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

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How to Adjust Your Audio

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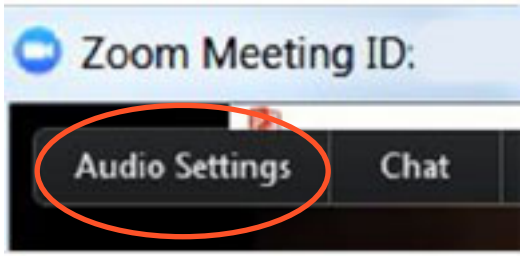

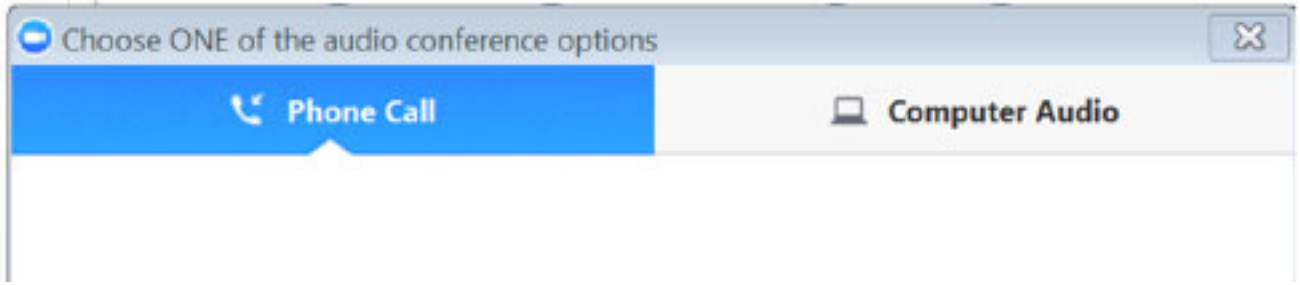

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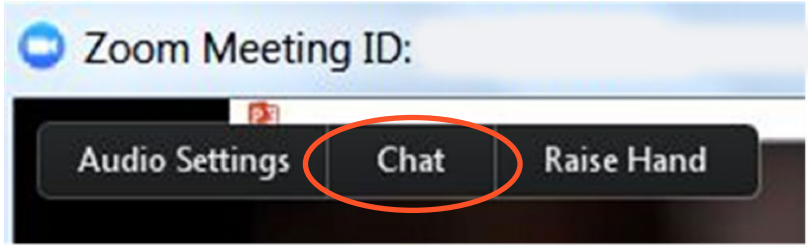
How to Chat



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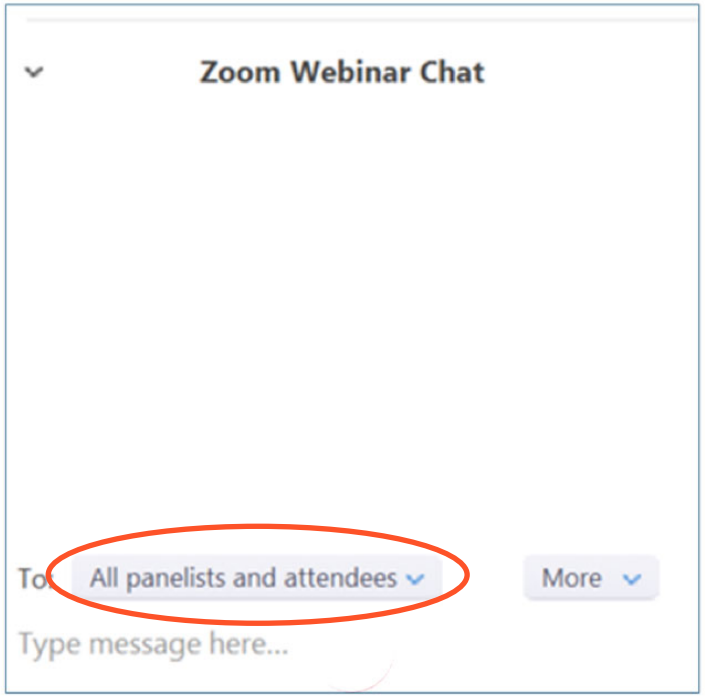

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cat adoption team

Host a Mega Kitten Adoption Event

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

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Presenters

Kristi Brooks
Director of Operations,
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Heather J. Svoboda
Communications and Development
Manager, Cat Adoption Team

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Cat Adoption Team

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Kittens everywhere!

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Agenda

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

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PLANNING

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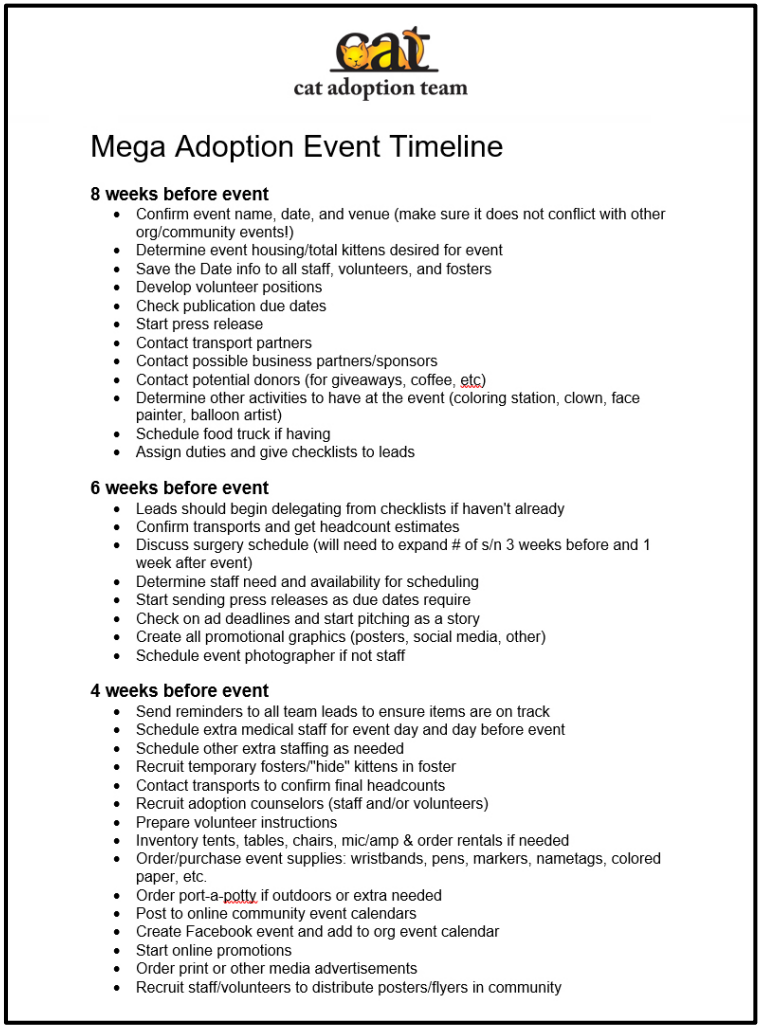
Planning: The way to success

- 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

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KITTENS

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Kittens: Temp. foster homes

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Kittens: Intake & transport

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Kittens: Adoption-ready

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Kittens: Housing

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PEOPLE

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People

- Extra staff
- Volunteer help
- Outside help
- Training

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People

Key positions

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

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MARKETING

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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 adverting budget on this event alone!

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Marketing: Posters/Flyers

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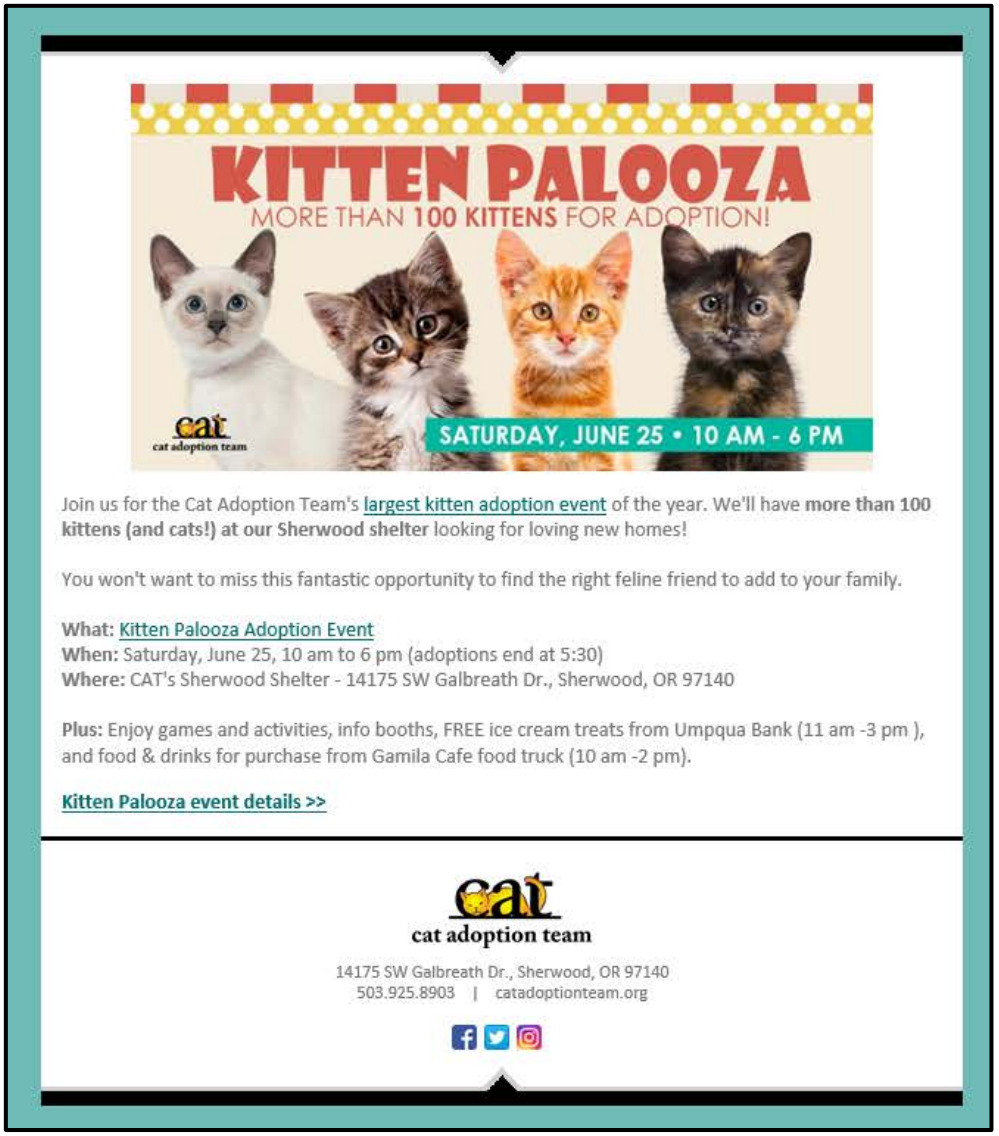
Marketing: Email



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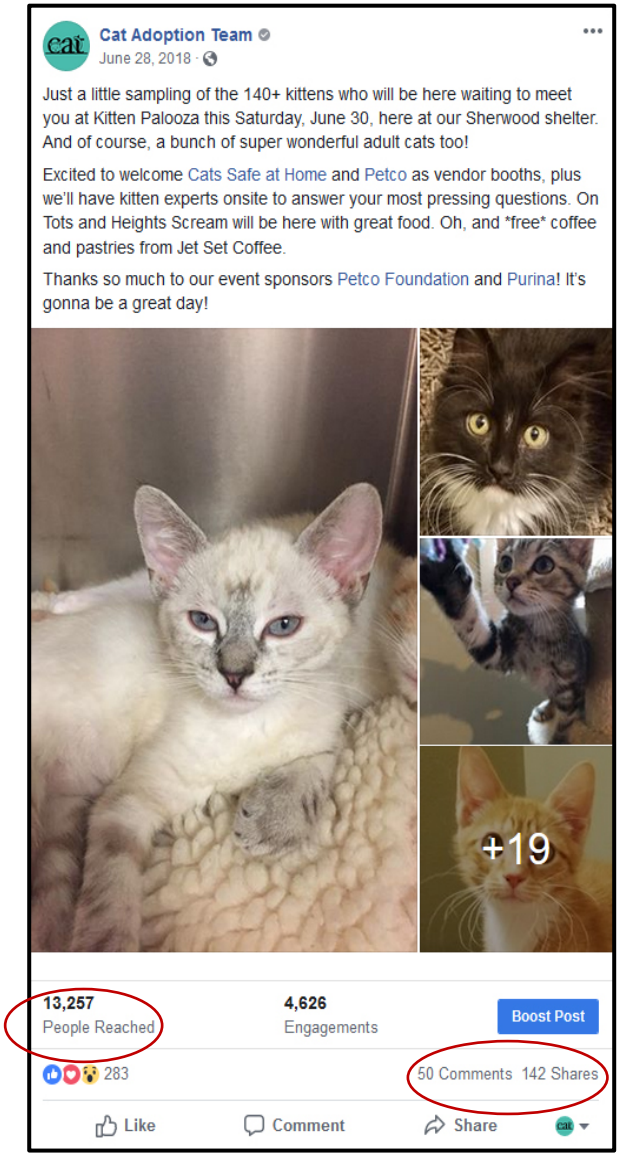
Marketing: Social media



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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

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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!)

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Marketing: Expectations

Year 1

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

Now

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

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LOGISTICS

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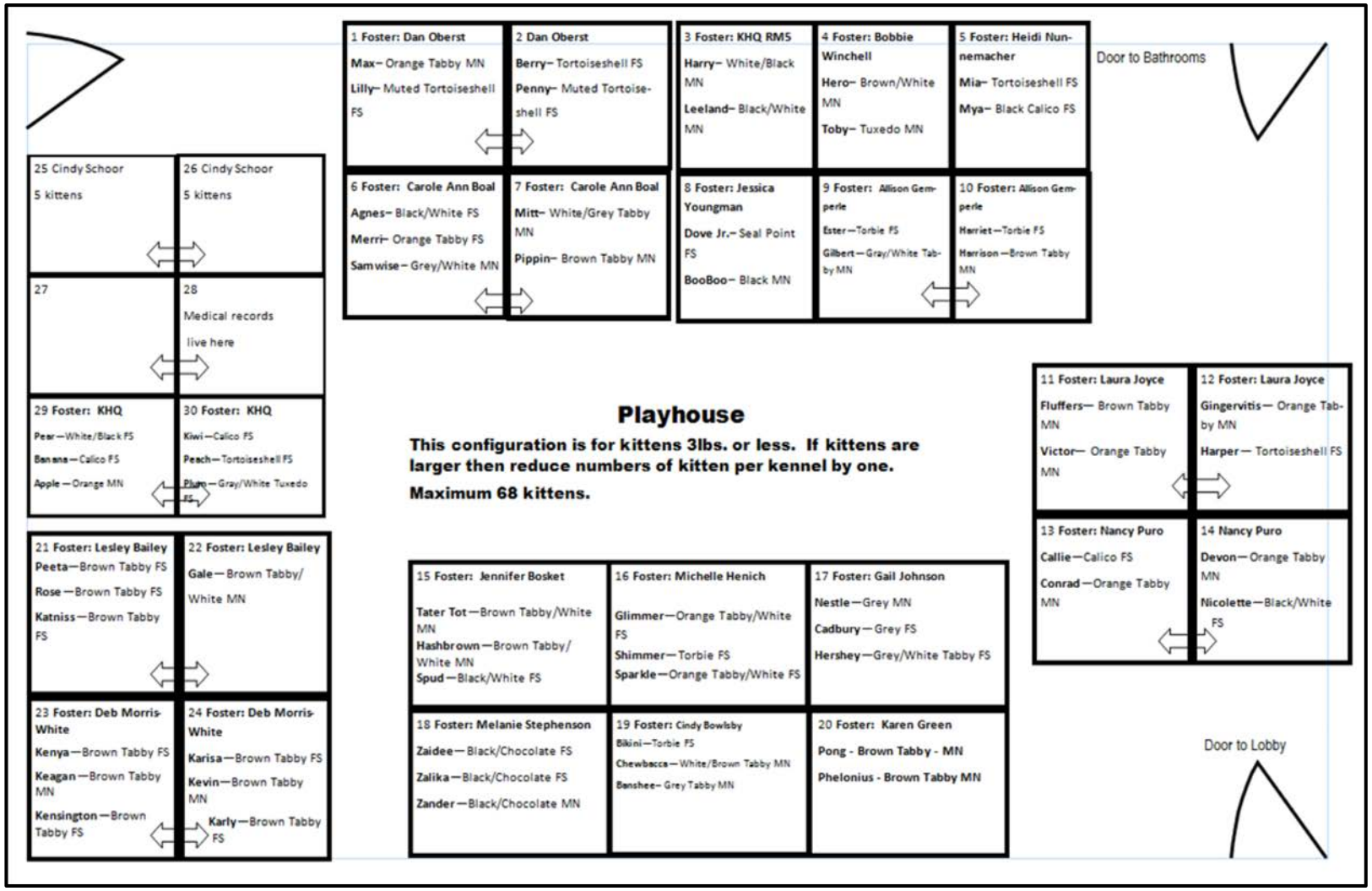
Logistics: Animal Space



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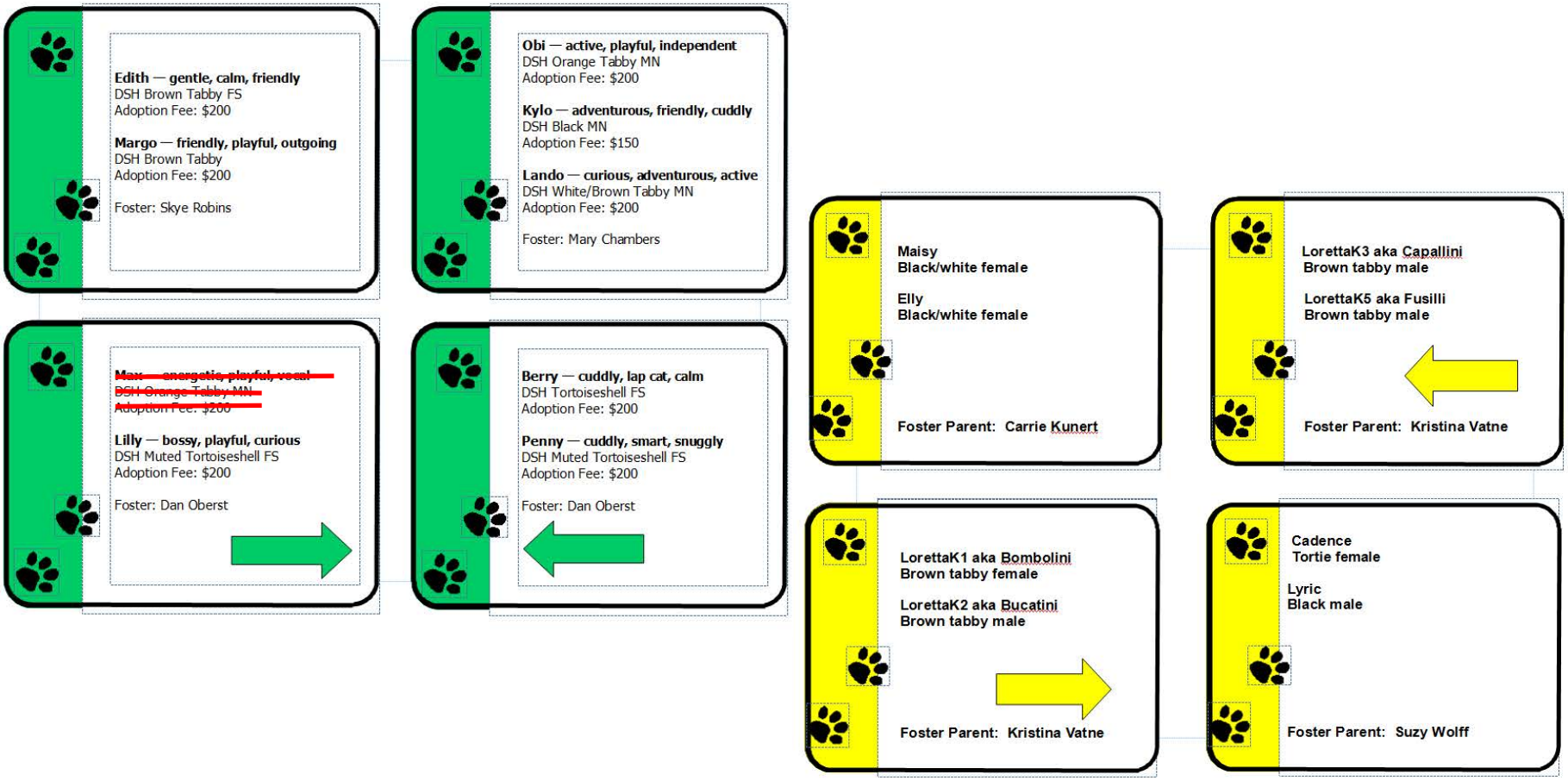
Logistics: Kennel cards



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Logistics: Adoption space

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Logistics: Prep everything!

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MANAGE FLOW

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Manage flow: Registration

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Manage flow: Registration

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Manage flow: Entertainment

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Manage flow: Adoptions

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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

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Questions?

catadoptionteam.org/fostering4rockstars

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