



## BREAKING DOWN A SUPER ADOPTION EVENT: *Greater Than the Sum of Its Parts*



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## LOCATION, DATE & PLANNING

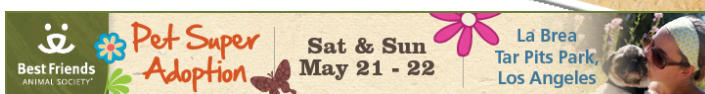
- Well known to your community
- Easy access
- Enough space for the event and parking
- Don't overlap important community events
- Plan 6 months out
- Work back from event date
- Start working on:
  - Sponsorships
  - Site location and date
  - Volunteer committee
  - Graphic design & production
  - Group participation
  - Permits and Insurance needs
  - Obtain permission for location
- Set a budget and work around it



Yard Sign



Web Banner





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## VOLUNTEER COMMITTEE

- Site Logistics Chair
- Event Program Chair
- Volunteer Chair
- Public Relations Chair
- Distribution Chair
- Design & Publication Chair
- Decorations Chair
- Animal Rescue Group Chair
- Finance Chair



  
**Best Friends**  
ANIMAL SOCIETY

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## PUBLIC RELATIONS & MARKETING

### THINK LIKE A POLITICIAN ON THE CAMPAIGN TRAIL

- Determine your primary demographic
- Plaster your city with posters and flyers
- Utilize your sponsors to create exposure for your event
- Engineer creative TV opportunities
- Flood your radio, TV and newsprint mediums with
- PSA's / press releases
- Provide media with a follow-up story
- Invite local radio stations to do live remotes
- Invite local TV stations to cover event day to day
- Use "celebrities" to generate pre event media







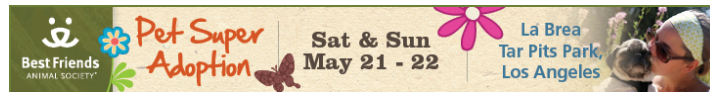
## CHINA TOWN

**Quickest way to  
demonstrate  
collaboration**



## ANIMAL CARE

- Spay / Neuter in advance if possible and for all same day adoptions
- All animals current on shots - puppies and kittens excepted as appropriate
- No sick animals
- Access to shade: tents, sidewalls or trees
- Anticipate weather and prepare for it
- Adoptions are very tiring for animals used to sleeping all day. Allow downtime
- Have a vet onsite and an emergency vet lined for emergencies
- Be sure volunteer animal handlers know their how to protect animals and the public
- Have photos of all animals: those present and those not present
- Animals can come straight from the shelter if foster is not available
- Avoid stress: visual barriers if needed, manage public handling, watch for signs: cats - panting, depression, vocalizing, unusual behavior  
dogs - excessive salivation, swallowing, rigid posture, tucked tail position, unresponsive to treats, can't focus, fear, depression



## PROMOTING UNADOPTED PETS

- Pre-arrange with participating rescue groups to replace animals in their program adopted at the event with shelter pets
- Set up a dedicated Face Book page to pre-promote the event and then to promote unadopted animals.
- Network, network, network
- Establish a "community chest" to help cover initial vet visits or a week of boarding for rescue or fostering costs
- Encourage potential fosters to attend the adoption



## MANAGING EXPECTATIONS AND DISPELLING MYTH

### Managing Expectations

- Animals may have to return to the shelter
- A favorite dog or cat may not find a home
- Not every rescue will step as hoped

### Myths

- Encourages spur of the moment adoptions
- Drive-by adoptions
- High return rates



## MANAGING THE MONEY

### Two Models

- Individual rescues handle their own adoption fees
- Single Check-out





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Visit <http://challenge.aspcapro.org/webinars>

**Coming Attractions :**

**Working with Rescue Groups to Save More Lives – May 25**

**NEW 3,2,1 Kick Off! – June 1**

**Fee-Waived Cats 101 – June 8**

**Help the Media Tell Your (Challenge) Story – June 22**

