

How to Hold a Successful Gelding Clinic



Your Presenter

Stacy Segal

Director, Equine Initiatives

ASPCA Equine Fund

ASPCA

stacy.segal@aspca.org



How it all got started...



[ASPCAPro.org/geldingtoolkit](https://www.aspcapro.org/geldingtoolkit)

Why hold a gelding clinic?

- Geldings are typically easier to manage
- Fewer stallions reduces chances of accidental breeding
- Opportunity to provide education, additional information to horse owners
- Build goodwill within your community



Step One:

Assemble Your Team



- The success of your clinic (like all events) will be directly linked to how well your **planning committee works together.**
- Aim to put together a team of six-eight individuals

Some Things Your Committee Will Need to Consider:

- Who is your target audience? (both horse and human)
- What are their needs?
- What barriers/challenges do they face?
- What is the most effective way to reach them?
- What resources you can provide?

All while keeping the end goal of helping horses in mind!

Other Committee Responsibilities

- Recruitment of veterinarians and other service providers
- Locations and dates
- Marketing and promotion
- Fundraising
- Volunteer recruitment, training and safety
- Design of the day



Step Two:

Choose The Type of Clinic



On-site (trailer in):

Horses are transported to a specific location on a specific date for gelding services

Mobile: Veterinarians and helpers travel to the horse's home to perform gelding services

What type of clinic will best serve your community?



Can you name some pros and cons to each type of clinic?

Onsite

Mobile

(answer in the chat)

Step Three: Determine the Goal



Factors to Consider

- Number of horses you plan to serve
- Type of clinic
- Additional services offered i.e. EIA (Coggins testing, vaccinations, teeth floating, de worming)



Step Four: Recruit Veterinarians



Veterinarians and other service providers
are your most important partners.

Tips for Recruiting Veterinarians



- Start with established relationships
- Be prepared to offer some sort of stipend/compensation
- If they agree to help, follow up a letter thanking them for their commitment and reminding them of important dates/next steps

Step Five:

Marketing and Promotion



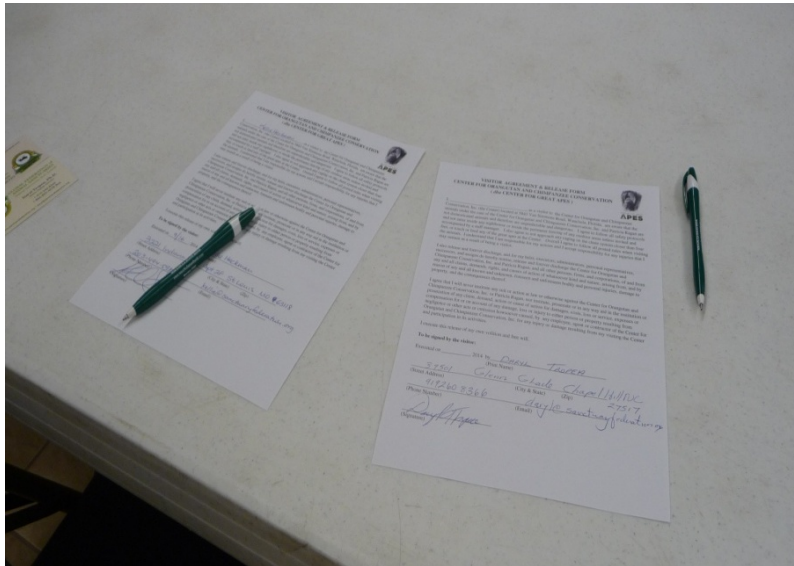
- Meet your audience where they are
- Keep the message simple and clear
- Use multiple channels to get your message out
- Don't assume all of your clients have Facebook or are tech savvy!
- Rinse, Wash, Repeat!

Partnering with Other Groups



Consider reaching out to others in your community like horse councils and riding clubs to be a part of your clinic.

Step Six: Hold Registration



- Keep it simple
- Offer it in a format (or several formats) that people will actually use
- Choose a friendly and kind volunteer to make calls regarding appointments

Important Info to Capture

- Name of horse owner
- Physical address
- Best phone #
- Email (if applicable)
- Name of horse to be castrated
- Age, breed/type of horse
- Preferred time (offer time slots)



Step Seven:

Recruiting Volunteers

Must have the following qualities:

- Represent your agency professionally
- Follow directions/work in a team environment
- Show sensitivity to cultural differences
- * Handle horses safely and appropriately



Step Eight: Designing the Day

- Horse and human safety should be your primary considerations
- Have clearly defined roles and responsibilities
- Have a volunteer orientation and walk through ahead of time
- Make sure everyone signs liability waivers
- Be ready to deal with the unexpected
- Work with your veterinarians to determine how to handle emergent issues

Scenarios to Consider



- How to handle cryptorchids
- Surgery complications
- Injuries or signs of disease
- An owner who wants to surrender
- Turning away a horse

Finding Funding

- [ASPCA Equine Fund Grants](#)
- Unwanted Horse Coalition Operation Gelding
- State Horse Councils/Coalitions
- Breed Associations
- Discounted services from veterinary schools/hospitals

Questions?



equinefund@aspca.org