Empty the Shelter Event Preparation Guide

1. **Planning the Event With Your Partners**
   1. **Set the Event Date:** *Timing is everything.*
      1. When do you have the largest amount of adoptable animals in your care?
      2. What is your funding time constraint?
      3. Are there any competing events on your proposed dates? (ex. festivals, local sports games, fundraising events)
   2. **Set the Group Adoption Goal:** *People love to reach goals, so make sure you communicate your adoption goal to the community.*
      1. What was the combined number of adoptions at all participating shelters during the same time period the previous year?
      2. How many adoptable animals do the combined shelters usually have in their care at the time of the event?
      3. Does your grant have specific adoption goals?
   3. **Agree On the Details:** *To ensure consistency in messaging, it is important that participating shelters agree on the following.*
      1. Will you offer same day adoptions?
      2. Will animals be spayed or neutered before the event?
      3. Will you charge any fees in addition to the adoption fee? (ex. licensing)
   4. **Marketing:** *Consistent messaging and imagery are crucial to the success of a joint adoption event.*
      1. What will the messaging be? (Be sure to include who, what, when, where, why, and HOW)
      2. Who will create the graphics, ads, and posters for the event?
      3. Who will approve the art before it is finalized?
      4. How will the art be distributed to participants?
      5. What types of art do you need? (Recommended: poster, flyer, Facebook cover photo, Twitter cover photo, Facebook timeline image)
      6. Who will create talking points for the group? (Note: it is important that all participants continue to reference the partnership)

1. **Planning the Day Of Procedures For Your Shelter**
   1. **Adoption Protocol**
      1. What is your standard adoption fee and what will be your event adoption fee?
         1. How will you make up for the loss in revenue?
      2. Will you conduct dog meet and greets during the event?
      3. Will you provide cat carriers or should adopters bring them?
      4. Will you use paper adoptions?
         1. If so, who will enter them to make sure they go into the computer the same day?
         2. Where will they be stationed?
         3. How will they get the applications?
      5. Who will prepare adoption folders for each adoptable animal before the event starts?
         1. These folders should have the animal’s medical history, kennel card, microchip information and tag, rabies certificate and tag, heartworm information, adoption overview, and pet health insurance information. They should also include a carbon copy of your adoption contract so that both you and the adopter have a copy. Consider adding organizational brochures, wish lists, and event flyers.
      6. Will you do adoptions on the computers?
         1. If so, do you have extra computers you can set up to accommodate the volume?
      7. How will you break your adoption process into stations? (ex. Pre-screening, Meet ‘n Greet, Adoption, Adoption Processing)
   2. **Event Flow**
      1. Find your shelter on Google Maps and select Satellite View to see an aerial view of your shelter. Use that to help you map out your flow.
      2. Where will your line start? Is there shade/covering?
      3. Where is pre-counseling done?
      4. Where are all the animals?
         1. Dogs
         2. Cats
         3. Puppies
         4. Kittens
         5. Other
      5. Where do families meet the animal?
      6. Where is the final adoption handled?
      7. Where will they exit?
   3. **Assign Your Staff and Volunteers**
      1. Will you schedule area or department leads?
      2. Who will manage parking?
      3. Who/how many will greet/give directions/handout applications and materials?
      4. Who/how many will pre-screen?
      5. Who/how many will get the dogs out for potential adopters?
      6. Who/how many will get the cats out for potential adopters?
      7. Who/how many will do the final adoption?
      8. Who will scan the animals as they leave and compare their microchip scanner number to folder to ensure accuracy?
      9. Who will enter paper adoptions into PetPoint?
      10. If you have animals in back of house…
          1. Who will clean kennels after animals have been adopted?
          2. Who will bring the back of house animals into the new kennels?
      11. Who will be a runner (available to run animals, adoption paperwork, etc.)?
      12. Are there any areas of the shelter that will remain open during this event that are not adoption oriented? (ex. intake)
          1. Who will cover these departments?
      13. Who/how many will photograph the event?
      14. Who/how many will update media?
      15. Who will be the point person for volunteers?
2. **Resources for Planning and Event Management:**

**Promotions Checklist**

* Your website, Jurisdictional website
* Your social media: Facebook, Twitter
* Press release
* Craigslist
* Online calendars
* Donors/sponsor's media connections
* Posters at your facility and partnering businesses

**Volunteer List**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Name | Phone | Email | Dog | Cat | Other |
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|  |  |  |  |  |  |
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|  |  |  |  |  |  |

**Volunteer Shifts**

|  |  |  |  |
| --- | --- | --- | --- |
| Volunteer Name | Event Prep | Event Shifts | Event Breakdown |
| Customer Service |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Dog Adoption |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Cat Adoption |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Counseling |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Final Adoption |  |  |  |
|  |  |  |  |

**Map Out Your Signage**

List each right or left turn through your flow for your animals, your counseling, your adoption, and your bathroom locations. Next, list out all tables, stations, and doors that are a part of your event flow. You will need a sign at each of these places.

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**After Your Event**

Stay connected with letters, emails, or social media posts:

### *Regular “adoption day” = \_\_\_ adoptions*

### *Your Event Name = \_\_\_\_\_\_ adoptions!!*

### *Way to save lives, Your City!!!*

*Thank you for participating in our mega adoption event – the Event Name! We appreciate everyone’s support and patience during this extraordinary event. With your help we not only saved lives, but also created new and wonderful families for our dogs and cats.*

*Again, thank you for giving our dogs and cats a loving home, but there are more lives that need saving. Please consider giving a $5, $10, or $15 donation to our shelter cats and dogs.*