How to Implement Your Own Adoption Ambassadors Program



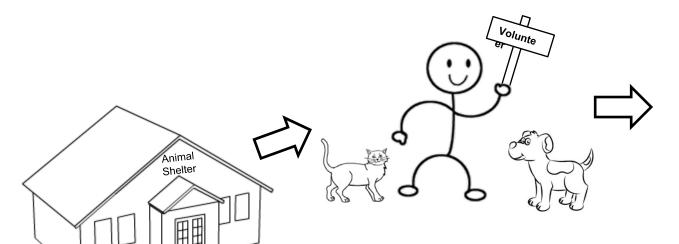


Adoption Ambassadors:

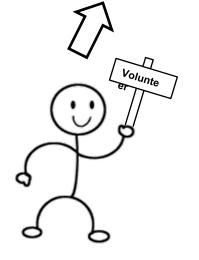
A National Campaign to Save More Lives



Join the hundreds of shelters who are already leading the pack!



How does it work?











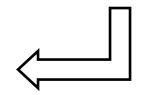
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www.aspcapro.org

Adoption **Ambassadors**

The Research Six Simple Steps **Mentor Shelters Program FAQ**

Related Resources

Tips for using foster families as your adoption agents

A list of tips for using foster families as adoption ambassadors.

Saving Lives with Adoption **Ambassadors**



Are you looking for in your mission? He

The Adoption Amba lives saved, but spa more animals in ne take it from there.

The ASPCA's Mea LA/SPCA, says Add to 'we are saving liv

Will it work for you? Research Be

A significantly lower research that prove

Read More »

Six Simple

Choose your crew,

Research Behind Adoption Ambassadors

Research conducted by the ASPC a simple and powerful strategy for



Charleston Animal S

Don't just take our word for it: The Charleston Animal Society (CAS) p the program a try.

Fewer Returns

During the study, only 7% of dogs program were returned to the shelt

Twenty-four percent of adopters co foster family when making a decision adopters factored information from could represent adopters going int their animals, resulting in fewer ret

Fresh Adoption Pool

Results from CAS show 29% of Ad shelter or rescue. Since 93% of the considering getting a dog before th chosen a dog from another source

Six Simple Steps to Adoption **Ambassadors**

Consider these six points the stepping sto remember that since each organization is your individual situation.



Step 1: Choose a Coordina

Your Adoption Ambassadors coordinators or staff member with great customer skills. or email at most times to offer support and

(Since starting small is never a bad idea, Coordinator could tack this role onto his o

The Adoption Ambassador coordinator mu organization's operations, know how to make staff to facilitate animals entering the prog

This person will also be responsible for ma animals are collected and shared with Add communication works best for everyone, great. What about texts? How about a priv they can support one another and you can

When you're looking for a placement, we basic info are front and center so volunteers can determine which animals are well-suited

Adoption Ambassadors Mentor Shelters

Each of these shelters has put its ov empowers foster parents to market organizations have generously agree learned to help other shelters get ar Meanwhile, you can catch a bit of th Implement Your Own Adoption Am

Register for Adoption Am

Coming August 5: How to Take Fi Coming August 13: How to Implei Replay the recording of Engaging

Charleston Animal So

Charleston Animal Society (CAS) h Ambassadors program - and has th the program are less likely to be retu

How it Works

Adoption Ambassadors assist CAS I caring for a dog or cat in their home taking on the responsibility of market and adopting out that animal. Court Gumienny, adoption manager, says have about 50 active Adoption Ambassadors placing animals for th

Although the program primarily focu dogs who are not doing well in the s CAS has placed a few cats as well.

CAS provides Adoption Ambassado the following:

- · Food and bowls
- Crates

Adoption Ambassadors FAQ

Have you read through the Adoption Ambassadors pages but still have questions? Here



Q: How is this program different than in-shelter adoption programs?

A: The Adoption Ambassadors program gives dogs a chance at finding a home by expanding your reach well into the community and engaging foster providers as adoption counselors, talent agents and foster parents all in one. It lets adopters get more detailed information about a dog's behavior in a home environment and improves the dog's quality of life while awaiting adoption. It expands sheller walls and engages the community in a

Q: Are the requirements and adoption processes different for Adoption

A: No, the processes mirror those done in the shelter. That said, if your requirements are extensive or might be prohibitive for a foster parent to implement (home visits or the like) the Adoption Ambassadors program could be a great opportunity to experiment with eliminating or relaxing a requirement that might otherwise pose an obstacle to adoption.

Q: What dogs are eligible?

A: All dogs can benefit, including ones who may face a longer length of stay based on their breed, color, age, or energy levels. Shelters can also place highly sought-after dogs in order to free kennel space and relieve shelter resources.

Q: How long is the average stay in an Adoption Ambassadors home?

A: ASPCA research into the program found that most dogs found homes within three weeks after being placed in a foster home, and some stay just a few dayst

Q: Where do the adoptions take place?

The Charleston research found that the majority of people adopting directly from the

Read More



Adoption Ambassadors

Adoption Ambassadors

The Research

Six Simple Steps **Mentor Shelters**

Program FAQ

Related Resources

Tips for using foster families as your adoption agents

A list of tips for using foster families as adoption ambassadors

Saving Lives with Adoption Ambassadors



Are you looking for an easy, appealing way to save more lives and engage the community. in your mission? Here it is!

The Adoption Ambassadors program is foster can taken to the next level: Not only are lives saved, but space, time and resources are freed as inside your shelter to care for more animals in need. You supply simple training and a text tools, and your foster parents take it from there.

The ASPCA's Meg Allison, who was the first adoption coordinator in the program at LA/SPCA, says Adoption Ambassadors "changes the conversation from I help save lives" to 'we are saving lives' - and the enthusiasm builds as more and more doo are adopted!"

Will it work for you? Yes! Keep reading to find out how.

Research Behind Adoption Ambassadors

A significantly lower return rate, a much wider pool of adopters - read the exciting research that proves the power of this program.

Read More »

Six Simple Steps to Adoption Ambassadors

Choose your crew, gather your tools, and get Adoption Ambassadors off and running. Here are six basic steps to launching the program and getting your community's support.

Read More

Six Simple Steps to Adoption Ambassadors

Consider frence and points the executing states that here are you from take to reality — and considerate many approximate affect of executions and approximately executions. Contents free out points me support somes that mill lake you from load to readily — and contents four some soon organization is different, even coop may need to be adjusted for your sections.



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The Adaption Ambressidar coordinate must have a clear understanding of your organizations for support Ambroscop coordinary must have a clear understanding of your organization's operations, more how to makingle adoptions, and be able to interest with stat to dedicate amonais an expensive the state to expensive

This person will also be responsible for making sure photos and information about animals are This person will apply be requirement to meaning sure private and minorination secul annuals are consected that shared with Adjobin Annual 2005. Find out wind type of communication works consecution or some and popular consessables. This we make type or commenced in make the energiage, and by to hope the mediation it sense to beet great should excut sold in data in home. desires energiate, and the principles and the unique seek of a subport one enotines and you desire an any one of the principles and the second section and the sect

When you're looking to a plucement, we alsolve recognitions that protoe and the park charto little and an exercise in a contract that have been account and the park charto little and an exercise in a contract that have been account. are a four each possible on a binderward may willight secondarian are the proper are one have ones will include a secondarian and the property of the property Step 2; Select Animals for the Program

Though Just about any animal can beneal from Adoption Ambassadors, some organizations congas apocial populations — write powers leave the disjounty wide open

This is usually a test clear in the beginning that can be adjusted as your program grows. You'll used 500 between serestiments to Aon gods and au majoritanged of ser celebrath of Aon. As you ponder your lineup, consider these quisations

- Special needs animals (benavioral or medical)? Long-timers of other nand-to-place animals? . Any aminal available for adoption?

Step 3: Create Shelter-to-Home Placement Plan an artimal ready to place in an Adoption Ampassady Printe

This step involves enowing your inter-co-availability process and losenthing what it is take to give cance arrangle placest in the programs was need to be affered and vocamitied before they he praced (unless, trey to loo young or unbealtry), strong and shadler.

As you take the step, ask yourself sheet questions

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Virties are they sometimes to surgery /
 Once they re-detected, do you choose their Annoxiesator or do Annoxiesators of the the second

7145 (\$50 can have come time because it usually involves multiple departments in the sheller or The singular new voice arise because in security in security and of the care time freedom as the singular or care organization. So your pain needs to be used proportional — and of the care time freedom as the singular care. organization, so your plan needs to be used interpretation—and at the entire time freedom and in organization to your plan needs to be used interpretation—and at the interpretation and in organization to your plan needs to be used interpretation—and at the interpretation of the property of the control o Step 4: Decide What to Provide 5 Gather Supplies

Make sure your Adoption Ambassadurs know what our or pooket expenses fregrill lave. For there are you providing boy, little, etc. or are your society deling asked to take that on? Availate school for the hardes, storing dearly stack of





ASPCA Adoption Ambassadors Grant Program

Timeframe: August 5, 2015 at 12 pm ET - September 8, 2015 at 5 pm ET |

f Share 3 🔰 🖂

As part of a national Adoption Ambassadors campaign, the American Society for the Prevention of Cruelty to Animals® (ASPCA) is providing grant funding to qualified nonprofit and municipal animal shelters toward establishing or expanding an Adoption Ambassadors program to directly engage members of the community in the work of saving more animals' lives.

Eligible organizations are invited to submit an application for up to \$2,500 to implement or expand an Adoption Ambassadors program that places shelter animals with volunteer foster caretakers (Adoption Ambassadors) who seek placements and finalize adoptions.

This campaign runs from September 1, 2015 through February 28, 2016.* Participating shelters will receive support and resources from ASPCA staff through a private Facebook group, and from three mentor shelters who are running successful Adoption Ambassadors programs.

* Please note, the application period to request funding is different from the campaign duration. See below for additional information.

Grant Opportunities Grant Guidelines Grant Highlights Grant History Other Resources





A couple of key requirements

For your program to be **eligible for a grant**, you've gotta agree to:

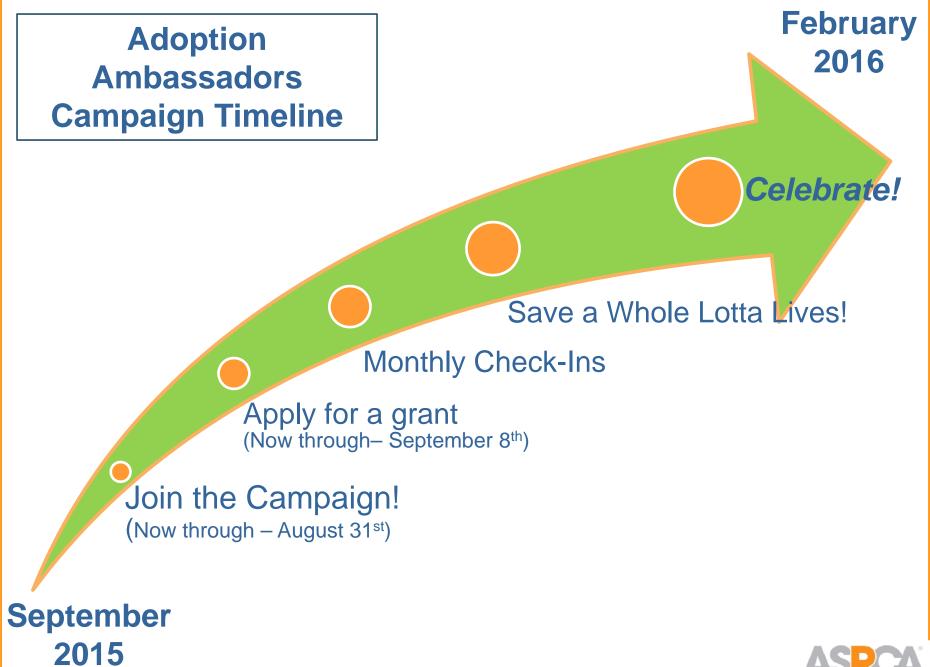


Allow Adoption Ambassadors to complete the adoption process up to and <u>including</u> collection of adoption fees and transferring ownership/possession of the animal; and



Forgo any requirement that an adopter/prospective adopter of an "ambassador animal" go to the shelter in order to adopt.





How the campaign will work:

- Shelters sign up and start planning (Now through August 31st)
- ➤ If you're looking for funds apply for a grant of up to \$2,500 (Now through September 8th)
- Follow the steps and start saving lives
- Get the support you need:
 - Join the Adoption Ambassadors FB Group
 - Access loads of info at <u>ASPCApro.org/ambassadors</u>
 - Receive monthly tips and tricks

Share your successes & your struggles with us!



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https://en.wikipedia.org/wiki/Orange_(fruit)

http://www.mcla.edu/Academics/undergraduateresearch/studentgrants/index

http://www.fluenceportland.com/consulting/off-the-wall-interview-questions-get-results/attachment/question-marks

http://www.clker.com/clipart-10842.html



Miami-Dade Animal Services

Luis Cuellar – Shelter Program Coordinator Miami, Florida

lxz@miamidade.gov







Miami-Dade Animal Services

Municipal, single location open admission shelter for Miami-Dade County

♦ 650+ Foster Parent 700+ Volunteers

❖ 2014 intake

Dogs – 16,616 Cats – 13,884

2014 adoptions

Dogs - 7,373

Cats -1,839





Ambassador Foster Program

Since we started this program in 2012, we have had over 800 foster ambassador adoptions. Currently, we have approximately 75 ambassador foster parents.





Ambassador Foster Program

- Step 1: The Foster Care Coordinator (FCC) identifies animals we want to place in the ambassador program.
- Step 2: We contact potential fosters by email, providing details on the animal(s) to be fostered.
- Step 3: Ambassadors decide which pets they can foster and reply with a commitment and approximate pick up time.
- Step 4: Ambassadors check in with the FCC and signs the Foster Care Agreement and Waiver. FCC provides all documents to facilitate adoption (adoption contract, medical records, etc.)

Ambassador Foster Program

From this point, the ambassador parent:

- Provides food, shelter, and love (including medical care as needed)
- Socialization
- Training (house break/tricks)
- Keeps open communication with FCC
- Monitors, records, and communicates any signs of illness
- Transports to and from ASD for all scheduled follow-up care and vaccines
- Contacts ASD regarding medical needs/brings pet to ASD Clinic for care
- Markets, promotes, and adopts out pet
- Completes and submits paperwork to ASD with payment (check/money order only)

Adoption Process

Marketing Push:

- Word of mouth
- Electronic exposure (pet finder, craigslist, adoptapet.com, etc.),
- Social media platforms such as Facebook, Instagram, and Twitter.
- Meet-and-greet typically follow this can be an offsite adoption location of mutual agreement or a pet friendly park.
- Should the foster parent find a suitable adopter, the foster parent processes the adoption via fax, email, or regular mail. It is the responsibility of the FCC to ensure all vaccines, spay/neuter, microchip, adoption contracts and electronic payment authorization forms are collected and recorded within Chameleon.





Who's Eligible?

- ❖ Every pet at the shelter is eligible; however, the Foster Coordinator can identify a harder to place pet (senior, medical, special needs) to be marketed.
- ❖ Active, experienced, and knowledgeable fosters parents who are empowered to find adopters for the pets under their care can participate in MDAS's foster ambassador program.





How We Recruit Foster Families

Foster parents can become ambassador foster parents by:

- Expressing the desire to be an ambassador foster
- Build a relationship with the department
- Being an active foster parent (foster for our different programs)
- Participating in the Foster Program for at least 6 months





How We Support Our Fosters

MDAS provides:

- Orientation/training
- Routine veterinary care (deworming, vaccines, diagnostic tests)
- Microchipping
- Spay/neuter when old enough
- Treatment for illness or injury based upon our resources
- Adopt Me Vests

Through grants we provide:

- ❖ Food
- Bottles, milk, and heating pads for neonates
- Piddle pads
- Crates, cages, cat litter





The Power Behind This Program

We instituted this program to help our most difficult to place pets:

- ❖ Older
- Big
- Medical
- Behavioral

The Most Rewarding Aspect:

Ambassador foster parents find their foster pets' adopter through effective, creative marketing and networking. They are also able to vet the potential adopters to ensure that that family or individual is the perfect fit for that foster pet. This will significantly decrease the return rate.





- Stray
- Heartworm positive
- ❖ 9 years old



Gray







Gray in his new home in New York with his adopter



- Stray
- Bully Breed
- Sick



Pet here for exam on the possible mass or neoplasia rectal BAR, EENT normal -MM pink moist

On the perianal area show a large semi pendulous soft mass partially reducible

No discomfort notice at palp.

DDX perianal hernia / neoplasia/ others

This pet required more specialized procedure in order to correct it. Meanwhile, risk of entrapment and incarceration is present all the time until corrective surgery gets performed



Mollie in her new home in Canada with her adopter



- ❖ Adopted as puppy in 2012
- Returned 2 years later because of behavior
- Spent approximately 6 weeks at the shelter



Tyson in May 2012

- ❖ Adopted again in 2014
- Returned again after a week because he did not get along with the adopter's other dog
- While here at the shelter, he shared a kennel with at least2-3 dogs with no signs of aggression





Tyson after he was returned twice





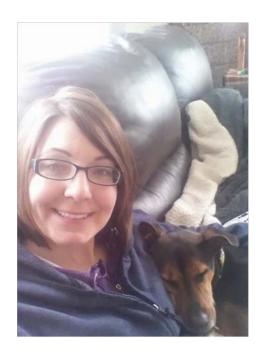


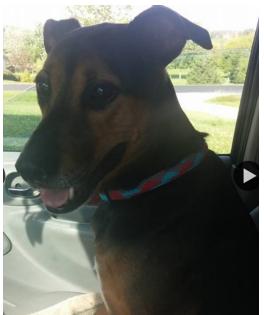
- Once he was returned the second time, he got a severe case of URI
- He spent nearly 3 months at the shelter with zero interest from adopters and/or rescue groups
- Because of his lack of interest, length of stay, and being a high risk dog, we blasted for rescue and foster
- Left on foster care in October 2014
- Spent 6 months in foster care with no prospects
- Foster parent found a training facility in Wisconsin
- After only one month of training/rehab, he was adopted to a family in Wisconsin











Tyson with his new family and home in Wisconsin



Challenges

- ❖ Medical support: We provide basic pet care and obedience classes to our ambassadors; however, some experience medical complications with puppies/kittens not manageable within our shelters treatment boundaries.
- ❖ Marketing of Program: Inspiring the community to become involved is challenging when the target audience is not reached through all marketing and advertising avenues.
- ❖ Increasing volunteer participation: Engaging the community via community outreach events and special speaking presentations. A focus on exposure and partner affiliations with local religious, educational, and community based organizations is key.
- ❖ Avoiding Ambassador Burnout: Ensure that there is a back up plan in case a foster parent is not able to place the pet (Offsite events, transport, rescue).





Advice

Every animal welfare organization has hard to place pets that will need extra attention and care. The Foster Ambassador Program will help these pets find a loving home where they would otherwise not have a chance in a shelter environment. Every pet deserves a chance to be adopted, and this program ensures that these pets get that chance. Start out small. Try ONE foster ambassador adoption and build from there. Once you do it once, you will not want to stop!





Louisiana SPCA

Allie Mayer - Foster and Rescue Coordinator

New Orleans, LA

foster@la-spca.org







Louisiana SPCA

- Private (city contracted), single location
- 425 Active Volunteers, 180 Active Foster Families
- 6,824 Intakes 2014
- 2,108 Adoptions, 779 Transport, 630 Return to Owner, 1,004 Foster Placements in 2014





Fast Track Foster

Intake -> SAFER -> Straight to Fast Track
OR Adoption Floor -> If not adopted quickly
-> Fast Track

Foster parents process adoptions offsite.

Team of volunteers can do "adoptions on the go."











Who's Eligible?

Animal-wise: Anyone!

Especially useful for "small scaredies" and "big, black dogs"

A few cats have participated, and a bunny!



People-wise: Anyone!









Fast Track Foster

802 Animals participated since 2010

715 Adoptions, 50 Transfers

Over 95% Live Outcome for Fast Track Animals











How We Recruit Foster Families

Website, Facebook, Events, Word of Mouth, T-shirts!







How We Support Our Fosters

Supplies, Medical Care, Training Support, Dog Park Pass, Doggie Daycare Partnership, Adoption Promotion Materials, Emails with Upcoming Community Events

Adopt Me
Posters
www.petbond.com





Adopt Me Vests www.dogbooties.com

Training Plans www.aspcabehavior.org





The Power Behind This Program

Another recourse for animals who do not thrive in the traditional shelter setting.

Seniors, special needs, bullies, high-energy, fearful Chihuahuas!









Challenges

Empowering foster parents to get out there and talk to people!

Trainings
Emails
Group Activities









Advice

Start small and easy – pick a great dog!

Find someone who is excited and give it a try!



Try it yourself.







Charleston Animal Society

Courtney Gumienny – Director of Adoptions Charleston, South Carolina

gumienny@charlestonanimalsociety.org







CAS: By the Numbers

- Private (county contracted), Open Admission, Single location
- 275 Active volunteers & 500 Foster families
- Total Intake 2014 = 8,812

Dog Intake: 3,562

Cat Intake: 5,250

• Total Adoptions 2014 = 5,381

Dog Adoptions: 2,693

Cat Adoptions: 2,688

Live Release Rate 2014 = 92%





Adoption Ambassadors

 AA Fosters fill out foster application (onsite or online)



- AA Fosters are added to email contacts
- Staff member will guide AA fosters with selecting their dog/cat
- AA Coordinator/staff does one-on-one training with AA
- Provide AA with supplies (adopt me vest, crate, etc.)
- AA coordinator will offer support to AA's
- AA's bring back supplies, paperwork, and payment
- And don't forget....a BIG thank you for helping us Save Lives!



Who's Eligible?

Any animal available for adoption

Main focus is for "hard-to-place" or animals that aren't "showing well" on the adoption floor.

Can also be utilized when space is limited.

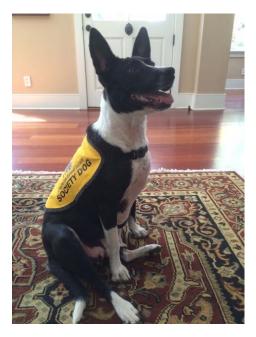
For example: fearful, reactive, or energetic dogs

Anyone in the community willing to give it a try!





Adoption Ambassadors



400+ Adoptions



2012 start of AA & study – 92 dogs (all randomly selected)

2013 – 98 dogs & 11 cats (mostly picked by fosters)

2014 – 91 dogs & 6 cats (beginning of "hard-to-place" dogs)

2015 – 108 dogs, 13 cats, 2 rabbits, 10 horses

(majority "hard-to-place" dogs)



How We Recruit Foster Families

Engage Existing foster families

Facebook

College students or sororities

Military Families

Dogs in AA are walking advertisements



Asking the Finder

Business Ambassadors

Solicit during monthly volunteer orientations

Word of Mouth

Holiday Hero Campaign



How We Support Our Fosters

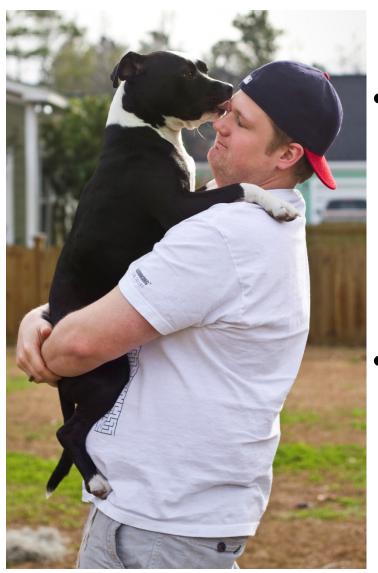
- One-on-One training & providing any supplies needed
- Staff support at events & 24 hour contact/hotline
- Continued medical care while animal is with AA
- Weekly communication & encouragement



- Use photos taken by AA to advertise on website & social media
- Show appreciation, recognition and enthusiasm



The Power Behind This Program



 We are able to provide opportunities for animals to be adopted in environments other than the traditional shelter, where some animals do not "show well".

 We reach new adopters that may have not come into the shelter.



Challenges

Staff buy in

- Make ALL staff a part of program
- Let them see and be part of the success
- Educate staff and volunteers so they can engage people
- Inform your staff of animals available in program



Community awareness

- Purchased adopt me vests
- All fosters are informed about program
- Used minimal finances on advertising
- Make it easy for the community to adopt



Advice

Appoint a staff member that is well rounded in adoptions, customer service, and is excited about this program.



Embrace change and don't let hurdles defeat you!



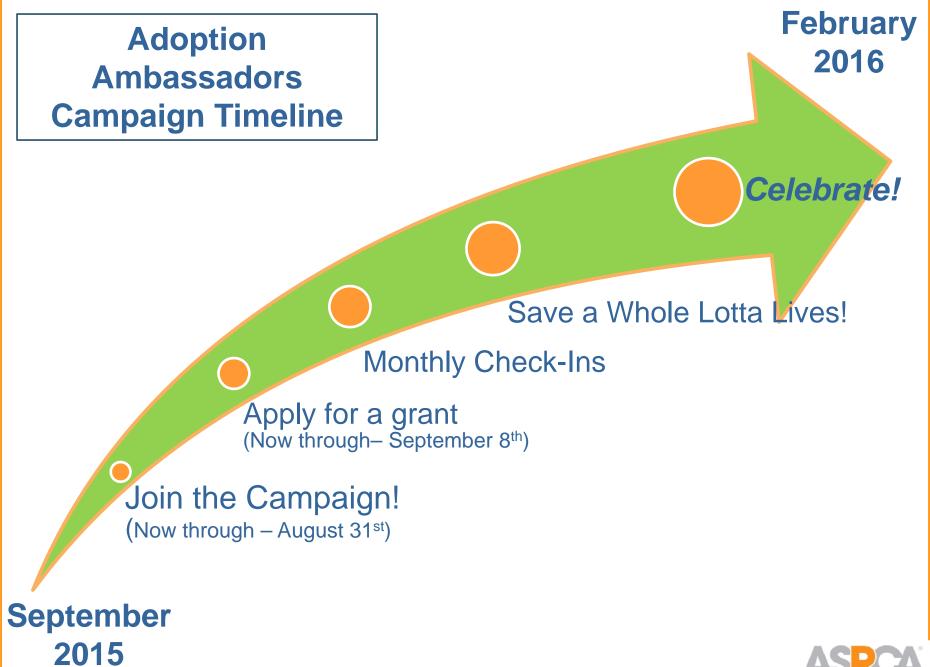












What are your questions?

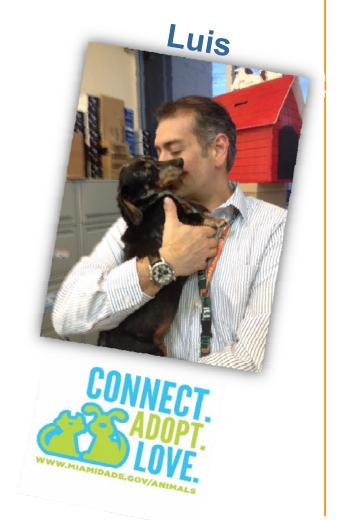














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Training



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How to Implement Your Own Adoption **Ambassadors Program**

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PROGRAM

Adoption Ambassadors

Learn how using foster families as Adoption Ambassadors can help your organization save more lives, engage the community and free up shelter resources.

Learn More »



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