How To Boost Return-to-Owner Rates

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Novato, California

Cindy & Jessica
About Us

- Founded in 1907 as a private non-profit
- We are contracted to provide 24/7 animal services with 11 cities and Marin County
- Our Mission: *We improve the lives of animals and people through advocacy, education, and support*
- 90 staff, 700 volunteers with $6,000,000 annual budget

*Kodiak*
Estimate of Animal Population in Marin County

2010 Marin County human population: **252,409**

- Dogs = 63,809
- Cats = 71,987
- Birds = 9,894
- Horses = 6,361

**TOTAL = 152,051**

*Based on AVMA calculation of human population, number of households and estimates of pets per household*
RTO Rate for Dogs

30% Increase

1980:
- Incoming: 4525
- RTO: 2824
- Increase: 62%

2012:
- Incoming: 925
- RTO: 852
- Increase: 92%
RTO Rate for Cats

32% Increase

1980

Incoming: 2364
RTO: 158

2012

Incoming: 635
RTO: 249

7% increase

39%
$100K Challenge 2012

- Deciding to participate
- Our goal: To save lives
- Increase RTOs
- Increase adoptions
RTO Comparison Rate

<table>
<thead>
<tr>
<th>Year</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>93%</td>
</tr>
<tr>
<td>2010</td>
<td>94%</td>
</tr>
<tr>
<td>2011</td>
<td>90%</td>
</tr>
<tr>
<td>2012</td>
<td>96%</td>
</tr>
</tbody>
</table>
Our Top 10 Ways to Increase RTOs
# 1 Promote Pet Safety

- Licensing
- Guardian ID tags
- Microchipping
- Safety collars
- Current pet photos
- Keep pet info up to date
- Behavior and training classes
- Keep a list of alternate contacts – neighbors
- Keep good notes and records
# 2 Connect with the Community

- Lost and found reports
- Posting lost and found fliers
- Contact Homeowners’ Associations (HOAs)
- Contact veterinary hospitals
Connect with the Community

- Connect with your local church groups
- Look into bilingual community resources

Lost Your Pet?
Please check at the counter.

¿Ha perdido su mascota?
Por favor pregunte en la oficina de servicio aquí.
Connect with the Community

• Work with local rescue groups

Miss Kitty
#3 Utilize Animal Services and Volunteers

- Officers are busy locating pet guardians
- “Pet ID is your lost pet’s ticket home”
- Post FOUND posters in a three to four block radius from where an animal is found
- Customer service and officers work together
- Officers capable of scanning pets in the field
- Shelter Buddy capabilities on mobile devices
FOUND CAT

BREED: Domestic Short Hair
COLOR: Brown Tabby and white
SEX: Neutered Male AGE: Adult Case No.: 171176
COLLAR/TAGS: None
DATE FOUND: August 2, 2012
LOCATION FOUND: Ignacio Blvd. X Alameda Del Prado in Novato

PLEASE CALL MARIN HUMANE SOCIETY 415-883-4621

PLEASE NOTE: Some city and county ordinances may restrict posting of these notices on telephone poles and other public property. Please check with your zoning department before posting.
#4 Reunite Pets with Guardians

- Match lost reports with incoming found reports
- Match found reports with lost reports
- Have guardians fax or email pictures of lost pets
- Microchip company sends “lost pet alerts”
HAVE YOU SEEN PEPPER?

If you have, please call us 595-9080

Pepper

More Humane Society
Kennel Card

Animal ID: 140238
Type: Cat
Blood: Domestic Short Hair Mix
Primary Microchip: 8091310044945157
Scanned by: Kathy Kane
Scanned by: Yukon Mixcoat
Primary Color: Brown Tabby
Secondary Color: White

Sex: Spayed Female
Age: 2 Years 4 Months 2 Weeks
Weight: 7.8 lbs

Suitability With Children: Unknown
Suitability With Pets: Unknown

Behavioral Assessment: Unknown, Kitten Right!

Adoption Summary: Life is a sweet little girl who has been living in this evacuee's lap, purring loud and clear. She and her brother Luke have been in a foster home for a few weeks, and now they are ready for their forever home. Life can be cuddly and sweet, and the next minute she is off exploring and batting toys around.

Little 8 to 12 week-old kittens have not been using litterboxes for very long. If you choose a kitten, then establishing proper litterbox habits will be imperative. Control your new kittens to a small area, so she learns where to "go." Once you allow them more access to the house, tape the litterbox to its established location. Choose this location carefully, cats like to feel safe and slightly isolated.

Life wants a home where she will be loved and attended to.
FOUND CAT

BREED: Burmese X
COLOR: Seal Point/Chocolate body
SEX: Female   AGE: Adult   Case No.: 173253
COLLAR/TAGS: None
DATE FOUND: 10-06-12
LOCATION FOUND: Ivy Lane off Martens Blvd. SR

PLEASE CALL MARIN HUMANE SOCIETY 415-883-4621

PLEASE NOTE: Some city and county ordinances may restrict posting of these notices on telephone poles and other public property. Please check with your zoning department before posting.
Reunite Pets with Guardians

• Online searches on:
  - Craigslist.org
  - PetAmberAlert.com
  - FidoFinder.com
  - LostMyDoggie.com
  - FindToto.com
  - HelpMeFindMyPet.com
  - Mickaboo.org (lost birds)
  - Pigeon.org (racing pigeons with bands)

• Tips for finding missing pets:
  - CatsInTheBag.org
  - MissingPetPartnership.org

• Emailing guardians about found pets
Jessica Hansen

From: [email]
Sent: Monday, December 10, 2012 9:55 PM
To: LostAnimals
Subject: New Contact Notification - Contact Us - Lost & Found

New Contact Notification
Contact Information
Event ID: 1010475
Event Name: Contact Us - Lost & Found
Supporter ID: 373591716

Title: Ms.
First Name: Theresa
Middle Initial: J
Last Name: 
Email: 
Phone: 

Subject: found a male dog
I found this small brown curled tail male dog with a white patch on his back and tennis ball. I found him on Sunday at Tam High School at 5pm during the Christmas Basketball tournament. When I found him he was alone and I went around and asked as many people as I could whether they lost a dog or if they ever seen this dog with anyone. I took him with my self and son and will take care of him until the owner steps up and seems fit to even keep the dog. The dog never came back for him. I was at Tam high field and I was one request about a dog. Thank you Theresa

Message: Boe
#5 Use the Power of the Web

- Post lost and found forms
- Use social media - Facebook, Twitter
- Photos of strays automatically uploaded to MHS site
- Shelter Buddy - database searches for animals meeting description in area found
Search Lost Pets

How to find your lost pet

- Search our lost pet database below
- Come to the Marin Humane Society in person as soon as possible. We are required to hold stray animals for six days, although we try to hold them longer. We will assist you in filing a lost report, looking through our stray, adoption, isolation and quarantine housing as well as looking through the Lost & Found books at the front counter.
- Email us or call our lost animal recording every evening after 6 p.m. The recording is updated daily and only includes animals who were brought in during the previous 48 hours. Call 415.663.4621, press 377 for lost dogs, 378 for lost cats and 379 for all other lost animals.
- For lost cats, email a photo with name, date, phone number, city where you believe your cat went missing to lostanimals@marinhumanesociety.org. Type “Lost Cat” in the subject line.
- Check neighboring animal shelters, canvass your neighborhood, tell your friends, neighbors, mail carriers, etc. that your pet is missing and post lost pet notices around your neighborhood.
- Check out these tips for finding a lost or missing pet from CatsInTheBag.org or Missing Pet Partnership.

You can download these lost pet notices to reproduce and the lost/found report to fax or mail to us.

Lost Dog Notice
Lost Cat Notice
Lost/Found Report

If you find a lost pet

- Call the Marin Humane Society immediately at 415.663.4621 to report the animal.
- As soon as possible, please bring the pet to the Marin Humane Society or your local animal shelter. We will scan the animal for a microchip, and you can file a found animal report. If you want, you can leave the pet with us.
- If you are willing to put in the effort, you can post found animal posters in the area, and post a description of the animal on sites like Craigslis.org.

Lost pet database

Use our lost pet database to search for found animals that are currently under our care. Please note that these do not represent all found animals so if you do not see your animal here, please still contact us. Having trouble viewing the search results? Click here to open your results in a new window.
#6 Enlist Media Support

- Posting FOUND notices in smaller papers
- Helps highlight injured animals
- Send out press releases

*Heidi*
# 7 Have Amazing Staff and Volunteers

- Email exchanges for missing pets
- Mini report and post on “Most Wanted”
- Encourage people to visit shelter in person (especially for cats)
- Cat color guide book
#8 Involve Super Sleuthers

- Extensive research online to trace phone numbers and other leads (WhitePages.com)
- Maintaining old lost reports that can help track down frequently missing animals
- Research microchips that may not be registered - ask “Who was the chip sold to?”
- Contacting other shelters
Involve Super Sleuthers

• Letters sent to guardians

We are caring for a cat here in our kennels that we believe may belong to you. The female short hair brown tabby is wearing the following identification; microchip. In order to reclaim your pet you will need to call or come in during our regular business hours: Tuesdays through Sunday, 10:00 a.m. to 5:30 p.m., and until 7:00 p.m. on Wednesday evenings.

Por la presente queríamos informarle que en nuestro plantel tenemos en custodia a un perro de nombre "Max". El perro color blanco y negro traía la siguiente forma de identificación: microchip. Si en efecto usted es responsable sobre este animal es necesario que se comuniqué venga personalmente durante las siguientes horas de servicio, De Martes a Domingo de 10:00 a.m. a 5:00 p.m. y Miercoles hasta las 7:00 p.m. Con el fin de recuperar a su mascota.
# 9 Customer Friendly Shelter

- Open 6 days a week, one evening until 7 p.m.
- Be available
- Field staff available 24/7
- Human friendly phone system
- Daily stray animal recording
- Location of injured stray animals
# 10 Celebrate the Successes!

- RTO board in a central location
- Have morale boosters along the way
- Celebrate the milestones
Happy Endings

Since August 1, MHS has reunited 104 lost dogs and cats with their guardians, including this handsome guy! Way to go team! #100KChallenge

Linda Lee Rose, Nancy Riordan and 98 others like this.
2 shares

Earlene Thorgersen: What a beautiful boy! I'm SO happy he has a home. He looks like mine.
August 24, 2012 at 3:47pm via mobile · Like

Susan Eng Furukawa: Wow! Great work.
August 24, 2012 at 3:47pm · Like

Mark DeLaurence: Yay!
August 24, 2012 at 3:49pm · Like

Write a comment...
Other Tricks

• Trust your instincts
• Err on the side of the animal
• Be flexible
In Summary

1. Promote Pet Safety
2. Connect with the Community
3. Utilize Your Animal Services and Volunteers
4. Reunite Pets with Guardians
5. Use the Power of the Web
6. Enlist Media Support
7. Have Amazing Staff and Volunteers
8. Involve Super Sleuthers
9. Customer Friendly Shelter
10. Celebrate the Successes!
Contact Us

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Contact Us

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415.883.4621
Upcoming ASPCApro Webinars

aspcapro.org/webinars

- Trail Blazing on Facebook to Save More Lives 3/13
- Customer Service for Social Change: A New Model for Customer Engagement 3/26
- Transferring Animals Out 3/27
- Foster to Surrender 3/28
- A Magical Social Media Journey 4/03