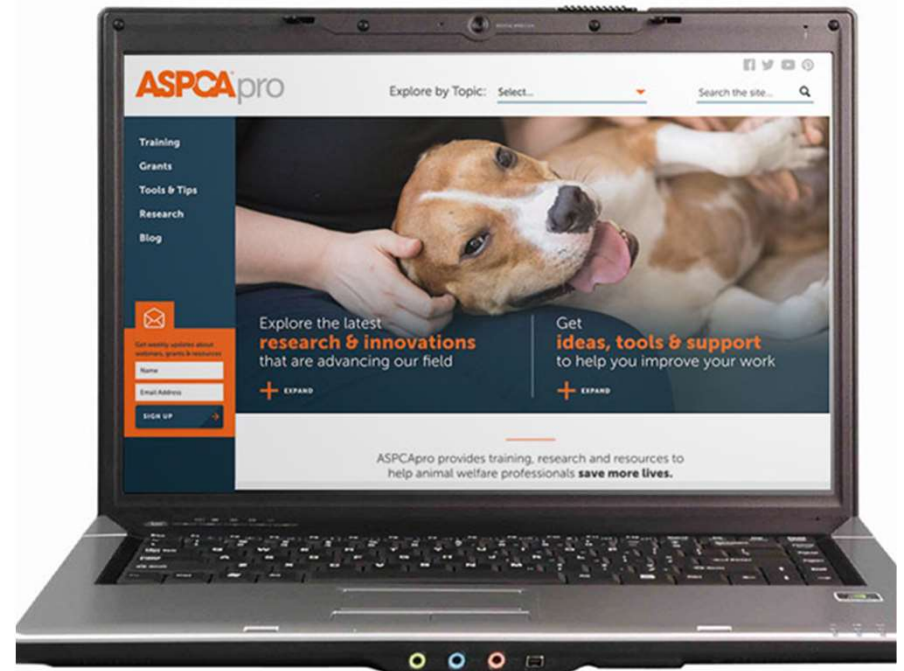


Getting Better Together: How to Embrace, Establish and Empower Equine Adoptions

Enjoy the music!

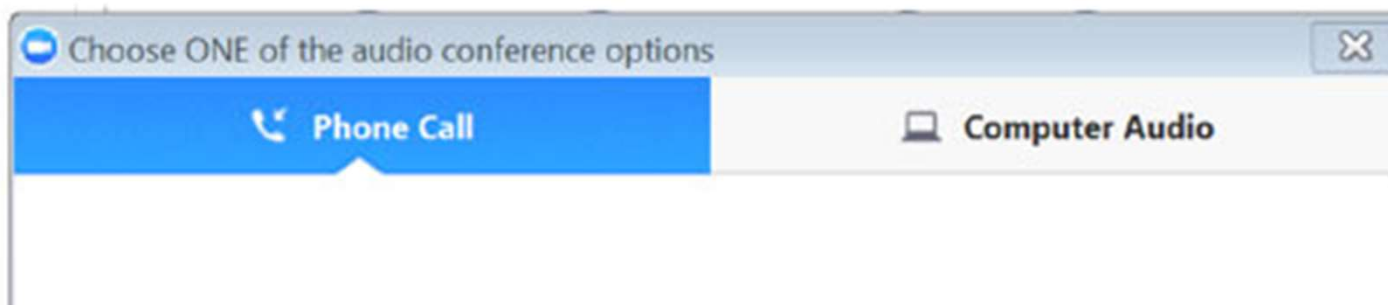
- The webinar will begin at its scheduled time.
- Join the webinar using built-in computer audio or dial 669-900-6833 or 646-558-8656

Webinar ID: 759-272-688



How to Adjust Your Audio

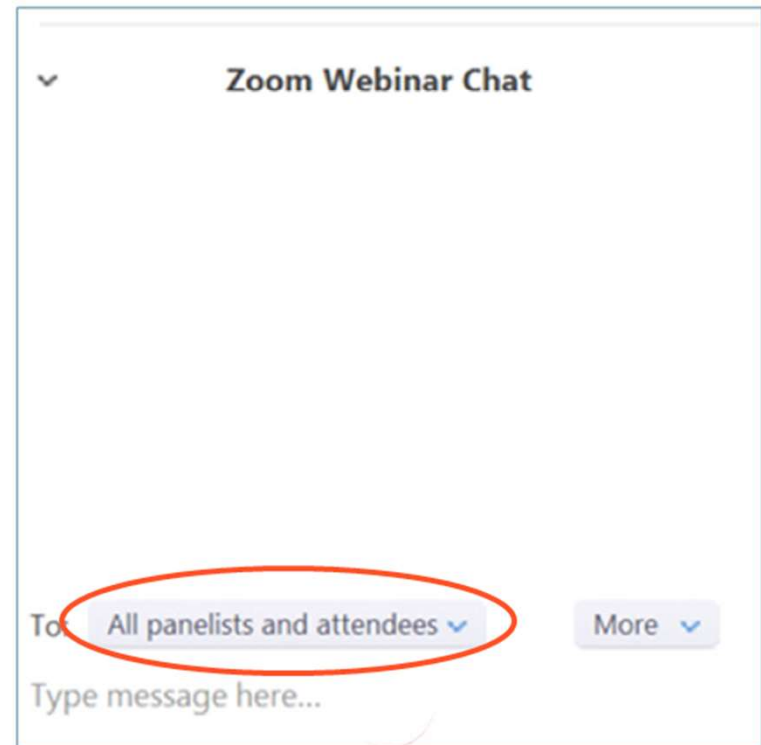
1. Select “Audio Settings” at the bottom of your screen.
2. Choose whether you’ll join using computer audio or your telephone. We recommend computer audio.



How to Chat



1. Select “Chat” at the bottom of your screen
2. In the chat window, select “All panelists and attendees” to share your message with everyone in attendance



GETTING BETTER TOGETHER: HOW TO EMBRACE, ESTABLISH AND EMPOWER EQUINE ADOPTIONS

Shara Wiesenauer, Equine Director



- Located in Simpsonville KY, at Willow Hope Farm
- Equine program est. 2015. Dog and cat program est. 1885.
- We place all types of equines, from companion only, seniors, orphan foals, rideable for trails and/or showing.
- We have six paid staff and approximately 10 consistent volunteers

The Right Horse in The Right Home

■ Failed Adoptions

– *Horse returned*

■ Limited space

■ Black eye

■ People talk!

■ Successful Adoptions

– *Horse in the right home*

■ People talk!

■ New applicants



Where to Advertise

- Facebook
- My Right Horse
- Your website
- Word of mouth



Engage News Media

- Got a great story to share?
Let local media know,
then share the coverage.



Tuesday June 14th

3:30pm



How To Advertise

- Available
- Up and coming
 - *Photos*
 - *Videos*
 - *Be transparent*
 - The Good
 - The Manageable



Application: Conversation-Based Adoptions

- *References*
- *Pictures*
- *Facility information*
- *Level of experience*
- *Support system –
esp. for 1st time
horse owners*
- *Other horses*



Establish A Relationship

- Who are they?
- What type of horse do they think they need?
- Wish vs. Reality
- Find the best fit for them
- Preapprove them for when the right horse comes along



Meet and Greet

- Showcase the horse ... and other horses!
- Show living situation
- Show/discuss feed
- Complete transparency
- Test ride
- Answer questions



Problem Solving

- First-time horse owners
 - *Signs of stress*
 - *Feeding*
 - *Trailer/transport*
 - *Emergencies/who and when to call*
 - *Support network*
- Facility issues
 - *Fixable safety concerns*



Happy Trails!

- Aftercare support system
 - *Post-adoption guidance*
 - *Post-adoption resources*
- Updates
 - *Pictures*
 - *Stories*



Happy Forever After

“I appreciate the hands-on training work that was done to prepare Declan for adoption. The unknown was taken out of the equation and there were no surprises at all.”

- Sue





Getting Better Together

How to Embrace, Establish, and Empower Equine
Adoptions

Ellen Rawlins, Sr. Director Operations

Heidi Garbe, Director Equine and Livestock

Humane Society of North Texas



**HUMANE SOCIETY
OF NORTH TEXAS**

Who are we?

- Traditional dog/cat shelter
- Property









Who are we?

- Traditional dog/cat shelter
- Property
- Team structure
- Capacity...




First impressions and connections

- Hello we are here, are you there?




RIDE TV HOME WATCH SHOWS STARS SHOP BLOG



Time to Ponder
THURSDAY, JANUARY 23,
by Humane Society of North Te

[READ THE FULL BLOG >](#)



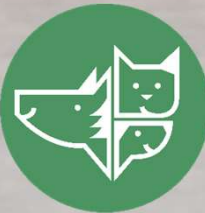
Meet Treble!
WEDNESDAY, DECEMBER
by RIDE TV
Meet Treble from th

[READ THE FULL BLOG >](#)



First impressions and connections

- Hello we are here, are you there? (will they come?)
- Conversation before commitment (let's talk!)
- Adoption Application?
- Interest in adoption application



Identify the number and type of animal(s) you are interested in adopting:

Horse ☐ Donkey ☐ Cattle ☐ Goat ☐ Pig ☐ Chicken ☐

Other (list species)

If you are interested in a specific individual, please list names:

What is your primary goal with this animal/reason for adoption? Select all that apply.

Riding ☐ Companion animal ☐ Your pet ☐ For kids ☐ Ranch Compliment ☐ Other ☐

Please elaborate:

If riding, what is the level of experience of the person who will be riding the horse? Choose an option:

Novice ☐ Intermediate ☐ Advanced ☐ Trainer ☐

Have you owned these types of animals previously?

Do you own a trailer, or have access to a trailer to pick up your animal should you decide to adopt?

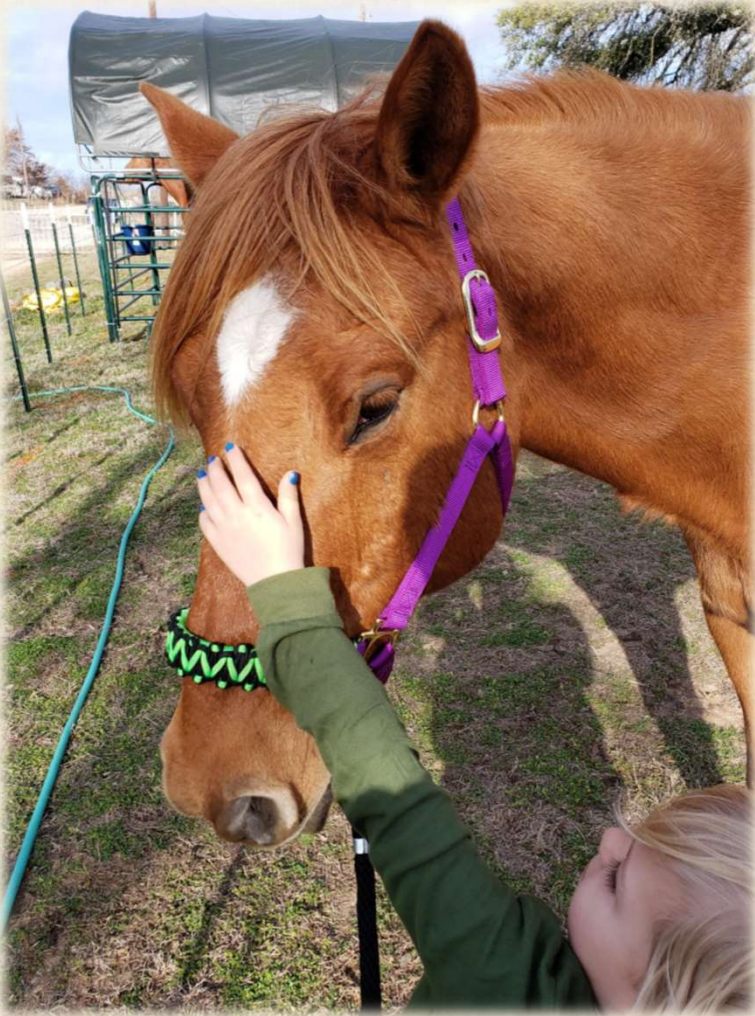


Let us roll out the red carpet (or drag the arena...)

- **Actually...let us be real**
- **Who did you come to look at? (Let me show you this one, and this one, and this one...)**



Our dear Charlie...and Reno!



Let us roll out the red carpet (or drag the arena...)

- **Actually...let us be real**
- **Who did you come to look at? (Let me show you this one, and this one, and this one...)**
- **We'll tell you all the things**
- **We'll listen**
- **#righthorse**



When the HSNT chapter ends and a new one begins



OF NORTH TEXAS
Pets and people, saving each other

1840 E. LANCASTER AVENUE FORT WORTH, TEXAS 76103 817-332-HSNT HSNT.ORG

Buttercup
Dun Mare
15 Years Old
Microchip: 982...

Feed:
AM- 1.5 scoop True Choice (12% protein/ 8% fat) & 24/7 access coastal hay

Health Record:
12/23/2019
Coggins (EIA): Negative
Vaccinations: VEWT (Venezuela, Eastern, Western encephalomyelitis, and Tetanus); West Nile; flu-rhino; Rabies
Dr. Patricia Tersteeg
Exclusively Equine Ambulatory Practice
817-301-5090
dr.trish@eeapvet.com

12/18/2019 - Panacur (fenbendazole)

1/30/2020
Farrier Evaluation & Trim
Services Provided by:
James Cockrell
Double C Farrier Services
254-383-2702

1/7/2020
Dental Exam & Float
Dr. Patricia Tersteeg
Exclusively Equine Ambulatory Practice
817-301-5090
dr.trish@eeapvet.com

Health Reminders:
Buttercup is due for her next flu-rhino shot on 6/23/2020

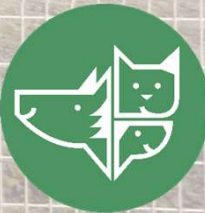
Buttercup is due for her next deworming (fenbendazole & ivermectin) on 12/23/2020

Adoption
folders of
goodness



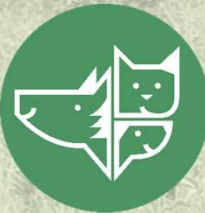
When the HSNT chapter ends and a new one begins

- **Adoption folders of happiness**
- **Providing security**
- **Hello, we miss this horse, how are things?**



We can't do it alone

- **We. Are. A. Network. (You, me, them, everybody!)**
- **Thanks to ASPCA and TRH for connecting dedicated groups**
- **Thanks to local partners....helping each other!**



Barriers? Ideas?

- It's never ending
- It's sometimes humbling
- Ask everyone about their experience



Thank you!



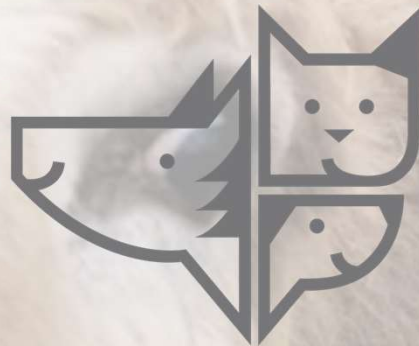
Comments? Suggestions?

We're all ears.

Ellen Rawlins, Sr. Director Operations – erawlins@hsnt.org

Heidi Garbe, Director Equine and Livestock – hgarbe@hsnt.org

www.hsnt.org



**HUMANE SOCIETY
OF NORTH TEXAS**

Questions?

