# Maximizing Offsite Cat Adoption Success (Part Two)

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&

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



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# 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

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# 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!
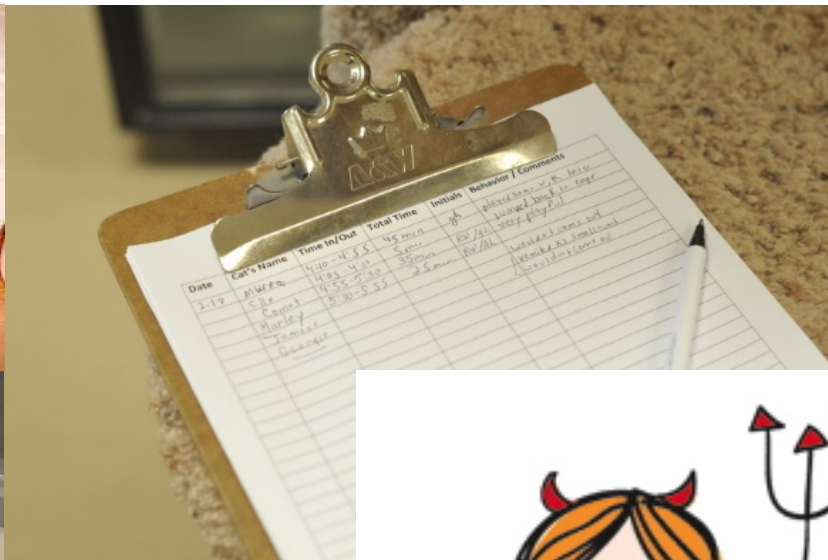
# Make Packet User-Friendly



"Give to Pet Parent" Part
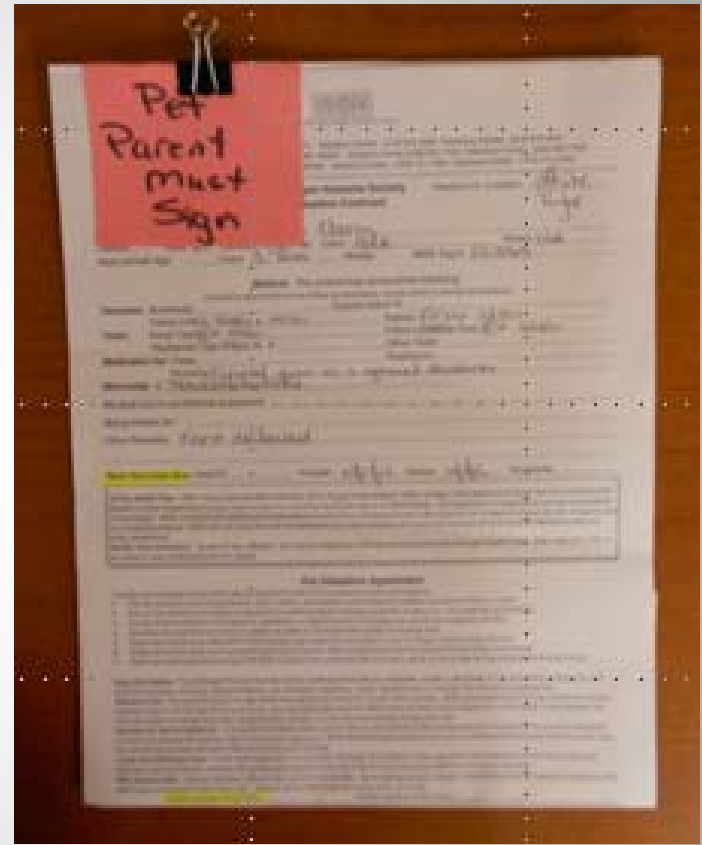


"Pet Parent Must Sign" Part

# "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

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# "Pet Parent Must Sign"



Pet store adoption release



Your own adoption contract

# "Pet Parent Must Sign"



Microchip re-registration



Special adoption agreement
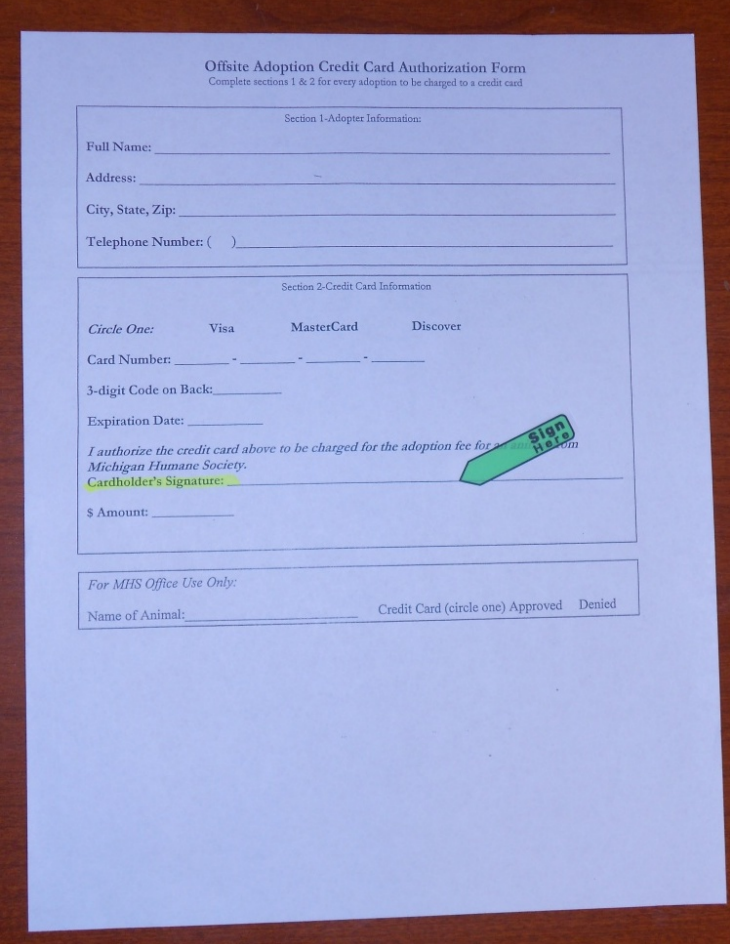
# Payment of Adoption Fee

Cash (no change)

Check

Credit Card

- Include credit card form in "Pet Parent Must Sign" portion

- Can process next day or online real-time

# Tracking Cats in Offsite Locations

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# Color-Coded White Board



- 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!

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# Easy Single Page Applications
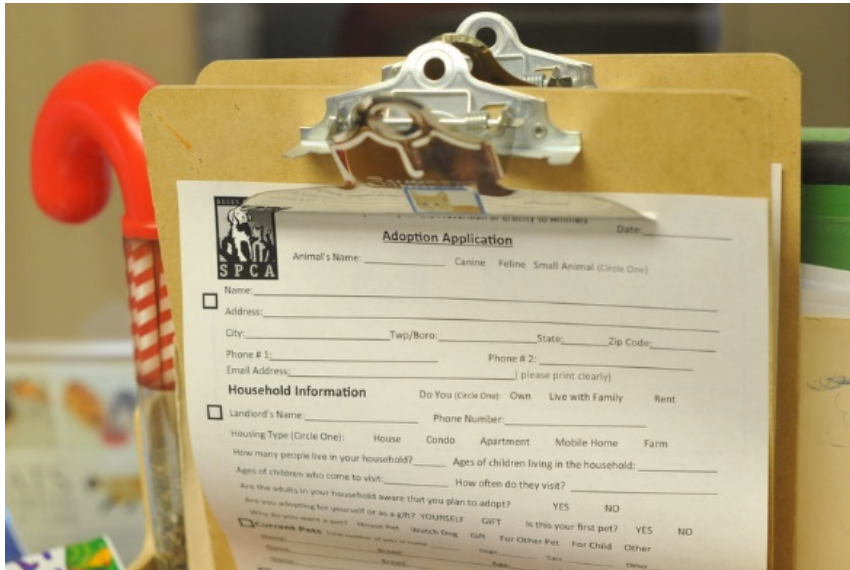


- Basic contact info + phone and email

- 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

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# 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

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# 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.

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# 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

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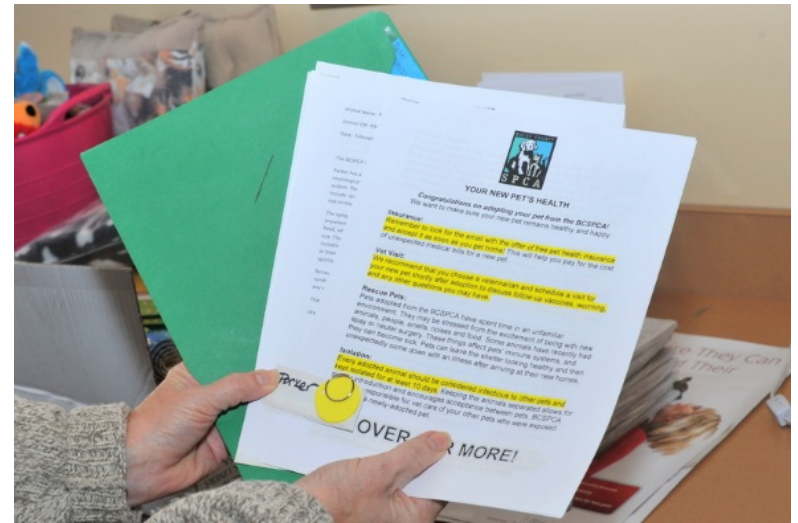
# Re-filling with More Cats





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

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# 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

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# 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

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# 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

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# 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



Permanent incisors

Baby incisor

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# 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

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# What to Cover in Training





I am on a special diet
No treats for me!

Staff feeding only please
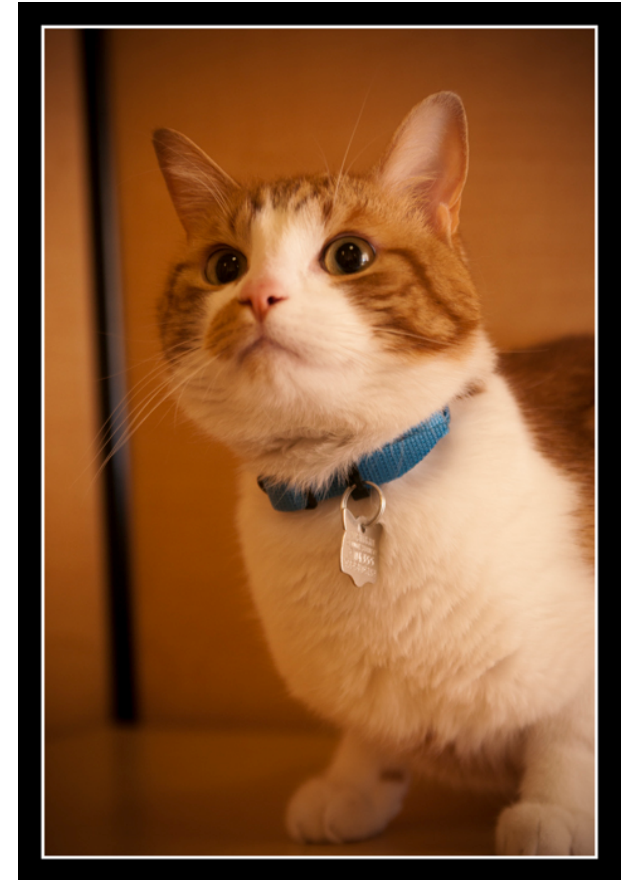
**Adoption Counselor:**

- 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

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# 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

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# 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

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# 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

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# Cats for Events





- Kittens 12-16 weeks

- Calm "bomb-proof" cats

- Outgoing

- Great health

- Cats who have been overlooked

- Purebreds

- Two-fer's

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# 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!

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# 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

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# 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

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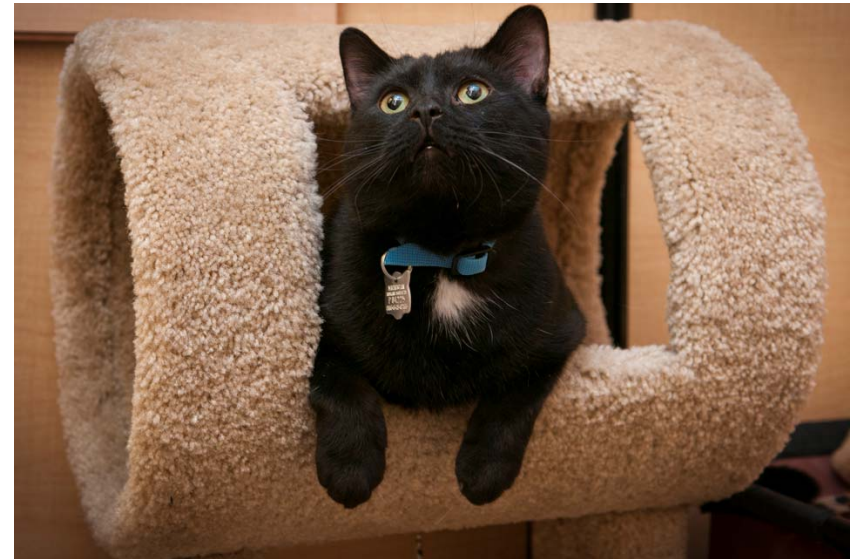# MEASURING Your Progress
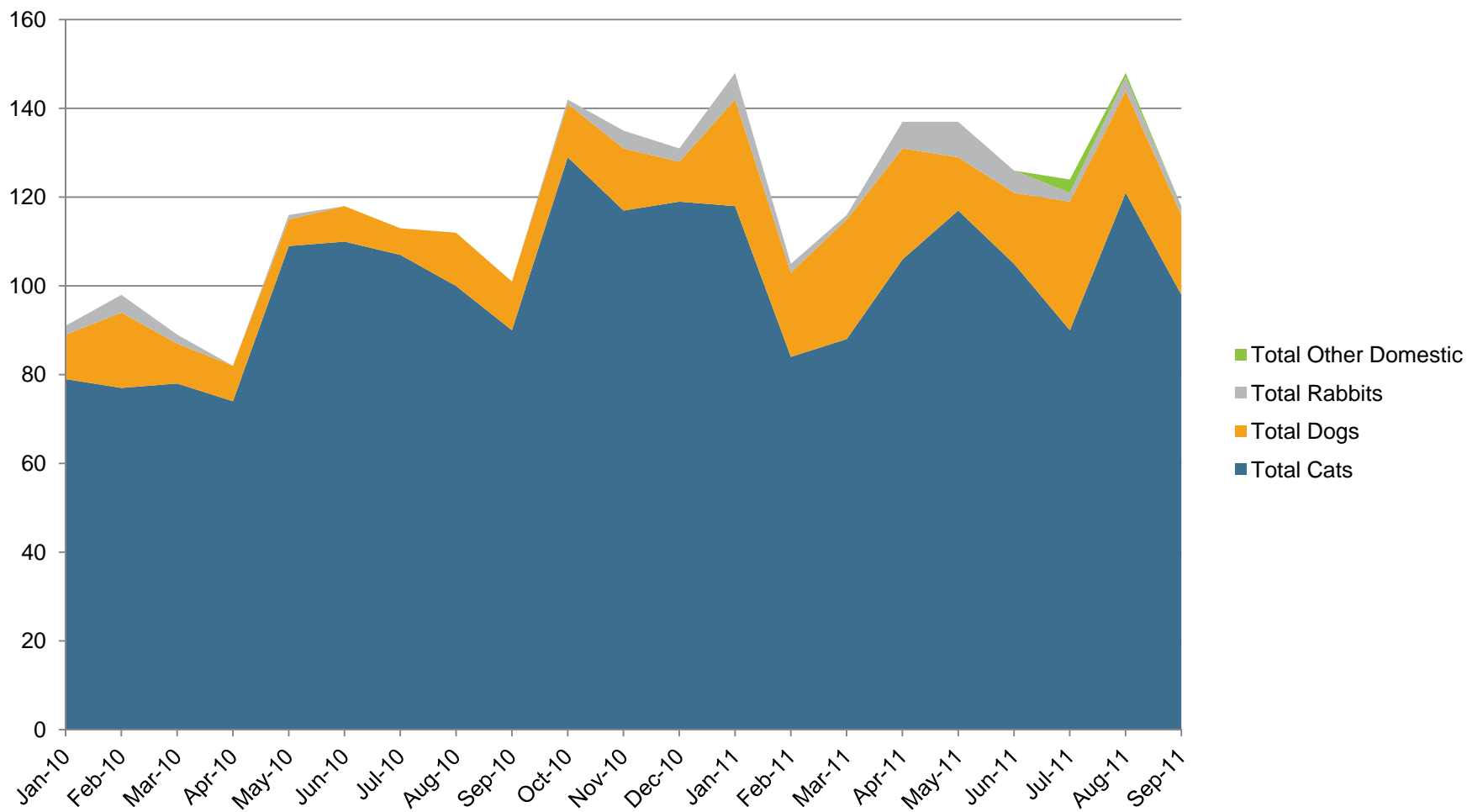
# Track Cats Adopted Monthly

**Feline UFA Reports (Up for Adoption)**

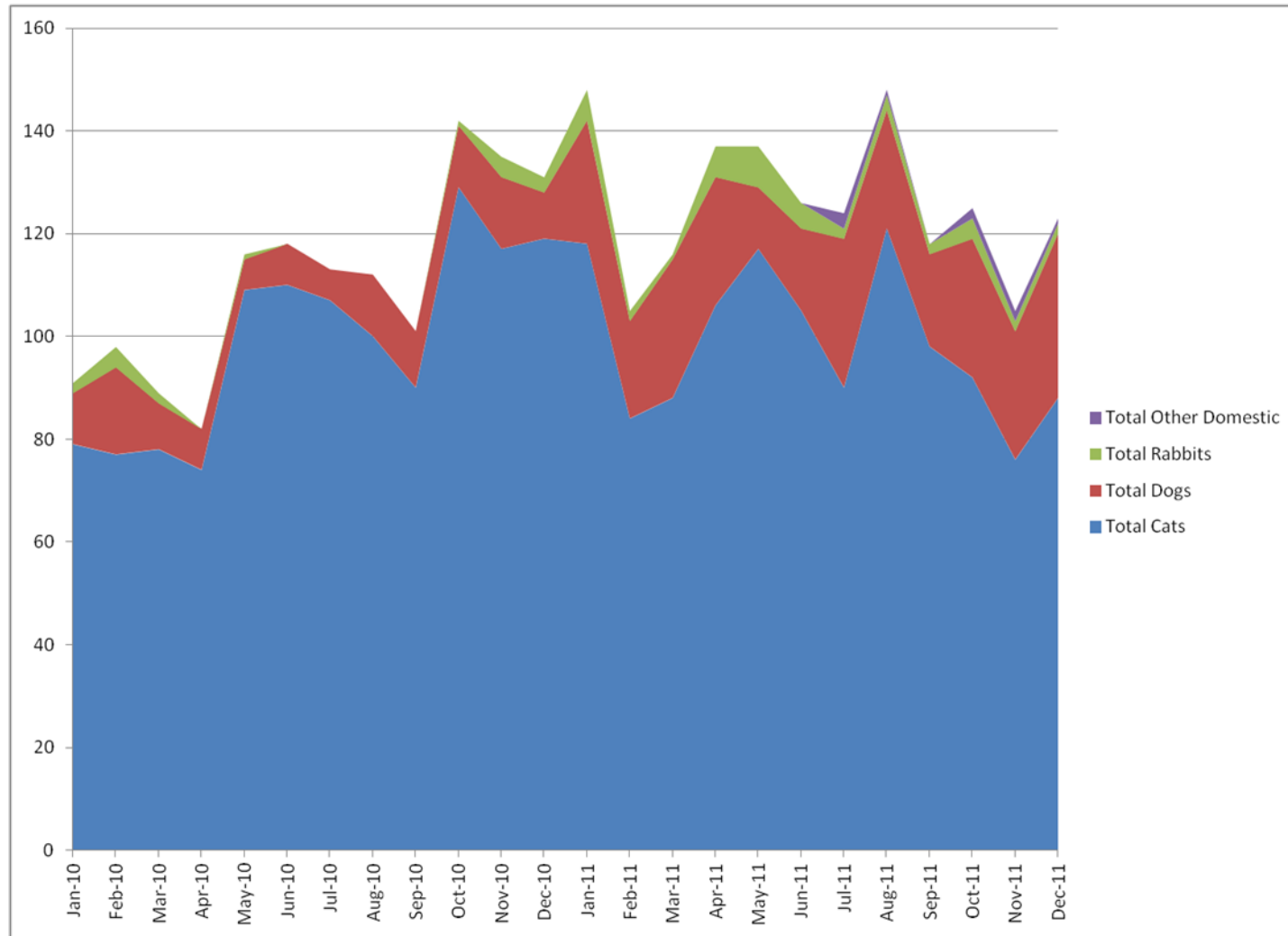Daily Feline UFA %
= **# filled cages / # total cages**

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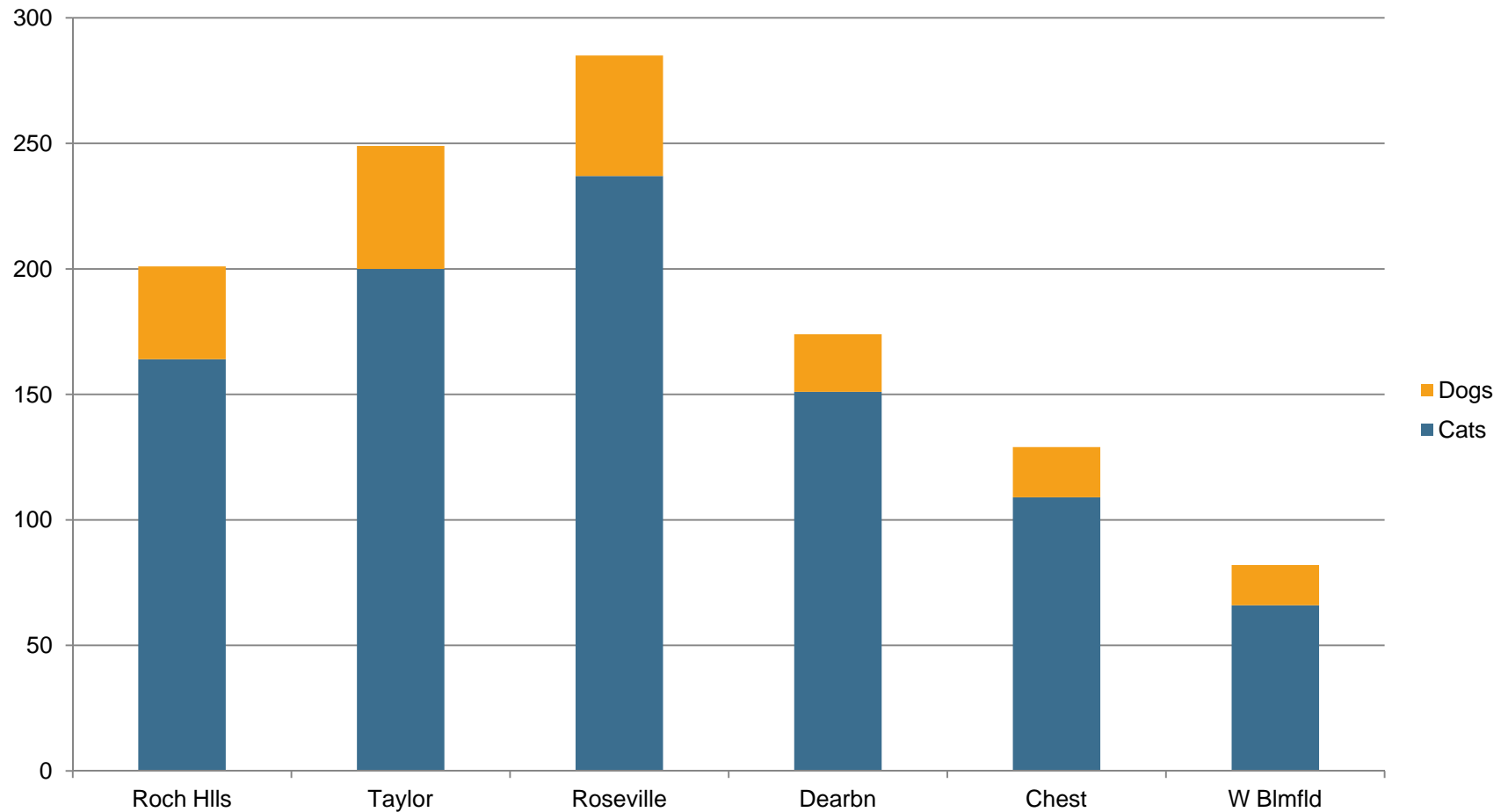- Set a goal for UFA

Count adoptions monthly
- Adoptions + removals
  = total # cats into store

# Monthly Chart of Adoptions

# Compare Offsite Locations

Offsites send cats home!

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