Animal #3 _____

3. What do you feel were the most successful elements of the event?

Follow-Up (continued)

4. Did you like or dislike the hours of operation this year? Like Dislike

Why? _____

5. Did you like the setup of the event this year? Yes No

Please explain what you liked or disliked about the entrance, the tent layout and locations, and the fencing.

6. Would you like to be on the planning committee for future Super Adoption events? Yes No
(This would include attending meetings and being involved in making decisions for future events.)

7. Are there any additional comments, suggestions or questions?

Thank you for your support of our program goal to end euthanasia in Utah!

Follow-Up (continued)

Animal Group Outcomes Form

Thank you for participating in the first NMHP-HC Summer Adoption Expo! We appreciate you providing us with important outcomes information to help us assess the event. If you do not have this information yet, please let us know, and we will follow up with you in the near future to collect it. Please return this form to Megan Newman via e-mail (xxxxxx@yahoo.com) on or before Wednesday, August 27th. Thank you!

Group Name _____

Contact Name _____ E-mail _____

Adoption Information

Number of animals available for adoption brought to the event: _____ Dogs _____ Cats

Number of animals adopted the day of the event:
(that went home that day) _____ Dogs _____ Cats

Total number of applications received at the event: _____ Dogs _____ Cats

Number of pending adoption applications received at the event:
(applications that are pending further screening that will most likely result in successful adoptions) _____ Dogs _____ Cats

Number of adoptions that have occurred as a result of the event: _____ Dogs _____ Cats _____ Don't know yet
(total successful adoptions that have taken place)

Event Feedback

Please provide us with additional feedback to help us evaluate and improve future events! Rank the following items on a scale of 1 to 5, with 5 being the highest rating.

	Excellent			Poor	
Pre-event communications	5	4	3	2	1
Location (fairgrounds)	5	4	3	2	1
Facility (the building itself)	5	4	3	2	1
Hours (10 am – 3 pm)	5	4	3	2	1
Overall event	5	4	3	2	1

Additional Suggestions and Comments

22. Follow-Up to Adopters

May 1, 2003

Dear Adopters,

Would you be willing to write a letter describing your experience with adopting a pet at the recent Super Adoption? We are gathering success stories to post them at our next Super Adoption, scheduled for September. We are hoping to have a great response so that we can add your stories to our display board for future adopters to read about your experience.

If you want to send in your story, you may want to cover the following topics:

- The history of your pet before you adopted him/her
- Why you chose the pet you did
- The challenges and rewards you've experienced with your pet

Also, please enclose a photo if you can.

Thanks so much for your support! You are the ones out there helping to make these events successful. Our next Super Adoption is September 12–14, 2003. We would love for you to come back and/or help spread the word to the people you know who are interested in adopting a pet.

Please submit your success stories and photos by August 26th to the address below:

No More Homeless Pets in Utah
Attn: Trista Egelston
324 South 400 West, Suite C
Salt Lake City, UT 84101

Thank you,

Trista Egelston
Special Events Coordinator
No More Homeless Pets in Utah