

# Maximizing Offsite Cat Adoption Success (Part Two)





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## **Photo Credits:**

Rachael Krause Photography  
Bethlehem, PA

&

Michigan Humane Society

# The Offsite Adoption Partnership





# Today's Webinar

- **WHY** to send cats offsite
- **PAPERWORK** that works
- **ADOPTING** cats in a snap
- **STAFFING** with volunteers
- **EVENTING** basics
- **MEASURING** your success



# WHY PARTNER?



Get me  
outta here!



# Cats, cats, and more cats!



# Cat vs. Dog Adoptions



## How do most people acquire dogs?

- Breeders
- Animal shelters
- Pet shops
- Find them

## How do most people acquire cats?

- Breeders
- Animal shelters
- Pet shops
- Find them



# The Weird Thing about Cats Adoptions

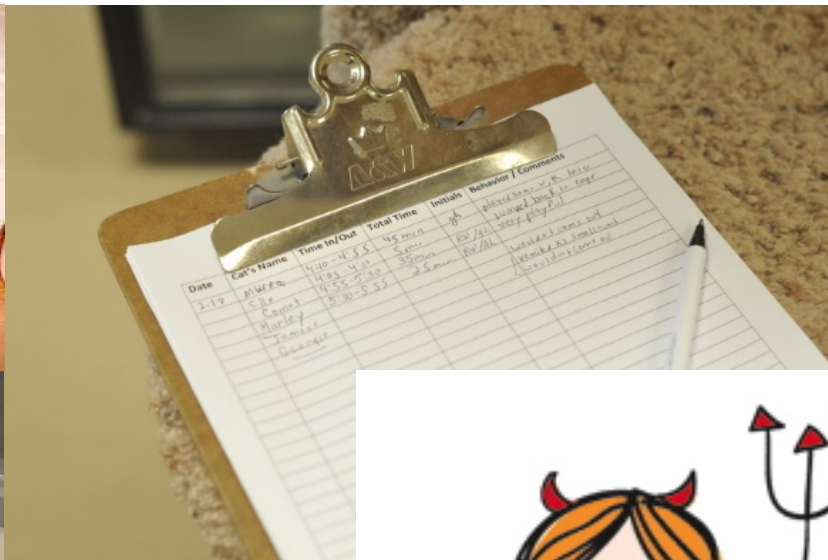


**SEE A CAT...GET A CAT!**

# That's why offsite cat centers work!



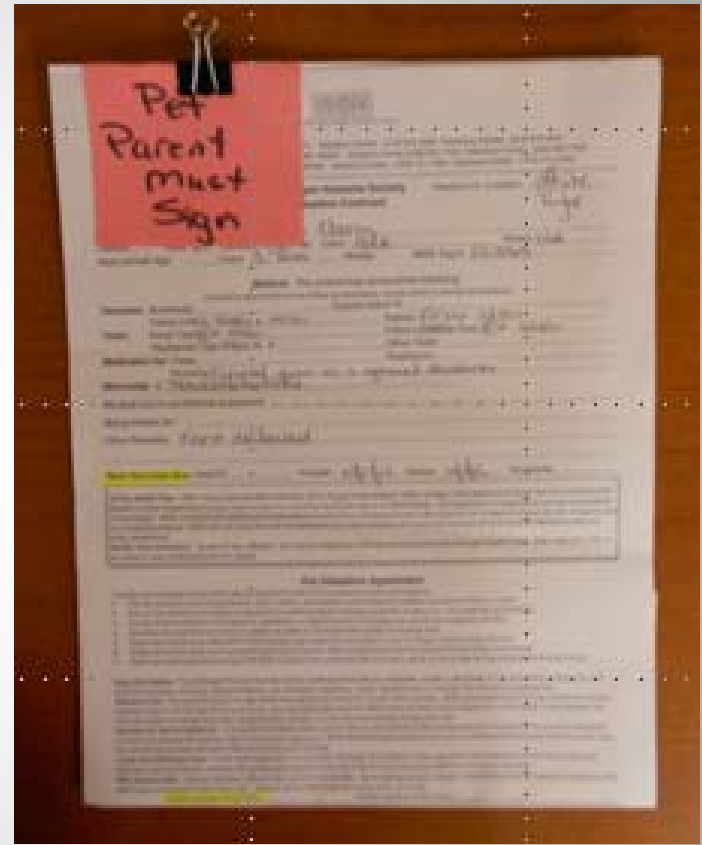
# But the Devil is in the Details!



# Make Packet User-Friendly



“Give to Pet Parent” Part



“Pet Parent Must Sign” Part



# “Give to Pet Parent”

- Medical and behavioral history
- Microchip number/tag
- Coupons for food, litter, etc.
- Map to your locations
- URI instruction sheet
- Microchip updating
- Health insurance



# “Pet Parent Must Sign”

This is a PetSmart Adoption Release Form. It includes fields for the adopter's name, address, and contact information. It also has a section for the pet's name, breed, and sex. The form is signed by the adopter and the PetSmart representative. It includes a barcode and a date stamp.

**PETSMART ADOPTION RELEASE FORM**

STORE NO: 773 DATE SCANNED: INITIALS: GROUP NO: 0679

Adoption Agency - Please Complete: Adoption Fee \$: Pet's Name: [blank] Sex: ☒ Male ☐ Female

Adopter - Please Complete: By completing this form, you agree to our Privacy Policy which can be found at petstore.com. Pet's Name: [blank] Sex: ☒ Male ☐ Female

Adopter's Name: [blank] Address: [blank] City: [blank] State: [blank] Zip: [blank]

Please read carefully and sign below.

**Adopter's Acknowledgment**

I hereby acknowledge receipt of the above described animal and therefore promise and agree to:

- Provide adequate care including food, water, shelter, grooming and necessary medical care due to illness or injury.
- Ensure the animal is not subject to physical or emotional abuse including cosmetic surgery (e.g., ear cropping, tail docking).
- Ensure that the animal is not subject to reproduction or experimentation including but not limited to a pedigree breeding.
- Not allow the animal to run loose or enter any state or municipal anti-cruelty or housing laws.
- Return the animal to or notify MHS if the animal is lost, believed to be stolen or you no longer intend to keep the animal.
- Adopt the animal solely as a household pet and companion. MHS recommends that the animal has and stays in the home.
- Permit an authorized representative of MHS to inspect the animal and the premises where it is kept during reasonable business hours.

**Important Notice:** The Michigan Humane Society hereby expressly excludes any implied or express warranties of merchantability or fitness for any particular purpose, including without limitation, any warranties regarding health, temperament or whether the animal is house-trained.

**Adoption Fee:** The adoption fee is to help defray the expense of caring for this and other animals. MHS guarantees that if for any reason the animal accepted today is not the right fit for your home, you may return this animal to MHS within 60 days of adoption for a full refund of the adoption fee. This offer does not include any other additional fees, services, or retail items purchased during your visit.

**Reasonably for Non-Compliance:** It is agreed that MHS reserves the right to return the animal to the adoption agency if the animal is not being cared for in a manner consistent with the adoption agreement and the animal is not being returned to MHS within the specified time frame.

**Adopter's Signature:** [Signature] Date: [blank]

**Adopter's Full Name:** [blank] City: [blank] State: [blank] Zip: [blank]

**Adopter's Address:** [blank]

**Adopter's Phone:** [blank]

**Adopter's Email:** [blank]

**Adopter's Driver's License:** [blank]

**Adoption Fee:** [blank] Pet's Test: [blank] Microchip Fee: [blank] Total: \$ [blank]

**Sterilization Deposit:** [blank] Other: [blank]

**Cash:** [blank] **Check #:** [blank] **Visa:** [blank] **Master Card:** [blank] **American Express:** [blank] **Other:** [blank]

**MHS Representative:** [blank]

**Copies:** White - Adopter Yellow - Accounting Pink - Adoption Center

MHS revised 3/05/10

This is a Michigan Humane Society Adoption Contract. It includes fields for the adopter's name, address, and contact information. It also has a section for the pet's name, breed, and sex. The form is signed by the adopter and the Michigan Humane Society representative. It includes a barcode and a date stamp.

**Michigan Humane Society Adoption Contract**

Animal ID: [blank] Name: [blank] Sex: ☒ Male ☐ Female

Approximate Age: 3 Years Le Months: [blank] MHS Tag # [blank]

**Medical - This animal has received the following:**

Vaccines: Bordetella, Canine DHPP, Rabies (3 yr), Feline Leukemia Test (FELV), Feline Immunodeficiency Virus (FIV), Feline Toxoplasmosis (FIS), Feline Herpesvirus (FHV-1), Feline Calicivirus (FCV), Feline Parvovirus (FPV), Feline Distemper (FDS), Feline Panleukopenia (FPL), Feline Parainfluenza (FPI), Feline Rotavirus (FRV), Feline Coronavirus (FCoV), Feline Herpesvirus (FHV-1), Feline Calicivirus (FCV), Feline Parvovirus (FPV), Feline Distemper (FDS), Feline Panleukopenia (FPL), Feline Parainfluenza (FPI), Feline Rotavirus (FRV), Feline Coronavirus (FCoV).

Tests: Fecal Test (F/T), Heartworm Test (H/T), Microchip: # [blank]

Medication for: [blank]

Microchip: # [blank]

Medications (to send home w/adopter): [blank]

Being treated for: [blank]

Other Remarks: [blank]

**Next Vaccines Due:** DHPP, Rabies, Bordetella

**10-Day Health Plan:** MHS will provide one official adoption of the animal to the adopter within 10 days of the adoption for treatment of a communicable disease or other illness likely to have been present or contracted during its stay in an MHS facility. Any treatments or medications are the responsibility of the adopter. MHS recommends that any newly adopted animal be kept in the home for 10-14 days to reduce the risk of exposure to any communicable disease. MHS will not cover the cost of treatment to any other animal in the home that becomes ill as a result of interacting with your newly adopted pet.

**Shelter Care Insurance:** As part of your adoption, you may be eligible for a 30-day pet insurance policy through Shelter Care. Call 1-800-275-7787 or go online at www.sheltercare.com for details.

**Pet Adoption Agreement**

I hereby acknowledge receipt of the above described animal and therefore promise and agree to:

- Provide adequate care including food, water, shelter, grooming and necessary medical care due to illness or injury.
- Ensure the animal is not subject to physical or emotional abuse including cosmetic surgery (e.g., ear cropping, tail docking).
- Ensure that the animal is not subject to reproduction or experimentation including but not limited to a pedigree breeding.
- Not allow the animal to run loose or enter any state or municipal anti-cruelty or housing laws.
- Return the animal to or notify MHS if the animal is lost, believed to be stolen or you no longer intend to keep the animal.
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**Adopter's Email:** [blank]

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**Cash:** [blank] **Check #:** [blank] **Visa:** [blank] **Master Card:** [blank] **American Express:** [blank] **Other:** [blank]

**MHS Representative:** [blank]

**Copies:** White - Adopter Yellow - Accounting Pink - Adoption Center

MHS revised 3/05/10

Pet store adoption release

Your own adoption contract

# “Pet Parent Must Sign”

**PETtrac Registration**

For prepaid registration use only. Use original form only - copies are not valid.  
Please fill out the form, sign and place in the mail.

**1. Owner Information**

Last Name First Name Middle Initial  
Address  
City State Zip  
Home Phone Work Phone  
Cell E-mail

**2. Alternate Contact**

Last Name First Name Middle Initial  
Address  
City State Zip  
Home Phone Work Phone  
Cell E-mail

**3. Veterinarian/Spouter Information**

Last Name First Name Middle Initial  
Facility  
Address  
City State Zip  
Phone Fax E-mail

**4. Pet Information**

Pet Name: Blondie  
Species (Dog / Cat / Horse / Bird / Other): Cat Breed: dsh  
Gender: ♀ Age: 10 Date of Birth (Month/Day/Year): 2008 8.0  
Color/Markings: brown tiger  
Microchip (if please check for accuracy): 10947894328

Please print clearly and include complete address.  
Please double-check your phone and area codes.  
To protect your Pet, this form will be processed into our Recovery System within 24 hours of receipt. A Data Verification letter will be sent to you at a later time. Keeping your information updated is critical for recovery. There is a \$5.00 fee for information changes. Transfer of a Pet to a new owner requires registration by the new owner (\$18.50) and a written release or consent from the previous owner.

**Authorization**

I acknowledge that the above information is true and correct. My signature authorizes the release of this information.

Signature: \_\_\_\_\_  
Date: \_\_\_\_\_

AVID Identification Systems Inc.  
E-mail: PETtrac@avid.com • www.avid.com  
Phone: 951-284-1300/909-436-2843 Fax: 951-737-4867

Microchip re-registration

Adoptions, diseases, defects or behavioral considerations of which the Michigan Humane Society is presently aware:

The above mentioned animal had 12 teeth (incisors) pulled during her sterilization by Dr. Martin. All incisors were extracted due to advanced local periodontal disease. There was also an abscess (1/2cm in diameter) located under the surface of the tongue and was in contact with the loose teeth. The adopter will need to keep the animal's teeth closely monitored with their own vet as more may need to be extracted in the future. The adopter agrees to take Madeline to her yearly check-ups or taken to their own vet sooner if problems with her teeth arise. Neither MHS nor its employees will be held responsible for any future costs, treatments, or diagnostics related to this.

Signature of examining veterinarian / manager: \_\_\_\_\_  
Date: 7/26/11

**THE MICHIGAN HUMANE SOCIETY**

Adoption By: \_\_\_\_\_  
WITNESSES:  
Signature: \_\_\_\_\_  
Signature: \_\_\_\_\_

**ADOPTING PARTY:**

Signature: \_\_\_\_\_  
Print Name: \_\_\_\_\_

**MHS COPY**

Special adoption agreement

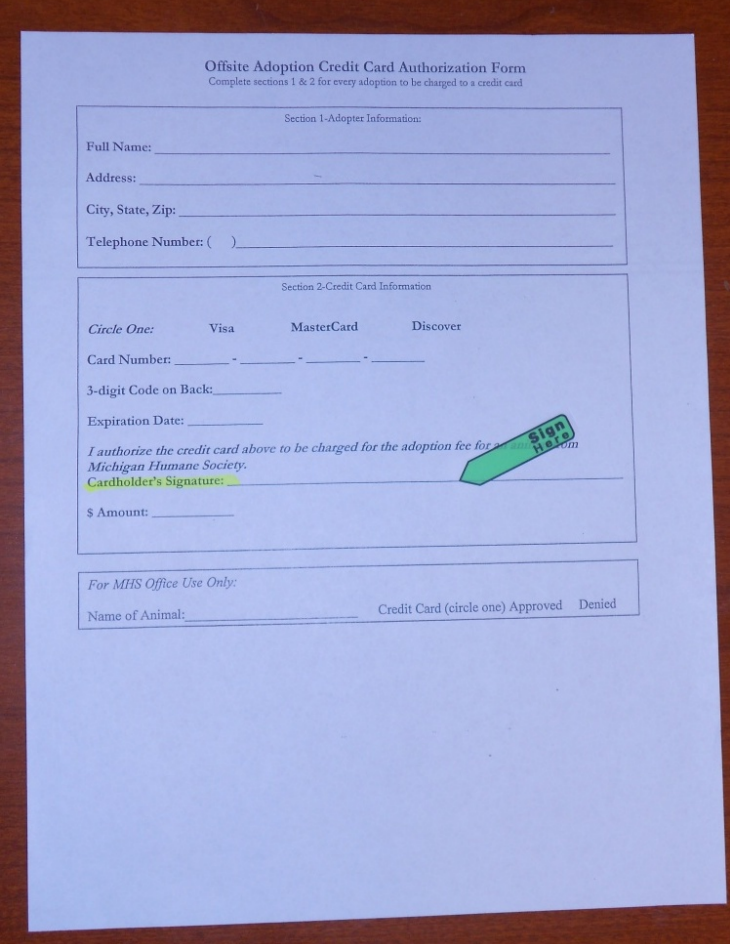
# Payment of Adoption Fee

Cash (no change)

Check

Credit Card

- Include credit card form in “Pet Parent Must Sign” portion
- Can process next day or online real-time



The image shows a blue credit card authorization form titled "Offsite Adoption Credit Card Authorization Form" with the instruction "Complete sections 1 & 2 for every adoption to be charged to a credit card".

**Section 1-Adopter Information:**

Full Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Telephone Number: ( ) \_\_\_\_\_

**Section 2-Credit Card Information**

Circle One:      Visa      MasterCard      Discover

Card Number: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

3-digit Code on Back: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

I authorize the credit card above to be charged for the adoption fee for adoption from Michigan Humane Society.

Cardholder's Signature: \_\_\_\_\_

\$ Amount: \_\_\_\_\_

**For MHS Office Use Only:**

Name of Animal: \_\_\_\_\_      Credit Card (circle one) Approved      Denied

A green arrow pointing to the signature line is labeled "Sign Here".



# Tracking Cats in Offsite Locations



# Color-Coded White Board

**Chesterfield #700**

Folder Pick Up: Chris  
Weekend Supplies: APP

Pat Mary Jason  
Rose Jonathan Adrienne

<p>Reese M/W 3y</p> <p>OSA grey</p> <p>3945974</p> <p>In 4/5</p> <p>Kids love!</p>	<p>Mrs Bowley FIS 4y</p> <p>Siamese</p> <p>36291</p> <p>In 11/10</p> <p>Kids love!</p> <p>Special: 3/15</p>	<p>Marky Mark m/w 5y</p> <p>OSA Blk</p> <p>700104</p> <p>In 10/15</p> <p>Kids love!</p> <p>Special: 3/15</p>	<p>Cricket Bilan M/W 4y</p> <p>OSA Blk</p> <p>13572917</p> <p>In 9/22</p> <p>dogs ok</p> <p>no kids or cats!</p> <p>Specials - dental</p>
<p>Fingers</p>	<p>For Milder M/W 4y</p> <p>OSA Blk/wh</p> <p>139930210</p> <p>In 10/5</p> <p>Kids love!</p> <p>Special: 3/15</p>	<p>LITTLEMAN M/W 3y</p> <p>OSA Blk/wh</p> <p>13936452</p> <p>In 10/5</p> <p>Kids love!</p> <p>Special: 3/15</p>	<p>Contracts</p> <p>Self contract</p> <p>Units</p>

**Dearborn #691**

Folder Pick Up: Jack  
Weekend Supplies: APP

Chuck Brad Sarah  
Jen Al Crystal  
Cathy Meghan

<p>Memo FIS 4y</p> <p>OSA Blk/wh</p> <p>13936452</p> <p>In 10/5</p> <p>Kids love!</p> <p>Special: 3/15</p>	<p>Home Appointments</p> <p>Special: 3/15</p> <p>Kids love!</p>
--	---

- Permanent marker with cage configuration
- Basic info in BLACK:
- Name, sex, age, source
- Breed, color, i.d. #
- Date into offsite location
- Behavior details in GREEN
- RED for revax, pain med, health issues
- BLUE for foster parent & applications

# Michigan Humane's “Catmobile”

- Ford Transit, outfitted with stainless steel shelving
- Ability to transport up to 12 cats plus supplies
- Can isolate sick cats being returned
- A/C and heated
- Driven 7 days a week
- Single donor purchased





# Supplies in the Back, Cats in Middle

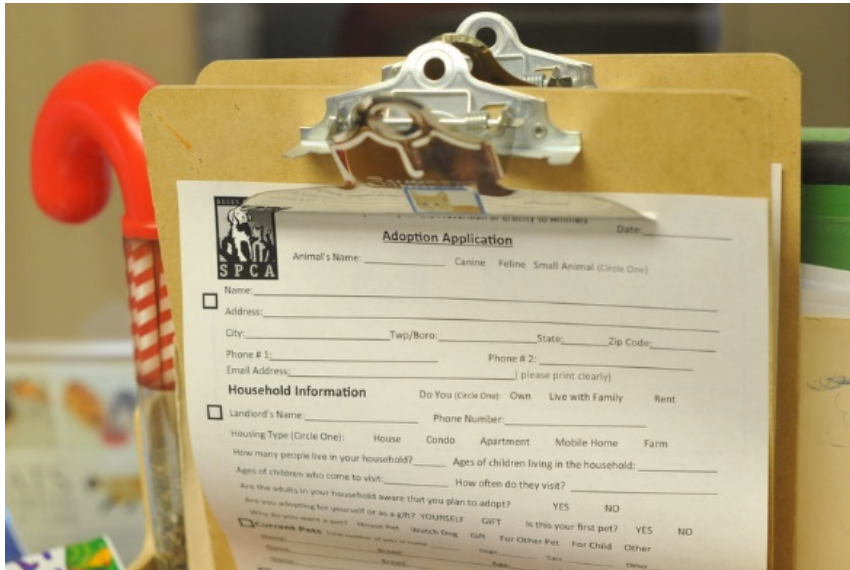




# Adopting Cats FAST!



# Easy Single Page Applications



- Basic contact info + phone and email
- Photo ID and birthdate
- Current / recent pets
- Family members
- Veterinarian & landlord
- What looking for in a pet temperament-wise
- Indoors? Concerns? Allergies?

# Faxed to You Right Away

- Check for overnight faxes first thing in morning
- Check throughout day for immediate response
- Dedicated fax line recommended
- Volunteers fax completed adoptions for same-day processing



# Conversational Adoption Counseling



- Friendly!
- Respects adopter's previous experience
- Review application first and highlight areas needing more info
- Calls to vet or landlord only as needed

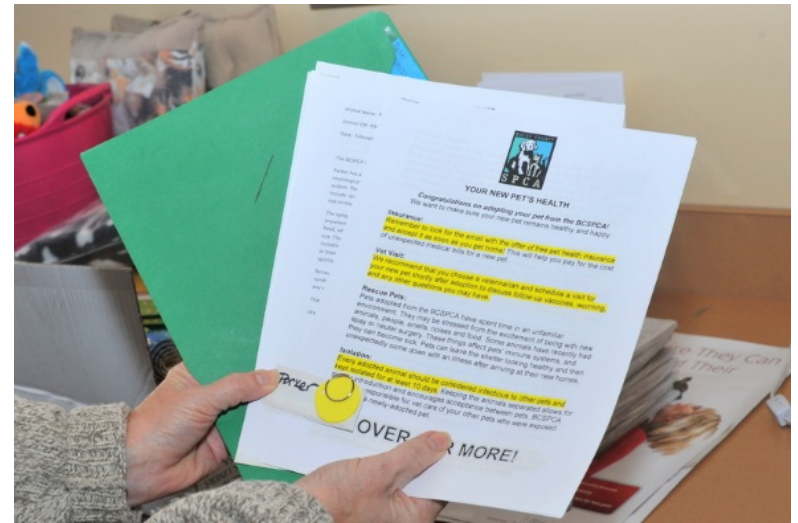
# Speedy Response = Quick Turnover

- Respond by phone to faxed applications within 24 hours
- Try for same-day response during working hours
- Weekend volunteers take over for applications Friday after 5 p.m.



# Sending Animals Home

- Some stores may have a p.m. deadline for animal releases by their staff
- Appointments for pick-up's made with adopters and communicated to store
- Packets with paperwork and \$ held in lock box and picked up when you deliver new cat





# Re-filling with More Cats



Large programs:

- Standing order for 25-30 cats per week from shelters/foster
- Track animals provided on daily report



Small programs:

- Hold one or two cats prepped for offsite in non-public view

# Cats Who Don't Adopt



## **Cat removal report:**

- URI and outcome
- Behavior and outcome
- 21-day removals
- Others

## **Overlooked cat process**

- Extra marketing
- Re-photo and new write-up
- New location



# Offsite Adoption Volunteers

- Offsite locations appeal to volunteers who want to work with animals but not in a shelter
- Check with your insurance agency for age limits
- Specify required clothing
- Ask for 2 shifts/month



# Volunteers are CRITICAL!

Suggested weekend shifts:

- 11 a.m. to 2 p.m.
- 2 to 5 p.m. (Sat)
- 2 to 4 p.m. (Sun)

Add weekday shifts as volunteers are able:

- Morning cleaning
- Aft/eve cat caregiving and adoptions



# Volunteer Training

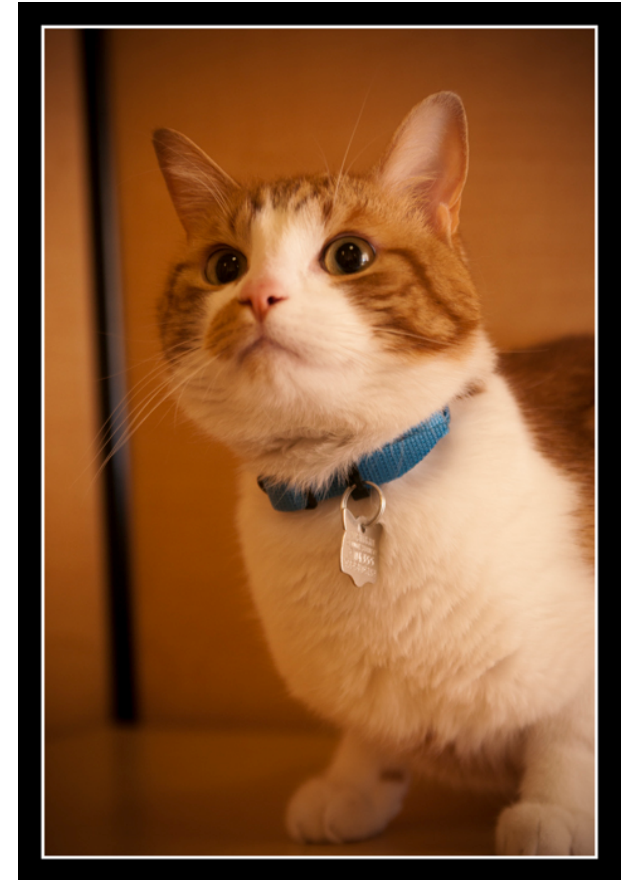
- General volunteer orientation (1 hour)
- Offsite cat caregiving & adoption counseling (1 hour)
- Hand out PowerPoint slides as manual
- Online open-book exams (75% to pass)
- Practical exam



# What to Cover in Training

## Cat Caregiver:

- Purpose of offsite program and partnership
- General overview
- Expectations (rules, professionalism)
- How to sign up online for a shift
- Cat socialization and care
- Interacting with people



# What to Cover in Training



## Adoption Counselor:

- Making good matches with qualified adopters
- Vaccinations and health care
- Using the application
- Approving and declining adoptions
- Adoption paperwork and fee collection
- Sending a cat home



# One-on-One Training



- Pair with staff or experienced volunteer at first
- Work on own once pass cat caregiver exam
- Staff person always on call for questions
- Provide email contact for communication

# Communication

## **Weekly offsite update emails:**

- Cats adopted (including names of adoption counselors and fosters)
- Cats removed
- Open shifts for week
- Event information
- Reminders
- Cat behavior/health info
- Volunteer profile
- Overlooked cats by location



# Eventing Cats





# Add Other Species



- Large demand for dogs in our area
- More rabbits than we know what to do with
- Both usually net many add-on sales for stores
- Monthly combined events
- Weekends work best
- Consider national adoption weekends

# Cats for Events



- Kittens 12-16 weeks
- Calm “bomb-proof” cats
- Outgoing
- Great health
- Cats who have been overlooked
- Purebreds
- Two-fer’s



# Make it Easy on Them



- Safe secure carrier
- May spray with pheromone inside
- Quiet (no barking dogs)
- Take their blankie
- Shortest route, avoid heavy traffic
- Always have two humans in the car... just in case!

# Event Basics



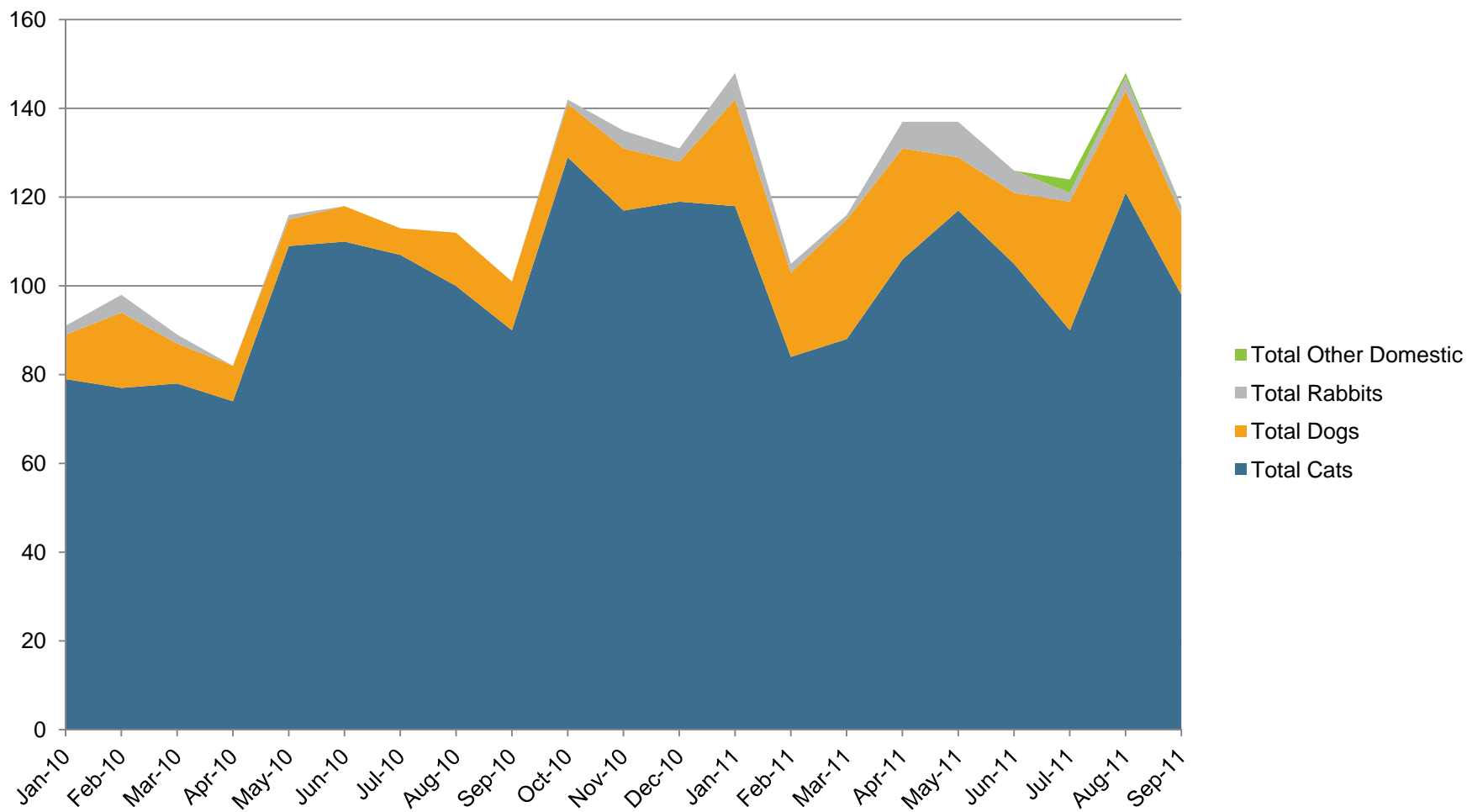
- Adoptions processed on-site, as are credit cards
- Table with chairs, laptop, file box, behavior handouts
- Leashes, carrying boxes, cleaning supplies, folding crates
- Set up in front of cat centers

# Lessons Learned

- Offer variety of ages, breeds, colors, temperaments
- No early viewing or holds (take offline)
- Adopters arrive early
- Early volunteer to take applications in order of arrival
- Foster parent transport
- White board with adopter names in order of arrival and status
- Adoption event sign in front of store
- Animal transport vehicle = billboard
- Older kittens great choice
- End on time, if possible



# MEASURING Your Progress



# Track Cats Adopted Monthly

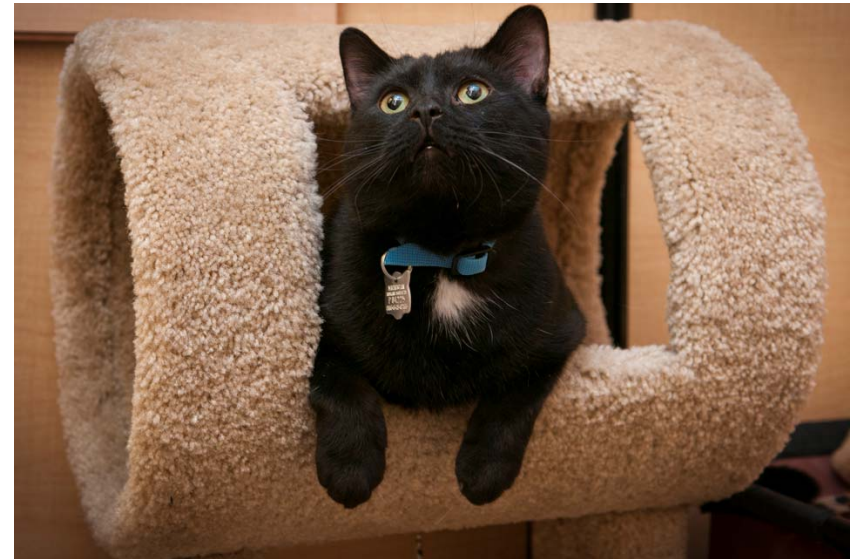
## Feline UFA Reports (Up for Adoption)

Daily Feline UFA %  
= **# filled cages / # total cages**

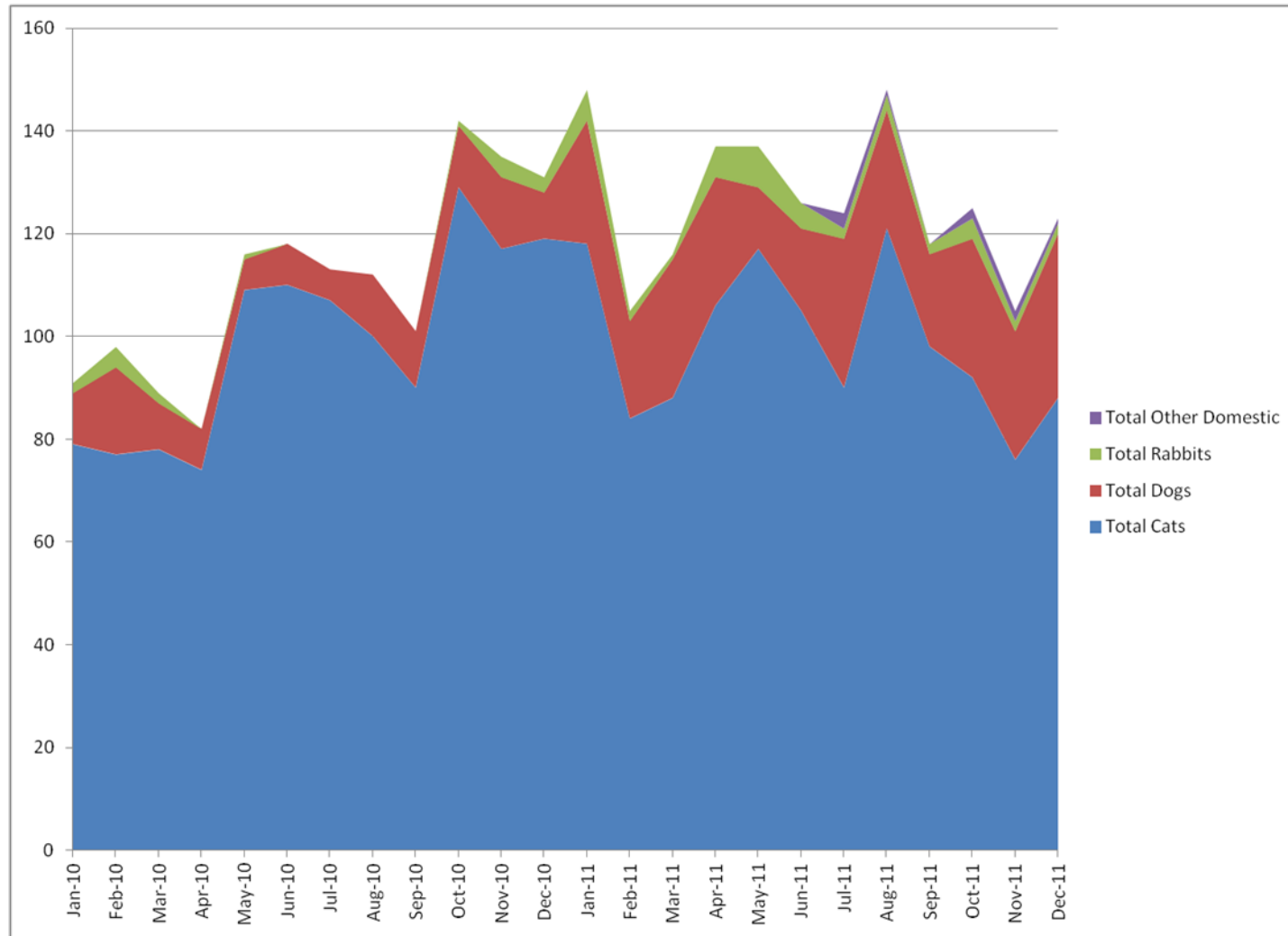
- Provides a monthly average UFA
- Set a goal for UFA

Count adoptions monthly

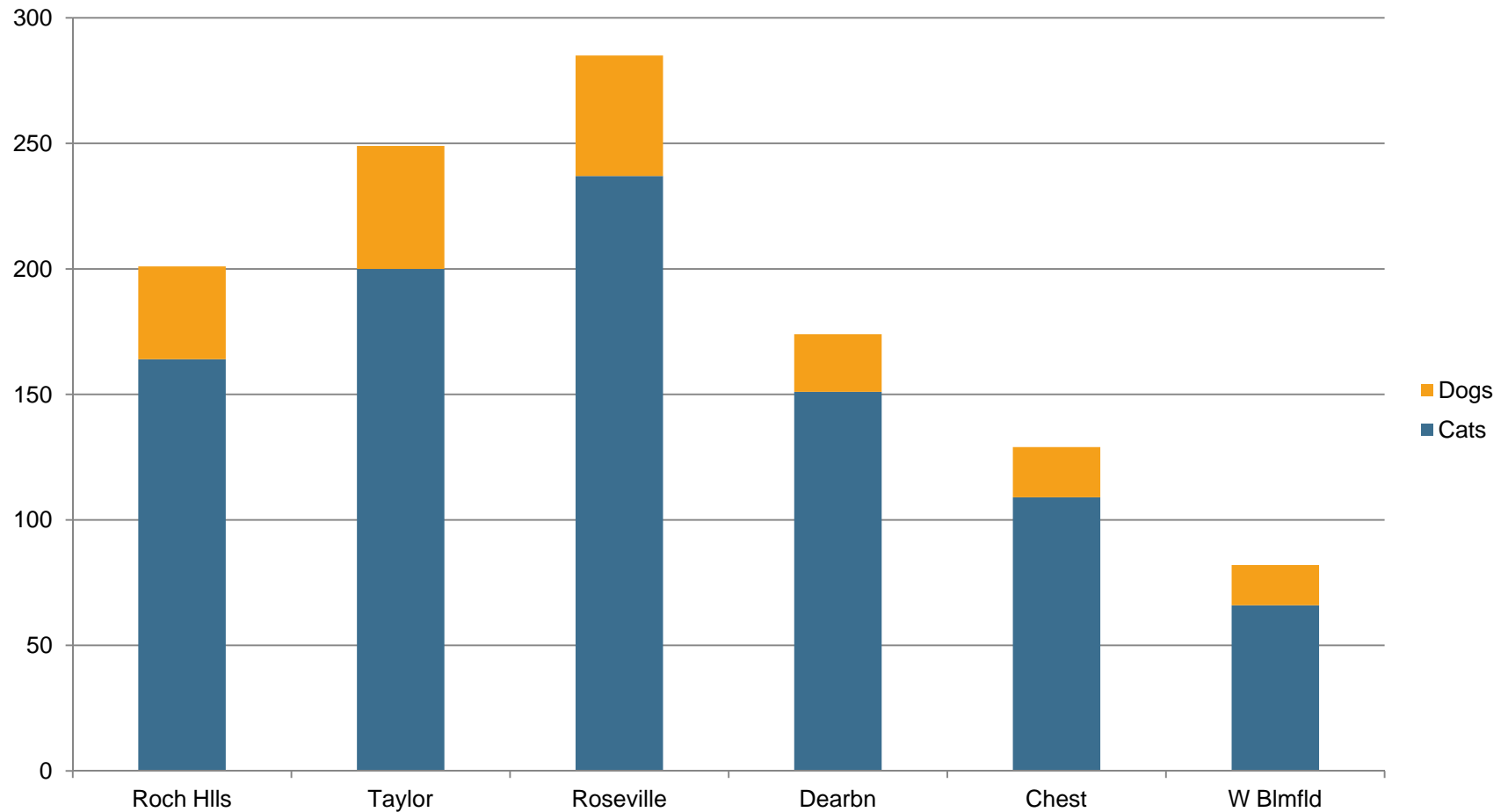
- Adoptions + removals  
= total # cats into store



# Monthly Chart of Adoptions



# Compare Offsite Locations







**Offsites send cats home!**