

# Maximizing Offsite Cat Adoption Success (Part One)





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# The Offsite Adoption Partnership





# Today's Webinar:

- **WHY** to send cats offsite
- **HOW** to set up the right relationships
- **OUTFITTING** your cats
- **+ Briefly:** Paperwork, Adoptions, Staffing

## May 24 Part Two Webinar:

- **PAPERWORK** that works
- **ADOPTING** cats in a snap
- **STAFFING** with volunteers
- **EVENTING** basics
- **MEASURING** your success



# WHY PARTNER?



Get me  
outta here!



# Cats, cats, and more cats!



# Cat vs. Dog Adoptions



How do most people acquire dogs?

- Breeders
- Animal shelters
- Pet shops
- Find them

How do most people acquire cats?

- Breeders
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# The Weird Thing about Cats Adoptions

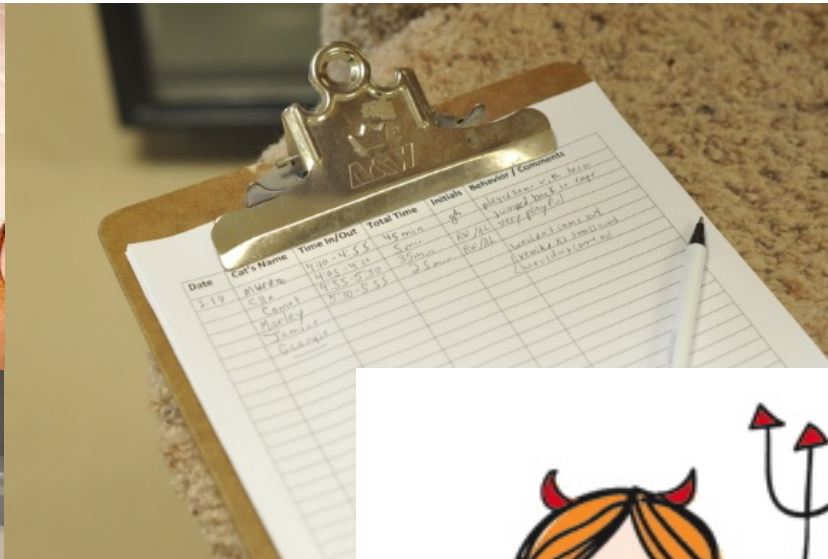


**SEE A CAT...GET A CAT!**

# That's why offsite cat centers work!



# But the Devil is in the Details!





# Animal Group Point of View

- More cats than dogs
- Limited adoptions through shelters
- Space/time crunch
- Few staff, low budget, many volunteers
- Need to boost adoptions inexpensively

Community  
Visibility = \$





# Store's Point of View



- More supplies & services for dogs than cats
- Open 7 days a week long hours + holidays
- May offer space and supplies/support
- Want healthy appealing affordable pets



Customers

= \$

# Other Partner's Point of View



- Natural fit with business?
- Shows support of local group
- Minimum fuss and bother
- Smooth quick process
- Want healthy appealing affordable pets



Customers

= \$

# Benefits of Offsite Cat Adoptions!

- ✓ Adopt more cats faster than in shelter
  - 18 days in shelter vs. 6 days in offsite center
- ✓ Shorter stay = better cat health and behavior
- ✓ Great outlet for foster program
- ✓ Kittens through senior cats
- ✓ Lower stress for cats than shelter setting
- ✓ Small number to choose from = less overwhelming to adopters
- ✓ Cats seen daily by many more people
- ✓ Gets your name out farther in the community



# Cats in a Shelter



# Cats in Offsite Locations



# MORE Benefits!

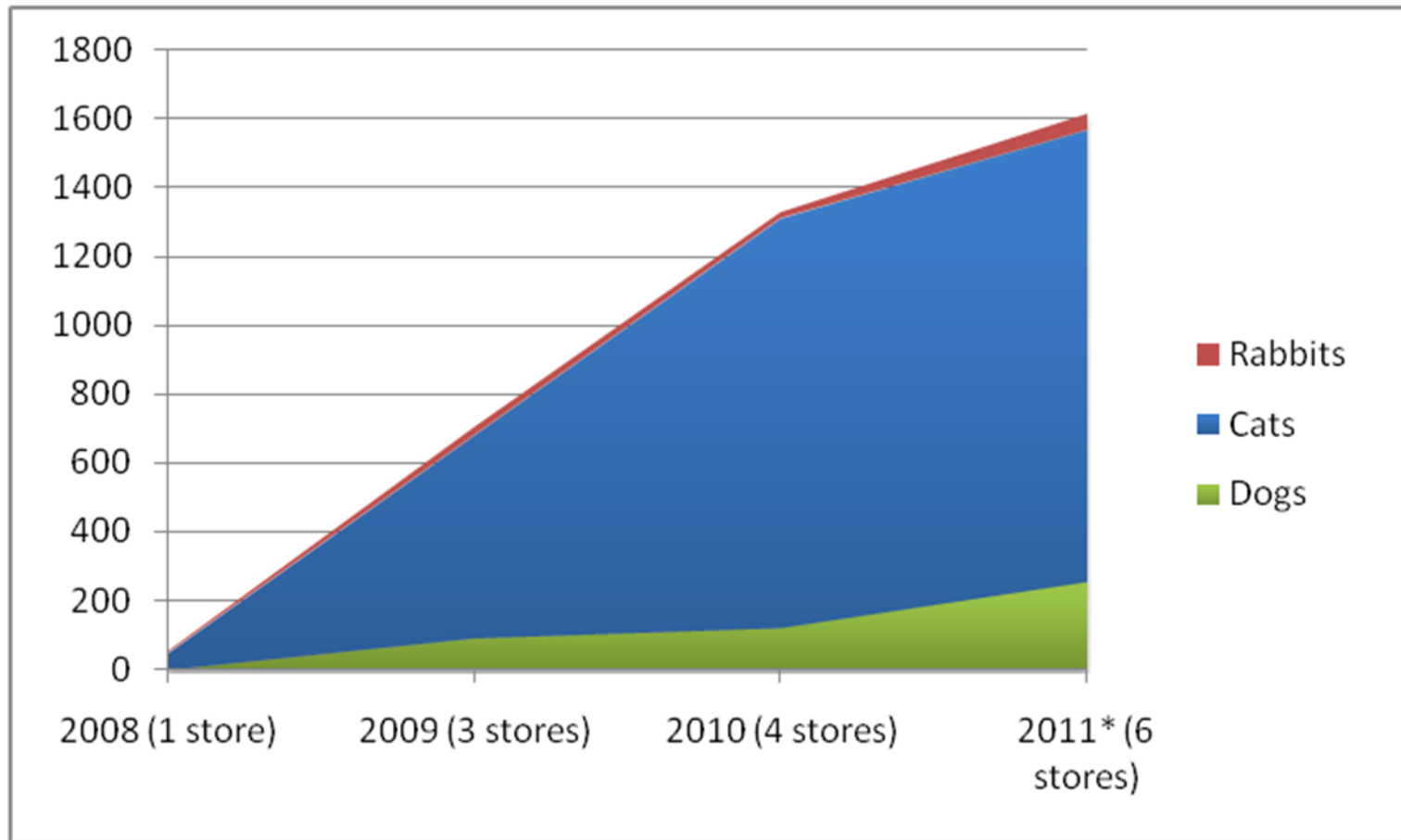
- Quality adoptions, low return rate
  - Screening & approval by your organization
  - Releases by partner OR your volunteers
  - Measure adoption returns compared to shelter
- Provides unique volunteer opportunity
- Cats available when shelter is closed
- Gets foster program cats into public view
- Organizational presence in other neighborhoods or communities to broaden donor base

# Benefits of Offsite Adoptions to THEM

- Shows their support for groups working to save animal lives locally
- Promotion of their business to your donor base
- Live animals increase foot traffic
- New animals encourage return visits
- Add-on & future sales when animals adopted
- Our animals need services: training, grooming, vetting, boarding
- Some national pet supply stores are evaluated on adoption #'s



# And Offsite Cats can GROW!





# CHOOSING PARTNERS



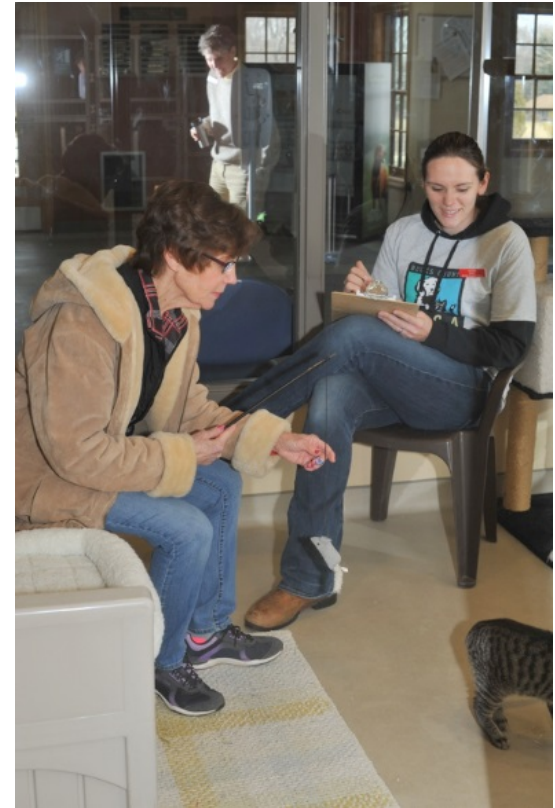
# Potential Partners

- Pet supply stores
- Boarding/grooming
- Feed stores
- Veterinary offices
- Pet photographers
- Pet boutiques
- Riding stables? Churches? Cat cafés!
- Donors with local businesses that get good foot traffic



# Your First Offsite is Important

- Start small: do a great job with one offsite location
- Fine-tune your process
- Maximize solid adoptions
- Flex and listen to what your partner needs
- Word will spread—other places will want you
- Use your first success to create promotional materials



# Meet with Potential Partners

- Be timely, dress professionally, bring your organization's print materials (newsletter, etc.)
- Provide a "Why Partner with XYZ Animal Group" handout
- Be specific about
- WHAT you want (Cat center? Single cat? Events?)
- WHEN you can start
- SERVICE you will provide (volunteers, pets, animal care, etc.)



# Promote Yourself

- Ability to provide consistent supply of healthy happy animals
- Low adoption prices
- Quick easy adoption process (24-48 hours) with high approval %
- Post-adoption support (behavior and health)
- 60-day money-back guarantee on all animals



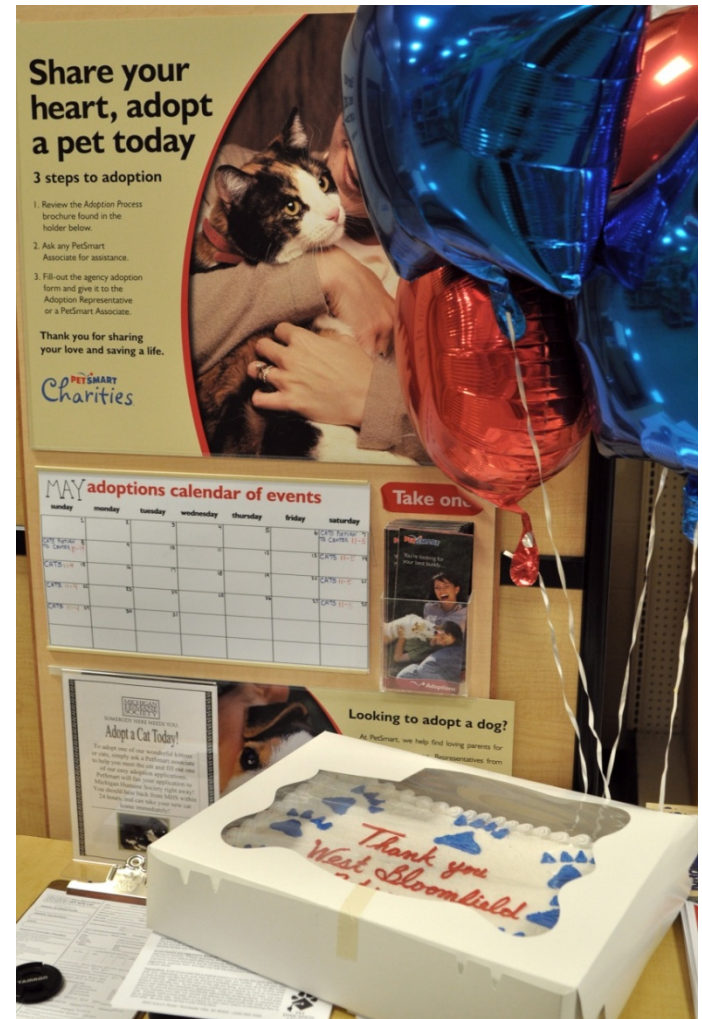
# Other Features to Develop

- Professional staff
- Dedicated cadre of trained volunteers
- Monthly adoption events
- 24-hour response for sick kitties
- Robust foster program



# Lessons Learned

- Try to get a month lead time before opening a store location so you can recruit and train volunteers
- Smaller locations with just a cat or two are easier
- More locations = more cats needed
- Make sure your internal cat preparation & transport can keep up!



# OUTFITTING YOUR CENTER





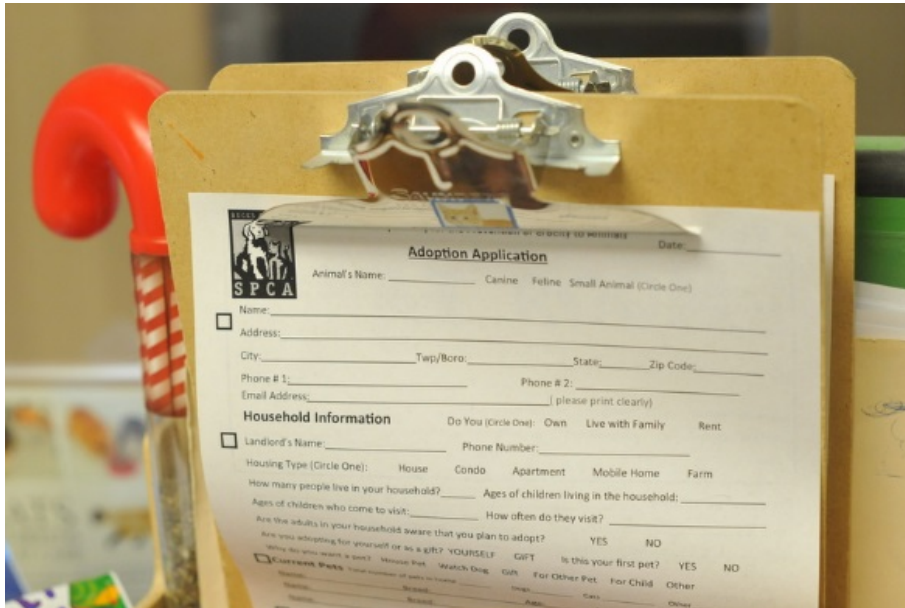
# Initial Investment

- Expect to spend \$200 to outfit a multi-cat center in a store setting
- Expect to spend about the same for a single cat location
- Can reduce cost by using some donated items
- Make purchases from host store



# Make Applying to Adopt EASY!

- Clipboard for applications
- Sign “Adopt a Cat Today!” explaining process



**Adoption Application**

Animal's Name: \_\_\_\_\_ Canine Feline Small Animal (Circle One)

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Twp/Boro: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone # 1: \_\_\_\_\_ Phone # 2: \_\_\_\_\_

Email Address: \_\_\_\_\_ (please print clearly)

**Household Information**

Do You (Circle One): Own Live with Family Rent

Landlord's Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Housing Type (Circle One): House Condo Apartment Mobile Home Farm

How many people live in your household? \_\_\_\_\_ Ages of children living in the household: \_\_\_\_\_

Ages of children who come to visit: \_\_\_\_\_ How often do they visit? \_\_\_\_\_

Are you adopting for yourself or as a gift? **YOURSELF** YES NO

Is this your first pet? YES NO

**Current Pets** (Please check all that apply to your pet)

Species: \_\_\_\_\_ Breed: \_\_\_\_\_ Sex: \_\_\_\_\_ Color: \_\_\_\_\_

Other: \_\_\_\_\_



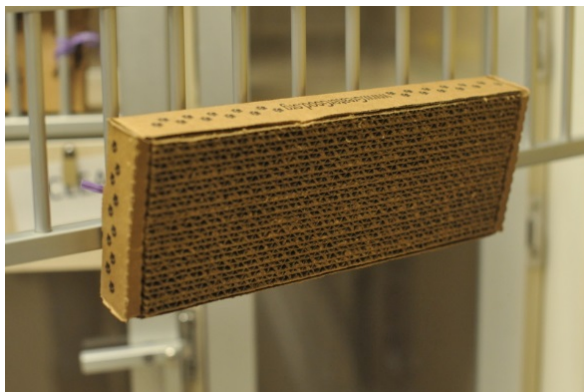
# Adding the Extras

- Collars (pink girls, blue boys)
- Blankets (fleece)
- Small stuffed toys
- Stuffed animals for single kittens
- Scratching pads/posts & racetrack toys
- Large cages for pairs, litters of kittens, or cats > 14 lbs.





# You Will Need STUFF...

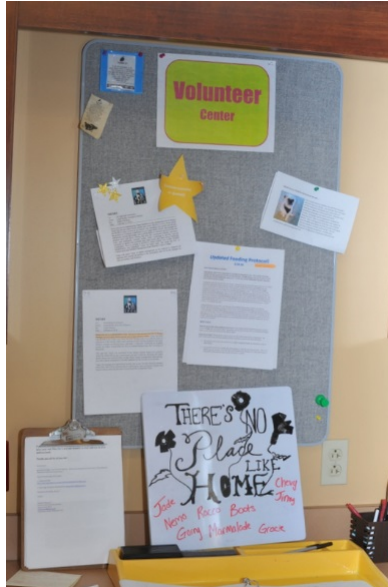


# And More STUFF...





# And Even More STUFF!



# Your Agency's Materials

- Behavioral handouts
- Flyers for upcoming adoption events
- Maps to your other locations
- Newsletter
- Adoption folders

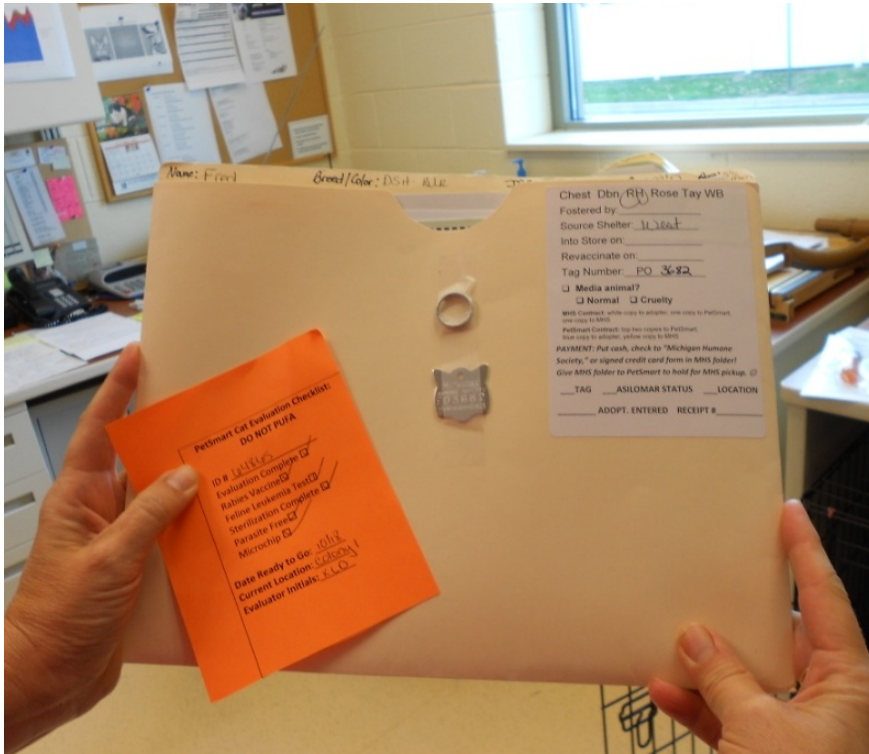


# You will need CATS...





# And Cat Packets!

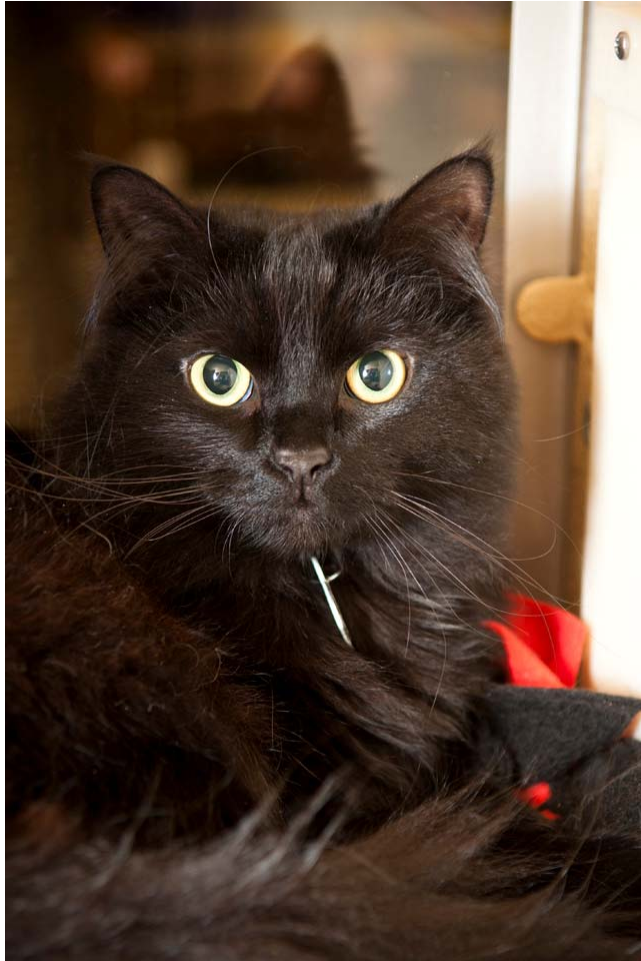


- Adoption form
- Medical history
- Credit card authorization
- Collar and tag
- Adoption guarantee
- Map to your shelter
- Contact info for reaching your group
- Instructions for new cat owners

# We are READY to GO!



# Your Cats Should **APPEAL!**



- Healthy
- Comfortable
- Happy
- Offer variety (age, color, sex, size, declawed, pairs, purebreds)
- Honest upbeat cage cards
- Affordable!
  - Kittens: \$75 (2/\$100)
  - Adults: \$50
  - Seniors: \$25



# Cage Card Notes

**PETSMART Charities** Proudly sponsored by: **PURINA PRO PLAN** **TIDY CATS**

Adopt me and receive a coupon for a FREE Bag of Purina® Pro Plan® to get started!  
Valid with dog or cat adoptions only. See associate for details.

Adoption Partner Michigan Humane Society Adoption fee \$ 600.00

Pet's Name Blondie Gender: ☐ M ☒ F

Breed/Mix Domestic shorthair Color brown tiger

My approximate age 3yrs get along well with kids of all ages, dogs, + other cats!

SPAYED/NEUTERED ☒ YES ☐ NOT YET  
Ask my adoption representative for details.  
Pet-appropriate vaccination records are current and available.

Neat things to know about me  
Blondie is a sweet girl who loves attention + to play! She came to MHS because her owners were no longer able to afford a pet. This kidback girl enjoys the company of children, dogs, + other cats. Could she be the right fit for your family? Blondie has been spayed, vaccinated, wormed, microchipped, + tested for feline leukemia.

\* Ask to meet this beautiful girl today! \*

- Your organization
- Name and price LARGE
- Age and weight
- WHY cat is here
- Good with other cats?  
Dogs? Kids? Declawed?
- Vaccinated, neutered,  
tested, wormed, chipped,  
litter-trained



# Health Prep

- All pre-sterilized
- Vaccinations
  - FVRCP & booster on schedule
  - Rabies (at 4 mos.)
- Feline leukemia tested
- FIV tested >6 mos.
- Wormed
- Treated for fleas/mites if needed
- Microchipped



# Special Adoptions

[illegible]

- Heart murmurs
- Physical deformities
- Dental cleaning needed
- Obesity (on diet)
- Rough play
- Timidity
- Skin conditions (screen out ringworm)

# Sick Kitty Protocol: URI

- Call each offsite location every morning for health update
- Have volunteers call with any health concerns
- Check on sick kitties fast
- Return for vet check—foster or treat in-house
- If removed a sick cat who has an application, follow up



# Sick Kitty Protocol: Other Issues

- Stool sample for loose stool
- Remove kitties with Coccidia or Giardia
- Treat and leave for roundworm, tapeworm
- Skin issues, injuries, etc. remove for vet check
- Coughing MAY be a hairball





# Urgent Cases

- Blood in urine
- Green or yellow thick mucus nasal discharge
- Open-mouth breathing
- Not eating/drinking
- Lethargic, non-responsive
- Extreme depression
- Aggression



# Cat-itude



- Cats who become crabby or depressed should be removed quickly
- Time limit for stay offsite
- Re-evaluate crabby/depressed cats for health and temperament
- Return to foster or colony setting

# Litterbox Use Problems

- Kitties who stand to urinate need large or high-sided litterbox
- Messy cats (litter throwers) need large box and more space
- Kittens need more space
- Still not using box? Remove!



# Identification Prep



- Microchipped and chip registered

## Collars:

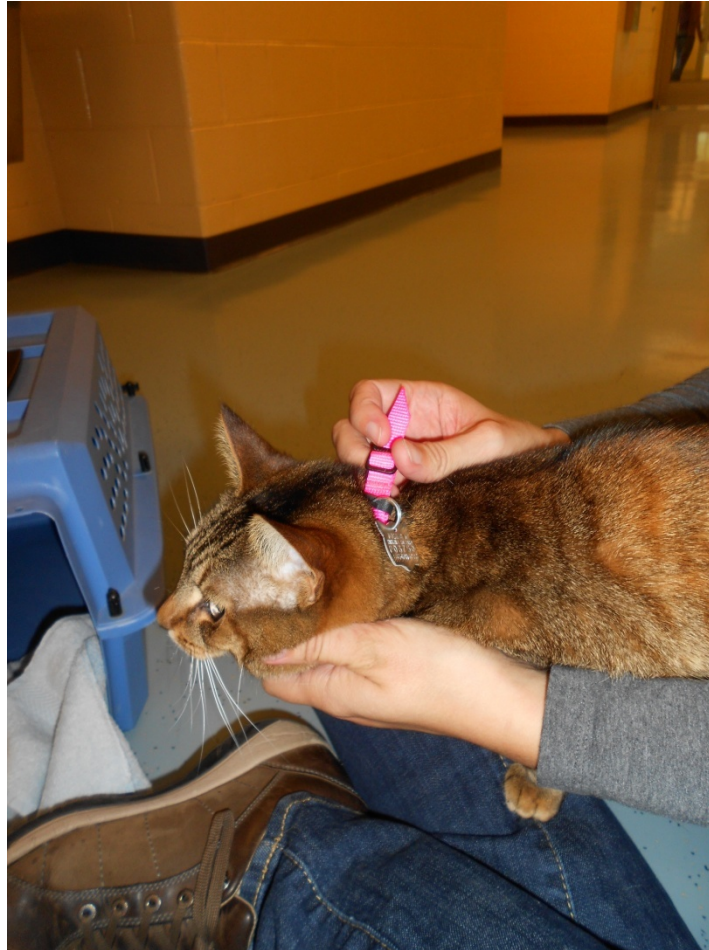
- Cut to fit
- Pink and blue
- Elastic section
- Sized properly (one finger fits)
- Traceable tag
- Buy on sale!



# Cat Collaring



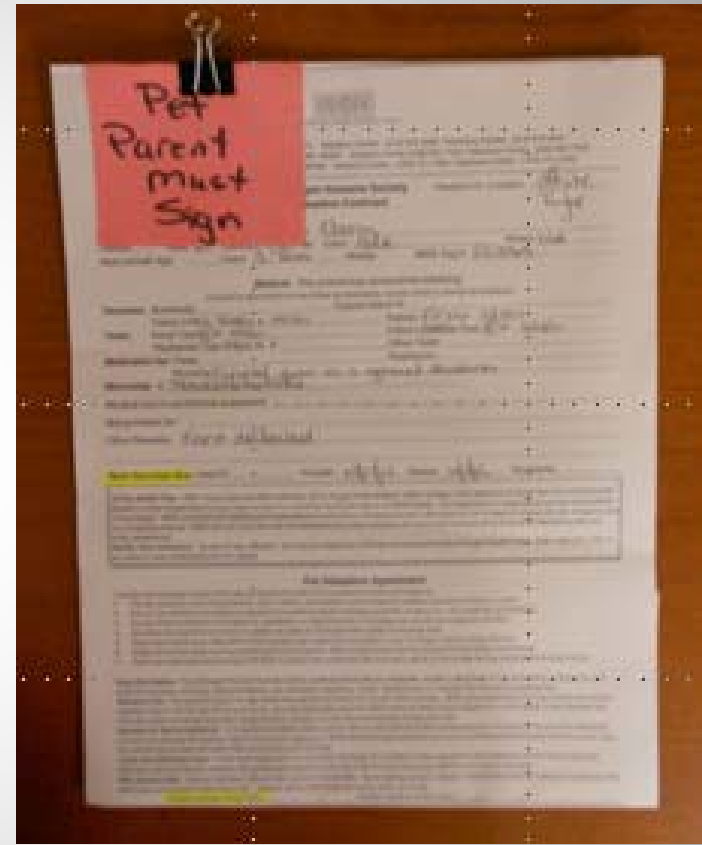
# All Set: Collared and Ready to Go!



# Make Packet User-Friendly



“Give to Pet Parent” Part



“Pet Parent Must Sign” Part

# Adopting Cats FAST!

- Single page application
- Faxed or scanned
- Immediate response or within 24 hours
- “Application Taken” sign
- If have volunteer on-site, then allow them to approve adoptions





# Conversational Adoption Counseling



- Friendly!
- Respects adopter's previous experience
- Review application first and highlight areas needing more info
- Calls to vet or landlord should be used only as needed

Stay tuned for the new June 15 webinar!

# Volunteers are CRITICAL



- Consistent volunteers for each offsite location
- Coordination by staff or senior volunteer
- Use shift system and online sign-up
- Train in cat care, adoption counseling

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**OFFSITES SEND CATS HOME!**