

Reaching Pet Owners Who Aren't Looking for You



Amy Mills
CEO
Emancipet
Austin, Texas



Today's Journey

- Our challenge
- The need for social change
- Strategies for reaching pet owners who are not looking for you
- Crafting your message and picking your messengers
- The conversation
- Q&A



Our Opportunity



We can increase our impact, improve the lives of animals, and create lasting social change by engaging with pet owners who aren't looking for us.

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The Clinic Conundrum



The pet owners walking in your front door were seeking out spay/neuter services

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But What About Them?



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What is Social Change?

A significant and sustained transformation of societal behavior patterns and cultural norms over a period of time.

What creates Social Change?

- Technological advances (e.g. a new technology like Facebook)
- Social Movements (e.g. MADD)
- Environmental Changes (e.g. climate change)
- Etc.

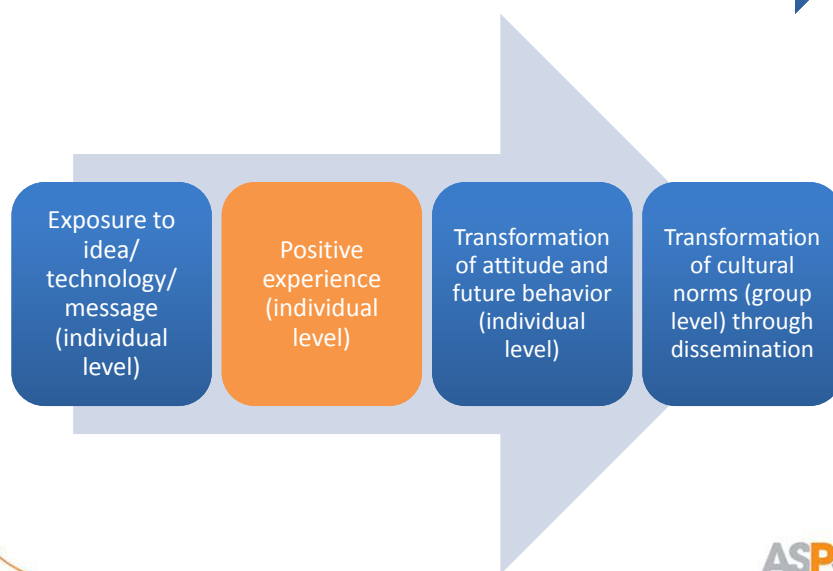
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Success of the Spay/Neuter Movement

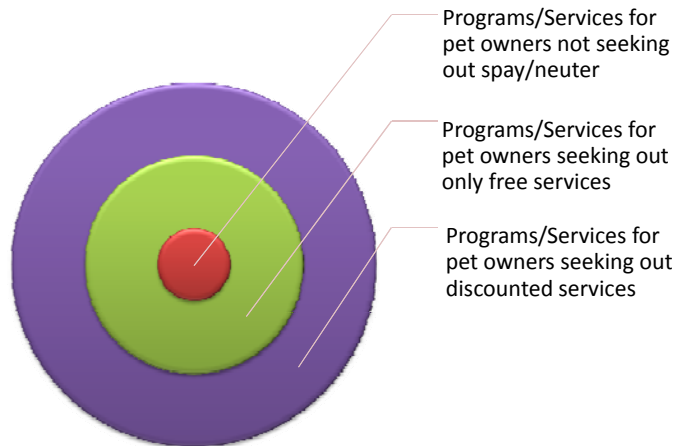
40 years ago, less than 10% of all pets in the U.S. were spayed or neutered

Pet Owners by Household Characteristics	Estimated percentages of pets spayed/neutered today
Those earning over \$35,000 a year	90%
Those earning less than \$35,000 a year	Less than 50%
Those below poverty	Less than 10%

Social Change through Social Movements



Programming for Social Change



Believe Before You Start



Pet owners love their pets and will do the right thing when given the opportunity.

Mobile Free Days



- First come, first served, line forms early
- Free spay/neuter, rabies, microchip, DHPP for puppies
- Targeted in low income, high intake neighborhoods
- Staff outside to “turn over” potential clients
- About 4,000 surgeries per year



Daily Vaccination Services

- Walk-in only
- Mobile & Stationary
- Vaccines, Parasite control only
- Veterinarian interaction, set up spay/neuter appt



Human Service Agency Partnerships



- Partnership with Meals on Wheels
- Provide training and free services to clients' pets
- Free transportation provided by volunteers who deliver meals



Community Outreach Events



- Large Scale Events/Fests
- Free Rabies Vaccines are advertised
- We have an outreach team to offer free surgery the SAME DAY
- About 70% are unaltered
- No one is looking for spay/neuter services
- About 90% say YES!



Door to Door Outreach

- Targeted to small, high poverty neighborhoods
- Multiple visits
- Free spay/neuter and wellness
- Free transportation
- 1 – 2 key messengers to build relationships
- Speak the language of the neighborhood



Bottom Line

In our own experience, 85% - 90% of the people we approach through these methods agree to spay/neuter



Just because people are not seeking out spay/neuter does not mean they are not willing to spay/neuter

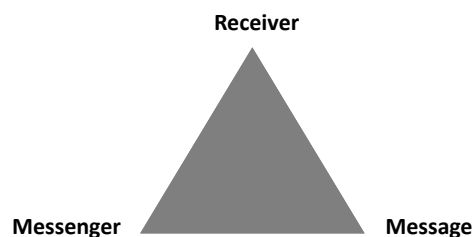


What do you say to convince them?

- The most effective message is the offer of free, immediate spay/neuter. They will say yes.
- If you commit to forming a relationship, you don't have to worry too much about convincing them.
- The messenger is more important than the message.



Cognitive Dissonance

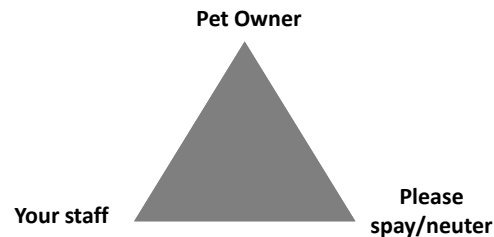


Our brains don't like holding dissonant thoughts, so we do things to resolve dissonance without realizing it.

How we feel about the messenger influences how we feel about the message.



Using Cognitive Dissonance



- Have likeable and trustworthy messengers
- Form a relationship with pet owners
- Then, when the message is presented, the pet owners feelings about the messenger will positively influence their feelings about the message



Cast Your Messengers for Success

- Your messengers are like celebrity endorsers of the message
- You need to carefully cast your messengers
- Messengers must be LIKEABLE and TRUSTWORTHY
- The right messenger will be successful without ever having to argue, cajole, or convince anyone



Casting: What's on the Outside?



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Casting: What's on the Inside?



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Key Elements of the Conversation

- Smile. Eye Contact.
- Introduce yourself by name, shake hands
- Small Talk about their pet
- Make offer for free services
- Share accurate information honestly



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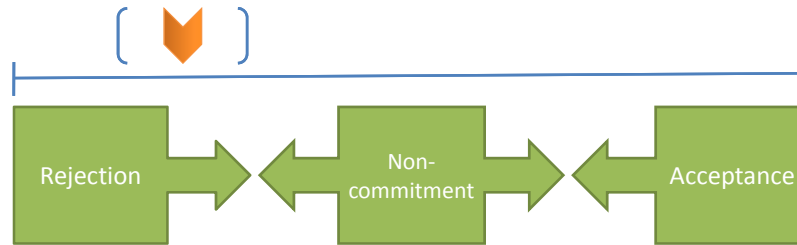
Information Worth Sharing



- Right Age to Spay/Neuter
- Females will no longer go into heat
- Specific medical issues you have seen
- Concerns about accidental litters ending up at the shelter

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But what about people who just WON'T?



- People have “zones” of tolerance for new ideas
- You might not move someone from rejection to acceptance in one conversation, and that’s okay
- Share enough information to move them toward non-commitment, and then keep the door open



Give Yourself the Chance...



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I have never been treated so nice as I have been here. Without your generosity and compassion our love ones will have no hope.

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Questions?

Contact:

Amy Mills, CEO

Emancipet: www.emancipet.org

Email: amy.mills@emancipet.org

Twitter: @AMstation



A FEW COMING ATTRACTIONS FROM ASPCA^{PRO}

www.aspcapro.org/webinars

- **Starting a TNR Program in Your Community** (10/17)
- **Beating Ringworm: Yes, You Can!** (10/23)
- **After the Grant Award** (11/07)
- **Canine Assessment: SAFER Overview & Research** (11/28)
- **Helping Adopted Dogs Adjust to New Homes** (12/06)

