

# Your Chat Moderator



**Jocelyn Kessler**  
Director of Operations  
Spay/Neuter Operations  
ASPCA

# Your Presenter



**Aimee Christian**  
Vice President,  
Spay/Neuter Operations  
ASPCA

[www.ASPCApro.org](http://www.ASPCApro.org)

[snproject@aspca.org](mailto:snproject@aspca.org)

# How to Increase the Impact of Your Spay/Neuter Services

(The Two Lessons the ASPCA Learned Doing High-Volume Spay/Neuter in NYC)

# A Little Background

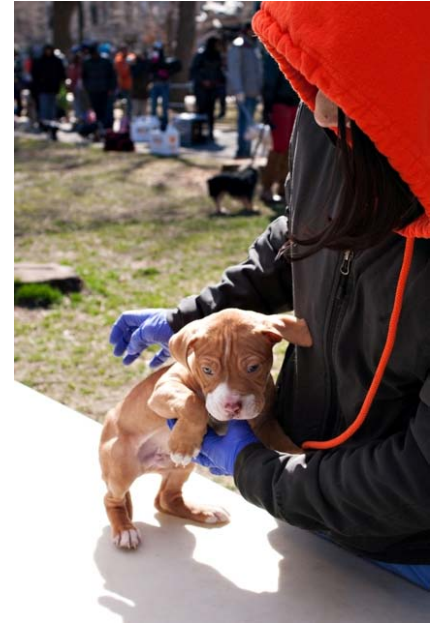
## Our NYC surgeries are...

- 100% targeted
- Organized into 3 tiers of priority:

1. “ASPCA Cares” Animals

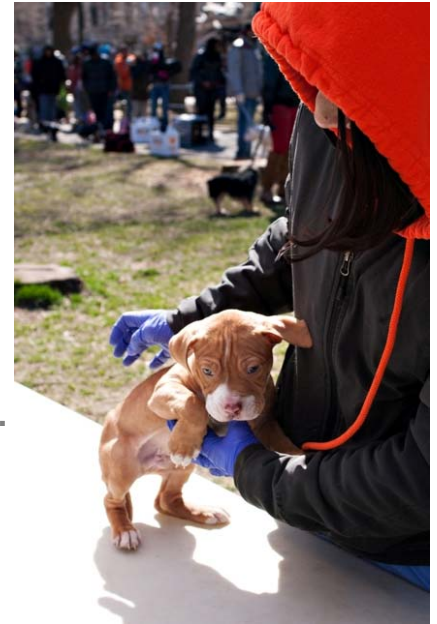
2. “Rescue” Animals

3. “Public” Animals



# 1. “ASPCA Cares” Animals

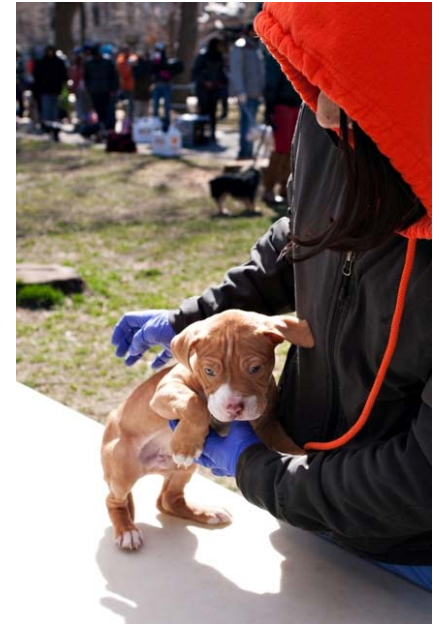
Focus areas: Animals MOST at risk of cruelty, neglect, shelter intake, euthanasia. All outreach resources go here.





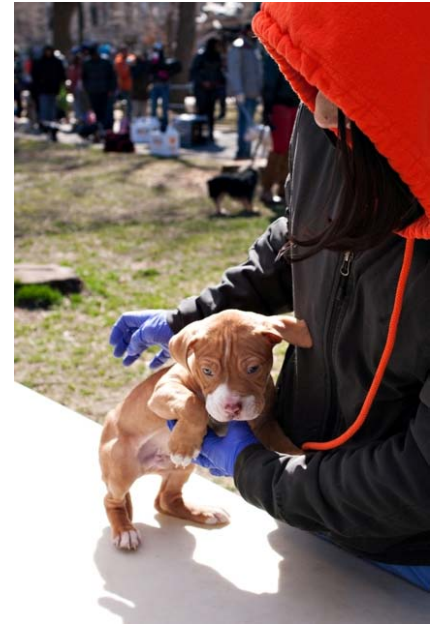
## 2. “Rescue” Animals

Homeless animals. (ASPCA Adoptions Center/Anti-Cruelty animals, shelters, outside adoption groups, TNR, etc.)



### 3. “Public” Animals

Low-income public.



# Lesson 1: ASPCA Cares





# Lesson 2: Volume vs. Impact

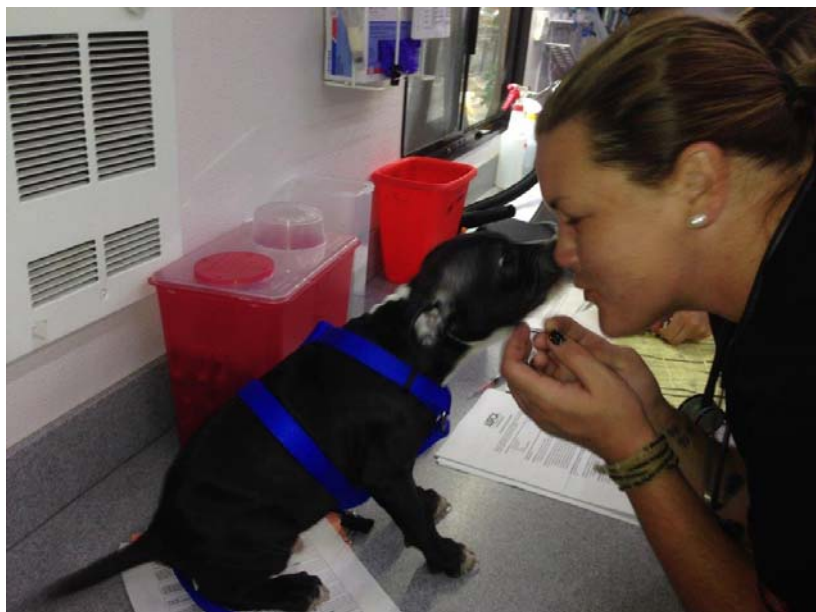
We do not have to sacrifice volume for impact.  
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# Bringing it all together: Wahiyd's Story







# Whom Do You Serve?

## Why?



# Questions?





What two things heard in this webinar  
will you try in the next month?

Type your answers into chat please!

# Resources

- **ASPCApro:** [www.aspcapro.org/topics/spayneuter](http://www.aspcapro.org/topics/spayneuter)
- [The ASPCA National Spay/Neuter Project](#)
- [Grants for Spay/Neuter Programs](#)
- **Webinar Recordings:**
  - [Funding Your Spay/Neuter Program](#)
  - [Does Spay/Neuter Have a People Problem?](#)
  - [Reaching Pet Owners Who Aren't Looking for You](#)

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