

Five Fee-Waived Revenue Ideas

Tactics like these can keep funds coming in during fee-waived promotions!

1) Increase fees for animals in high demand

- Remember, people are often willing to pay more for kittens, puppies and popular breeds of adult animals

2) Encourage donations

- Ask if adopters want to donate in honor of their new pet
- Ask if they want to “paw it forward” and pay the adoption fee for someone else

3) Make it easy to provide financial support

- Add a “Fund an Adoption Now!” donation button on your website that specifically earmarks funds for fee-waived adoptions
- List fee-waived pets as “name your price” and share how much it costs on average to care for a dog or cat at the shelter
- Create a simple flyer and/or shelter bulletin board explaining your fee-waived program and how people can contribute

4) Encourage purchases at your gift shop

- Remind adopters that shopping with you instead of a pet-supply store helps other homeless pets

5) Find financial sponsors

- Fee-waived promotions can be attractive to corporate sponsors
- Individual donors who don’t have room for more pets of their own may be happy to sponsor adoption fees for others