NATIONAL KITTEN FOSTER CAMPAIGN OVERVIEW

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Today's Presenters

Tina Reddington
Director
ASPCA Los Angeles Volunteer Program

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Senior Director
ProLearning

Agenda

1. What we have learned in Los Angeles

2. What is the National Kitten Foster Campaign?

3. Campaign 101

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Why Grow Your Foster Program?

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Case Study: Los Angeles

Neonate

- Under 4 weeks (bottle babies)

Pee Wee

- 4 to 8 weeks (eating on their own)

Young

- 9 weeks to 5 months

Adult

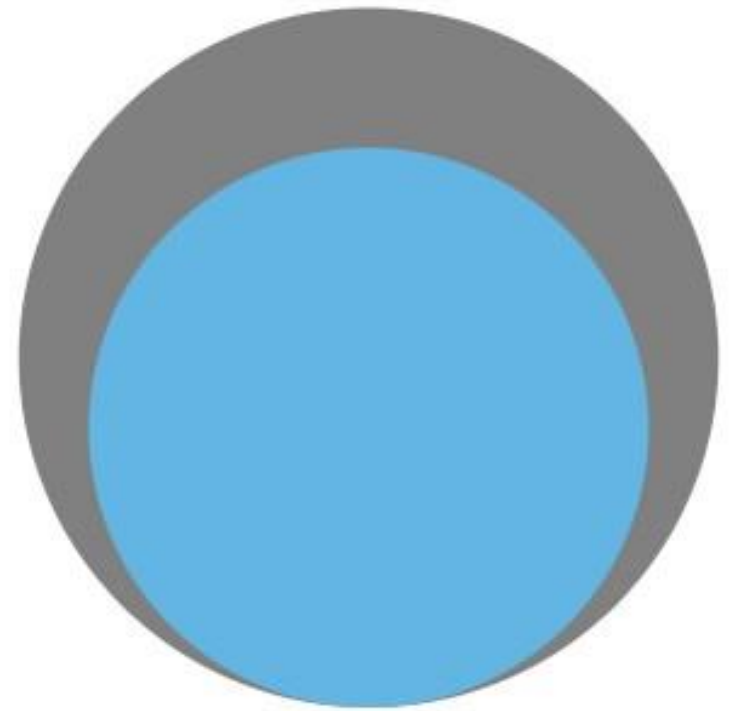- 5 months and older

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90% of the kittens under 5 months of age come in during "Kitten Season"

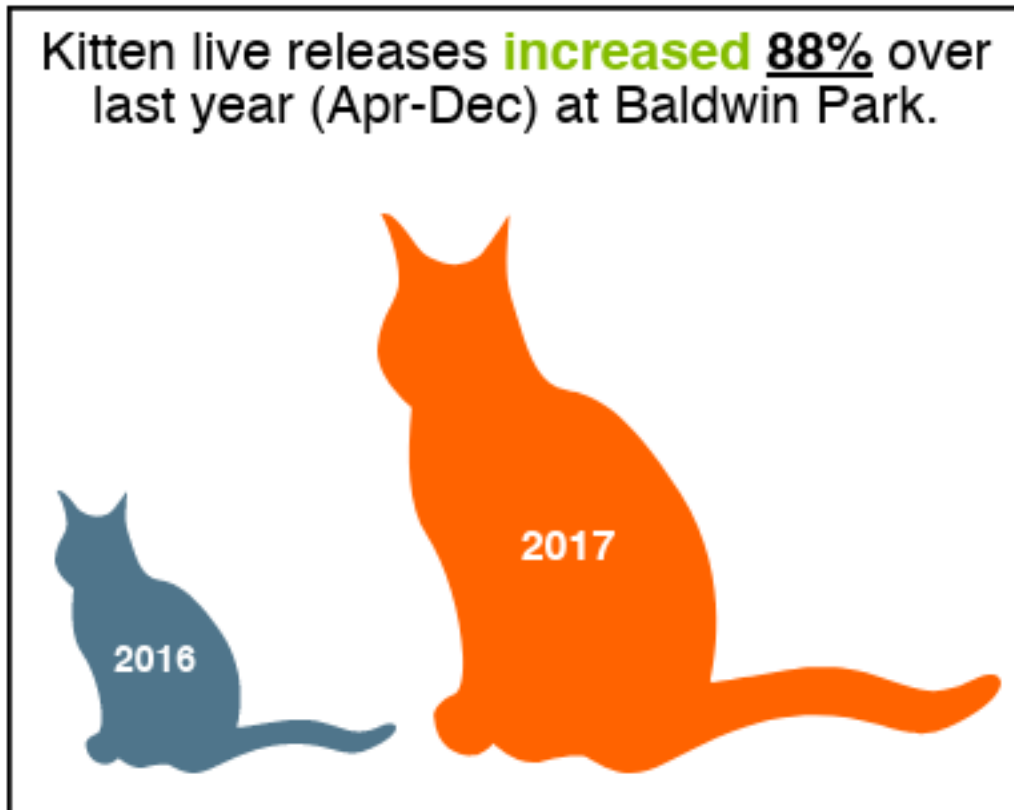## LA Feline Shelter Population by Ages

- Adult (31.94%)
- Young (23.06%)
- Pee Wee (22.76%)
- Neonate (22.24%)

LA Portions of Feline Euthanasia

- Total Felines
- Juveniles (under 5 months)

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ASPCA Pee Wee Program at Baldwin Park Animal Care Center

Kitten live releases **increased** **88%** over last year (Apr-Dec) at Baldwin Park.

2016

2017

Live releases include: adoption, transferred to a rescue/other organization, returned to owner

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What is the
National Kitten Foster Campaign?

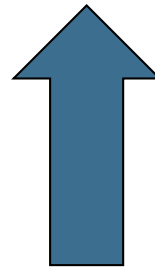An effort to help animal welfare organization grow their local foster networks and take some of the kitten-season burden off staff's shoulders.

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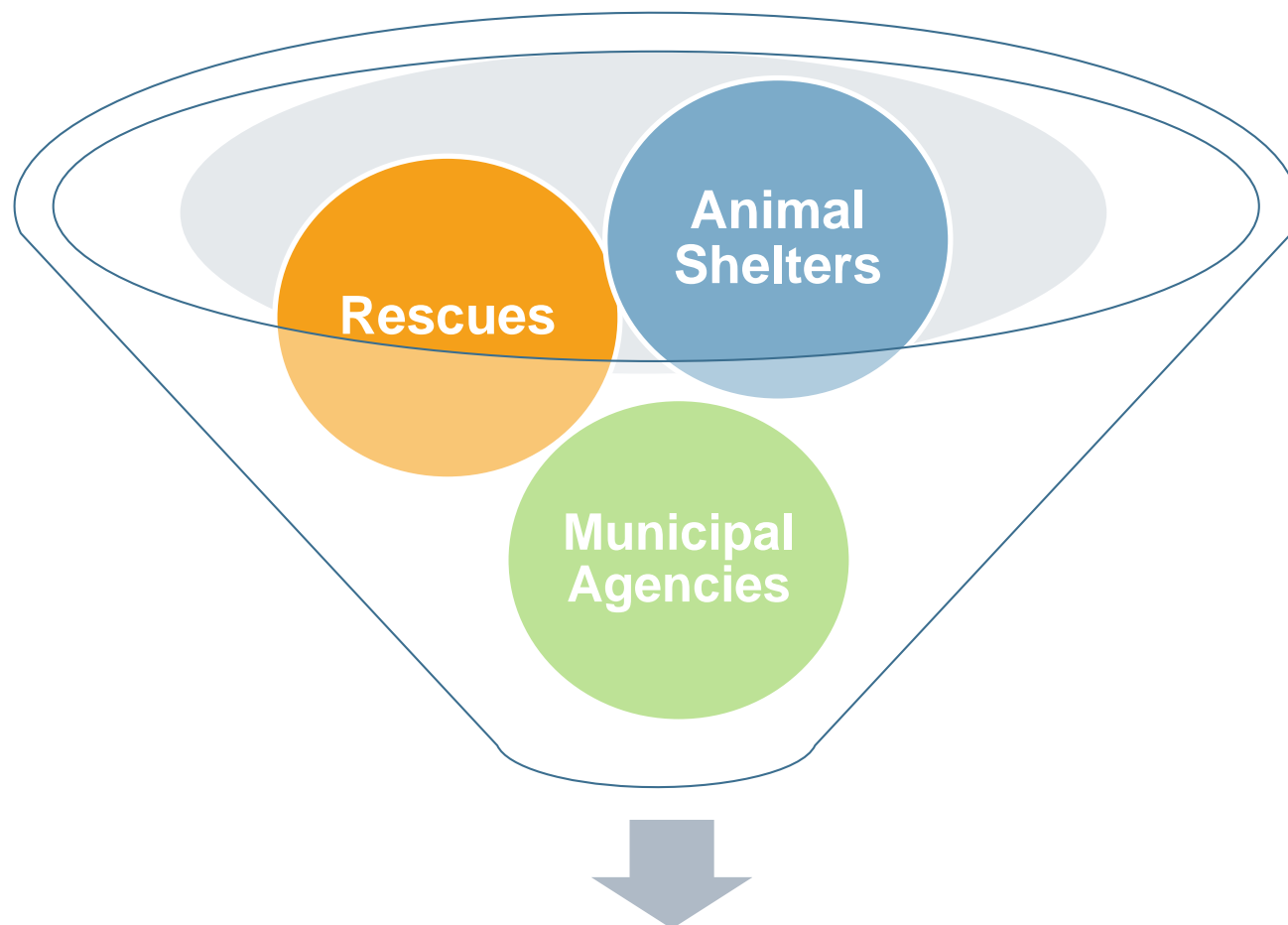# National Kitten Foster Campaign

500 Agencies

+

New & Informed Fosters in Your Community

=

1,000's of Kittens Saved

YOU!

The Public

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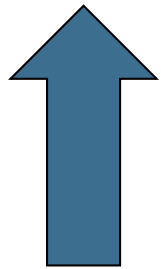
Who Should Join this Campaign?

Rescues

Animal Shelters

Municipal Agencies

Already have a cat foster program
and are looking to grow it or
connect more deeply with their community

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Campaign Timeline

➢ **April 19**   *Campaign registration opens to organizations*

➢ **May 10**   *Fostering for Rock Stars webinar*
     presenter: Cat Adoption Team (CAT)

➢ **May 16**   *Using Media & Social Media for Foster*
     Recruitment webinar
     presenters: ASPCA media & social media specialists

➢ **June 1**   *Public Campaign Launch!*

➢ **July 31**   *Campaign Ends*

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Benefits of Joining

New foster families and less shelter crowding!

Cat Adoption Team

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Gain More Foster Families

Meow
for Now

SHELTERS

Shelter Registration

Media/social media promotion from ASPCA:

- All campaign registrants will be listed on **ASPCA.org/meowfornow**

- Potential foster families will be invited to connect with their local participating organization

Is your shelter or rescue in need of kitten and cat fosters this kitten season? Register today to join our network of participating shelters for our Meow for Now campaign!

The Pawckage: Digital Foster Parent Toolkit

"KITTY LIVES" Facebook Live

Nationwide Livestream: June 1, 2018

Ready to Meow for Now? We'll be kicking off our national campaign with a meow heard 'round the world, broadcasting adorable kittens in need of foster homes on Facebook Live! **Sign up** today to learn how you can join in on the fun!

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Expert Advice

- Learn about innovative ways to easily and efficiently manage your foster program

- Tips on expanding your media and social media reach

- Foster Care Guide toolkit you can use and share with your foster families

- Marketing collateral with customizable shareables, flyers & samples

Meow for Now
Foster Care Guide

Congratulations! You've revved up your power to save lives this kitten season (and beyond) with *Meow for Now*, the ASPCA's nationwide kitten foster program. This guide provides print-and-post charts and other forms so you can complete all prep steps correctly before sending kittens home with their new caretakers.

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Exclusive Facebook Group

- Expert advice

- **Networking opportunities**

- Tips, tricks and downloads

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Your Role in this Campaign

- Join FB group

- Share your successes with others

- Stretch yourselves and your organization!

- Give us feedback

- *Turn Kitten Mountain into a Molehill!*

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What Happens Next?

- Register for the campaign at **ASPCApro.org/kittenfoster**

- Receive invitation to private Facebook Group

- Join Facebook group

- Start revving your engines for June!

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Are you in?

ASPCApro.org/kittenfoster

Questions?
ASPCApro@aspca.org

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Upcoming Webinar

https://www.aspcapro.org/webinar/2018-05-10/fostering-rock-stars

WEBINAR

Fostering for Rock Stars

🕐 Thu, May 10, 2018 3:00pm
   – 4:00pm (EDT)

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Upcoming Webinar

ASPCApro.org/webinars

Open soon for registration

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Webinar Series:
The Medical Side of Foster Care

Presented in 2012 by Sandra Newbury, DVM

1. **Foster Vacation Planning**

2. **Getting Shelter Animals Ready for Foster Care**

3. **Early-Age Care for Foster Animals**

ASPCApro.org/webinar-series-medical-side-foster-care

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