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
How to Adjust Your Audio

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Host a Mega Kitten Adoption Event

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

Kristi Brooks  
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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)

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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 ¼ 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

THANK YOU TO OUR
EVENT SPONSORS

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

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
Where: 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 >>
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 on site to answer your most pressing questions. On Tots and Heights stream 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!

13,257 People Reached
4,626 Engagements
50 Comments 142 Shares

Likely by allisloves and 496 others

Like
Comment
Share
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

Playhouse
This configuration is for kittens 3lbs. or less. If kittens are larger then reduce numbers of kitten per kennel by one.
Maximum 68 kittens.

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Logistics: Kennel cards

**Logistics: Kennel cards**

- **Edith** — gentle, calm, friendly
  - DSH Brown Tabby FS
  - Adoption Fee: $200
  - Foster: Sky Robin
- **Mango** — friendly, playful, outgoing
  - DSH Brown Tabby
  - Adoption Fee: $200
- **Obi** — active, playful, independent
  - DSH Orange Tabby MN
  - Adoption Fee: $200
- **Kylo** — adventurous, friendly, cuddly
  - DSH Black MN
  - Adoption Fee: $150
- **Lando** — curious, adventurous, active
  - DSH White/Brown Tabby MN
  - Adoption Fee: $200
  - Foster: Mary Chambers

- **Lilly** — bossy, playful, curious
  - DSH Muted Tortoiseshell FS
  - Adoption Fee: $200
  - Foster: Dan Oberst
- **Berry** — cuddly, lap cat, calm
  - DSH Tortoiseshell FS
  - Adoption Fee: $200
- **Penny** — cuddly, smart, snuggly
  - DSH Muted Tortoiseshell FS
  - Adoption Fee: $200
  - Foster: Dan Oberst

- **Maisy** — Black/white female
- **Elly** — Black/white female
  - Foster Parent: Carrie Kunert

- **LorettaK3 aka Çapallini** — Brown tabby male
- **LorettaK5 aka Fusilli** — Brown tabby male
  - Foster Parent: Kristina Vatne

- **LorettaK1 aka Bombolini** — Brown tabby female
  - Foster Parent: Kristina Vatne
- **LorettaK2 aka Bucatini** — Brown tabby male
  - Foster Parent: Suzy Wolff

- **Cadence** — Tortie female
  - Lyric — Black male
  - Foster Parent: Suzy Wolff

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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: ASPCApro.org/meowfornow
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