

Host a Mega Kitten Adoption Event: Kitten Palooza

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: 492-460-934

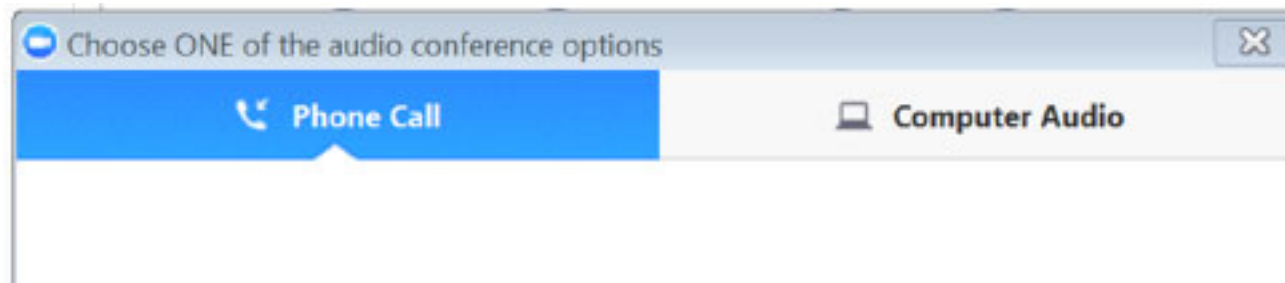
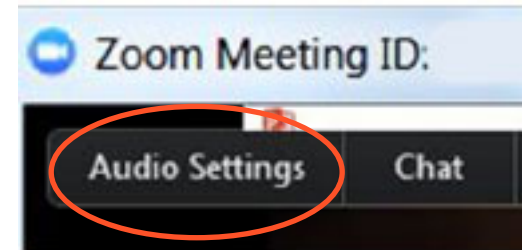


#MeowForNow

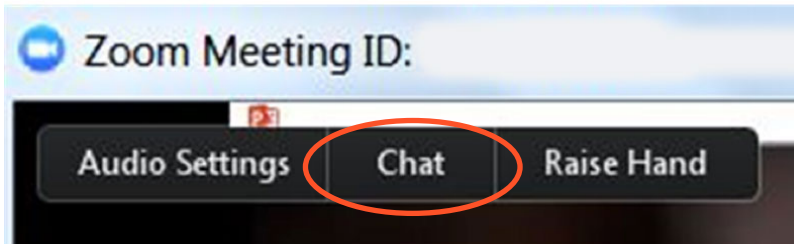
ASPCApro.org/meowfornow

How to Adjust Your Audio

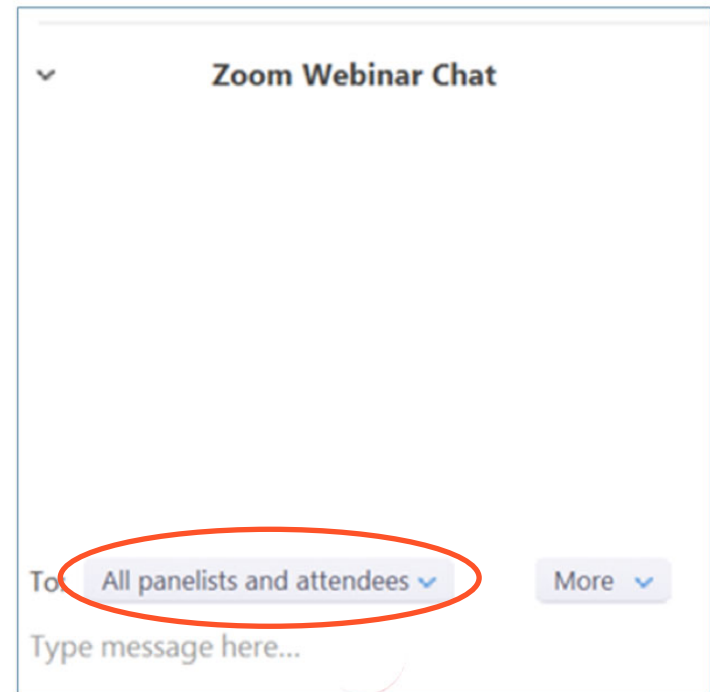
1. Select “Audio Settings” at the bottom of your screen.
2. Choose whether you’ll join using computer audio or your telephone. We recommend computer audio.



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





Host a Mega Kitten Adoption Event

100 kitten adoptions in a day? **Yes you can!**

Presenters

Kristi Brooks

Director of Operations,
Cat Adoption Team



Heather J. Svoboda

Communications and Development
Manager, Cat Adoption Team



Cat Adoption Team



Kittens everywhere!



Agenda

- Structure/planning
- Kittens
- People
- Marketing
- Logistics
- Managed flow



PLANNING

Planning: The way to success

- Checklists
- It takes time!
- Time your event right (June for us)



cat adoption team

Mega Adoption Event Timeline

8 weeks before event

- Confirm event name, date, and venue (make sure it does not conflict with other org/community events)
- Determine event housing/total kittens desired for event
- Save the Date info to all staff, volunteers, and fosters
- Develop volunteer positions
- Check publication due dates
- Start press release
- Contact transport partners
- Contact possible business partners/sponsors
- Contact potential donors (for giveaways, coffee, etc)
- Determine other activities to have at the event (coloring station, clown, face painter, balloon artist)
- Schedule food truck if having
- Assign duties and give checklists to leads

6 weeks before event

- Leads should begin delegating from checklists if haven't already
- Confirm transports and get headcount estimates
- Discuss surgery schedule (will need to expand # of s/n 3 weeks before and 1 week after event)
- Determine staff need and availability for scheduling
- Start sending press releases as due dates require
- Check on ad deadlines and start pitching as a story
- Create all promotional graphics (posters, social media, other)
- Schedule event photographer if not staff

4 weeks before event

- Send reminders to all team leads to ensure items are on track
- Schedule extra medical staff for event day and day before event
- Schedule other extra staffing as needed
- Recruit temporary fosters/"hide" kittens in foster
- Contact transports to confirm final headcounts
- Recruit adoption counselors (staff and/or volunteers)
- Prepare volunteer instructions
- Inventory tents, tables, chairs, mic/amp & order rentals if needed
- Order/purchase event supplies: wristbands, pens, markers, nametags, colored paper, etc.
- Order port-a-potty if outdoors or extra needed
- Post to online community event calendars
- Create Facebook event and add to org event calendar
- Start online promotions
- Order print or other media advertisements
- Recruit staff/volunteers to distribute posters/flyers in community

KITTENS

Kittens: Temp. foster homes



Kittens: Intake & transport



Kittens: Adoption-ready



Kittens: Housing



PEOPLE

People

- Extra staff
- Volunteer help
- Outside help
- Training



People

Key positions

- Registration help
- Playhouse assistants
- AC coordinator
- Adoption counselors
- Kitten runners
- Data entry help



MARKETING

Marketing

Free & Low-Cost

- Flyers in your community
- Online event calendars
- Email
- Social media
- Word of mouth!!
- Press release
- Pitch to the news

Paid

- Radio / tv / print ads
- Direct mail (postcards) / include in organization newsletters
- Boosted social media
- Get creative: billboard, benches, radio contest, other?

We spend about 1/4 of our annual advertising budget on this event alone!

Marketing: Posters/Flyers

KITTEN PALOOZA

MORE THAN 100 KITTENS FOR ADOPTION!

GAMES & ACTIVITIES • INFO BOOTHS
FOOD • RETAIL SALES



SATURDAY, JUNE 24 • 10 AM - 6 PM
adoptions end at 5:30 PM

cat
cat adoption team

THANK YOU TO OUR
EVENT SPONSORS

 petco foundation **Fred Meyer**

14175 SW Galbreath Dr • Sherwood, OR catadoptionteam.org/palooza

Marketing: Email



KITTEN PALOOZA
MORE THAN 100 KITTENS FOR ADOPTION!

SATURDAY, JUNE 25 • 10 AM - 6 PM

Join us for the Cat Adoption Team's [largest kitten adoption event](#) of the year. We'll have more than 100 kittens (and cats!) at our Sherwood shelter looking for loving new homes!

You won't want to miss this fantastic opportunity to find the right feline friend to add to your family.

What: [Kitten Palooza Adoption Event](#)
When: Saturday, June 25, 10 am to 6 pm (adoptions end at 5:30)
Where: CAT's Sherwood Shelter - 14175 SW Galbreath Dr., Sherwood, OR 97140

Plus: Enjoy games and activities, info booths, FREE ice cream treats from Umpqua Bank (11 am -3 pm), and food & drinks for purchase from Gamila Cafe food truck (10 am -2 pm).

[Kitten Palooza event details >>](#)

cat
cat adoption team

14175 SW Galbreath Dr., Sherwood, OR 97140
503.925.8903 | catadoptionteam.org

[f](#) [t](#) [i](#)


Marketing: Social media

Cat Adoption Team June 28, 2018 · 🌐

Just a little sampling of the 140+ kittens who will be here waiting to meet you at Kitten Palooza this Saturday, June 30, here at our Sherwood shelter. And of course, a bunch of super wonderful adult cats too!

Excited to welcome **Cats Safe at Home** and **Petco** as vendor booths, plus we'll have kitten experts onsite to answer your most pressing questions. On Tots and Heights Scream will be here with great food. Oh, and *free* coffee and pastries from Jet Set Coffee.

Thanks so much to our event sponsors **Petco Foundation** and **Purina**! It's gonna be a great day!



+19

13,257 People Reached **4,626** Engagements [Boost Post](#)

👍❤️🐾 283 **50 Comments** **142 Shares**

Like Comment Share

catadoptionteam Cat Adoption Team

catadoptionteam Pretty kitten Jubilee got to be on @koin6 news this morning with @therealsimsoty! Jubilee enjoyed the attention and was the purrfect model kitten. She will be available for adoption at Kitten Palooza on Saturday, June 24th at CAT's Sherwood shelter! #news #tvcat

93w

catadoptionteam #catadoptionteam #adopt #sheltercat #sheltercats #rescuepet #adoptdontshop #thinkadoptionfirst #adoptlove #catshelter #kitties #savealife #catsofinstagram #catsofinstagram #dailyfluff

Liked by alliehearts and 406 others

JUNE 21, 2017

Add a comment... Post

catadoptionteam Cat Adoption Team

catadoptionteam Just a little sampling of the cuteness that will be here waiting to meet you at #KittenPalooza this Saturday, June 30. Link in bio for all the details!

Excited to welcome @feralcatsor's Cats Safe at Home and @petco as vendors booths, plus we'll have kitten experts onsite to answer your most pressing Qs. AND @ontots and @heightscream will be here with great food. Oh, and *free* coffee from @jetsetcoffee. Oh. My. Thanks so much to our event sponsors @petcofoundation and @purina! It's gonna be a great day!

...

...

Liked by alliehearts and 723 others

JUNE 28, 2018

Add a comment... Post

Marketing: News pitch

People love animal news stories!

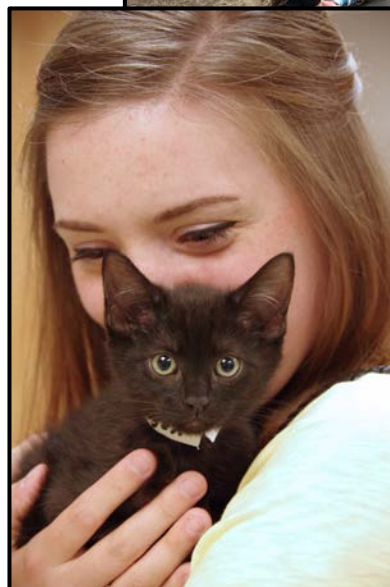
- Research local news anchors/reports and radio personalities with animal interest
- Pitch as a “feel good” story – focus on numbers
- Leverage relationships



Marketing: Didn't get news?

Take lots of photos & videos at the event!

- Use them to send a post-event release to news media
- Use them with your pitch for next year (look how popular this was!)



Marketing: Expectations

Year 1

- 40 kittens at event
- About 50 visitors
- 25 adoptions



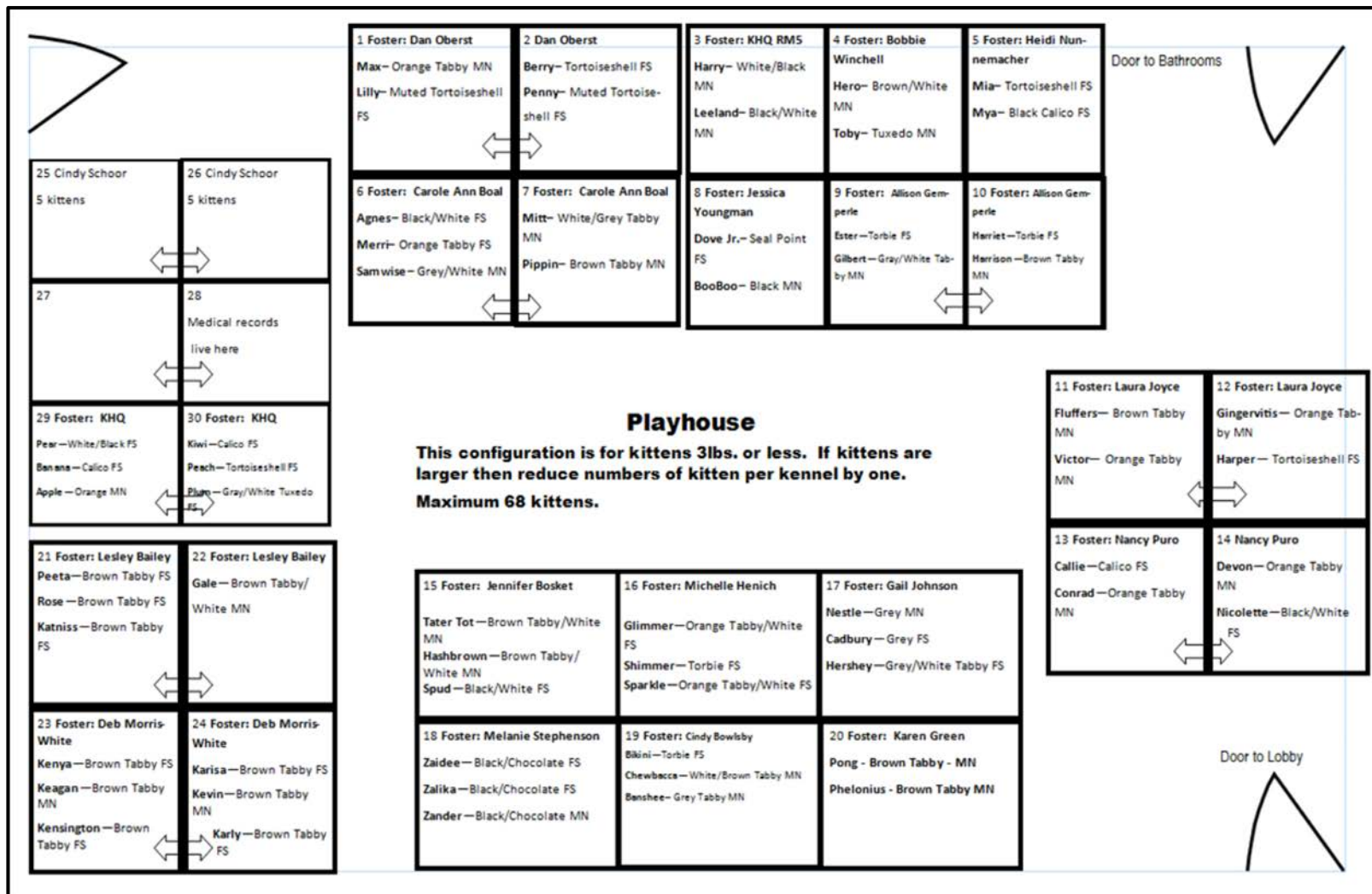
Now

- 100+ kittens at event
- Over 300 visitors
- 136 adoptions

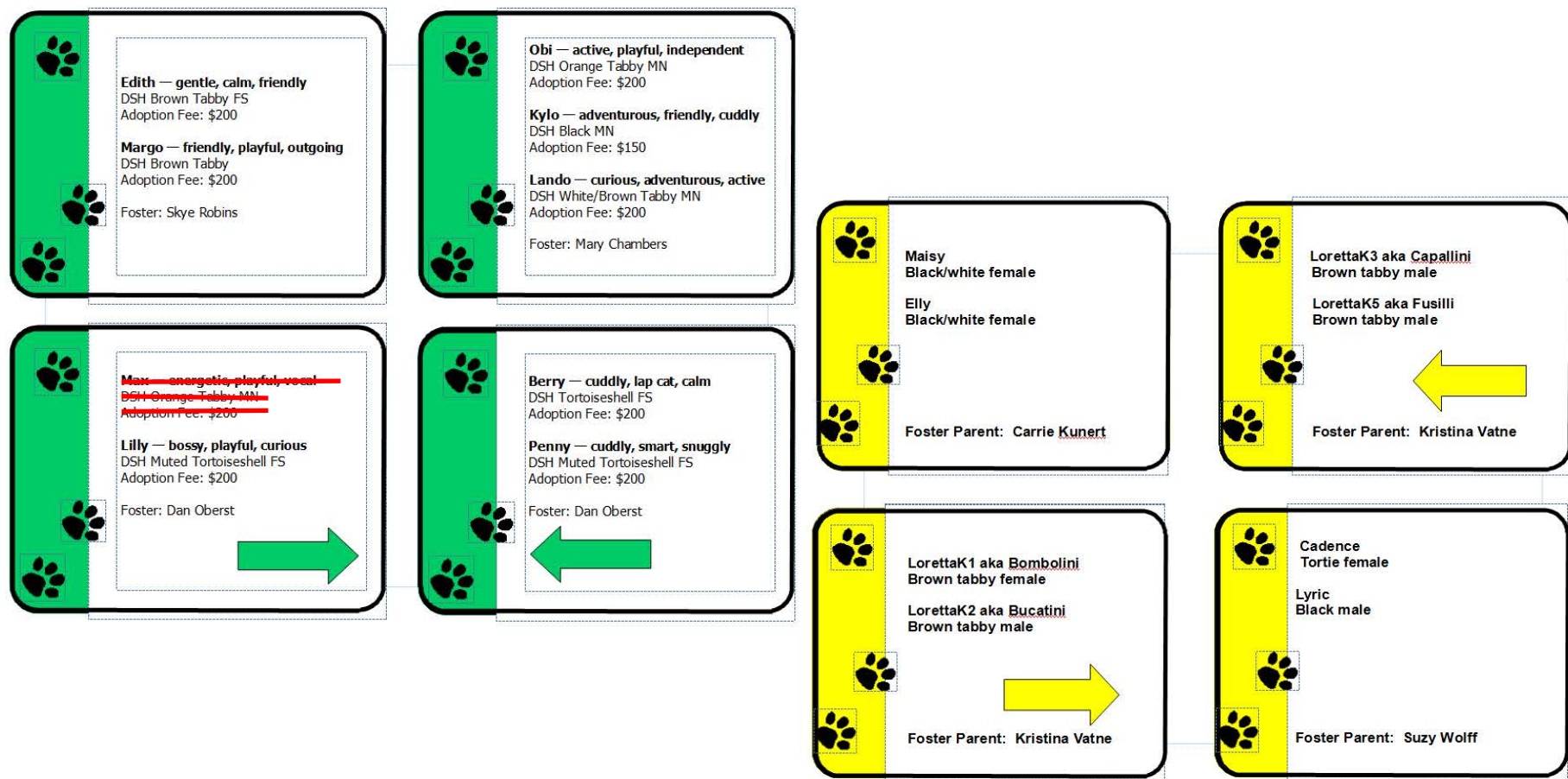


LOGISTICS

Logistics: Animal Space



Logistics: Kennel cards



Logistics: Adoption space



Logistics: Prep everything!



MANAGE FLOW

Manage flow: Registration



Manage flow: Registration



Manage flow: Entertainment



Manage flow: Adoptions



Top 10 Tips

Before the event

- Preparation is everything
- Get on TV!
- Tell everyone who comes to your shelter
- Don't stop kitten adoptions before event
- All kittens altered and adoption ready!

At the event

- Registration tents and line attendants
- Stagger entry/use wristbands
- Entertain your visitors
- AC classrooms
- Kitten runners

Questions?



catadoptionteam.org/fostering4rockstars

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#MeowForNow

Join: [ASPCApr.org/meowfornow](https://aspcapro.org/meowfornow)
Reach us: ASPCApr@aspca.org