



What we'll cover

- Today's focus is on adoptions in social media, even though there are many other uses for social media, and many other ways to promote adoptions!
- Ways to increase adoptions
- Some barriers to adoption
- Some great examples
- Campaign ideas you can ~~steal~~ USE



obviously, I could talk a lot longer than one hour about how to increase adoptions. So please remember that in this webinar we are just talking about ONLINE ways to increase adoptions, specifically using social media. This is just one small piece of the overall adoption puzzle, but it's an increasingly important one. If you currently use social media at ALL, you've undoubtedly noticed that animal welfare people are using the heck out of this technology to try and save lives. Which is GREAT! But it results in a lot of "noise" and competition for peoples' attention.

This webinar is about how you and your organization can make your animals and your mission stand out on social media, to help you save more animals' lives through adoption specifically. We'll also take a closer look at cat adoptions In honor of Petfinder's I'm a Cat Parent Month.

We'll also share some great campaign ideas and examples that you can steal...um, I mean, BORROW, and I hope at the end you'll share your ideas with us as well. We'll save time at the end for questions, so if you think of something during the presentation, just jot it down in the chat window and Melissa will ask it at the end!

Why is an adopted pet better?

- Not OUR reasons...
- Why is it better for the ADOPTER?
- Write posts and create content for THEM, not us.



I want you to keep this in mind when crafting your messages for social media.

We all know the reasons why everyone should adopt pets. Animals are dying in shelters, it's better to have an altered pet, etcetera, etcetera. But the reasons that motivate US are not always the reasons that motivate individuals for adopting. About half of people surveyed when adopting pets say that the main reason they're adopting is that they are saving a life. Well, some people in rescue feel like we have already save that pet's life—the adopter is not doing that. But if that is what motivates an adopter, why not let them feel that?? Let everyone be a hero.

We can use social media to recognize people who are heroes for adopting pets, especially special needs pets or less adoptable pets. We can also use social media to educate people on why adopting a pet is SO much better and more desirable than buying from a breeder!



So let's look at some techniques, strategies and best practices you can use on a daily basis in your social media outreach. Used consistently over time, you'll see an increase in your adoptions, donations, volunteer participation and general community awareness of your cause.

It's important to understand that with social media, sometimes you have instant success and feedback if something is working—and sometimes it takes a little time to see the results. In the case of promoting adoption, you sometimes CAN see the results right away—maybe an animal who had been in your care for many months finally got adopted because you showcased him on Facebook. So for individual animals, social media can make an immediate, life-changing impact. But I will encourage you to have some patience, too—keep applying these principles and you'll see the results over the weeks and months to come.

Set Goals

- Set goals for yourselves AND for the public
- TELL people about it
- Goals get more people engaged



One of the most important things you can do is to set goals and be specific on social media. When you define your goal, success is also defined, and people can immediately assess where you are in the process.

A goal can be for a specific event, for a month or year, for a weekend, or for any specified time period. A goal can be for adoptions, for just cat adoptions, for foster homes, for spay/neuter surgeries. It can be for anything you want. A goal is also really helpful when you're collecting donations, too. Set a goal and publicize the heck out of it. A goal creates excitement and engagement—people keep checking in to see the progress. And if you haven't made it, they'll be more likely to help you get there—whether it's by adopting a pet themselves, or telling a friend about your event. Studies show that when it comes to donations, the closer you are to meeting the goal, like I show in this little thermometer), the MORE likely people are to help out! It's the bandwagon effect. Everyone wants to be a part of your success.

Celebrate Successes

Adopters are doing a great thing. Let them know it!

“Social Proof”

“Happy Tails,” Adoption goals met, inspiring stories, pets who overcame the odds... the possibilities are endless!

People respond to happy stories much better than they do to tragedies.

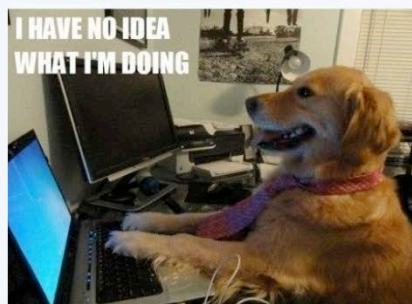
And that’s why it’s so important to **CELEBRATE SUCCESSES!** Make people feel **VERY** special for adopting. Make them feel like they did something great. Thank them. Publicly. Ring a bell. Clap! Sing! Make a video! Share it! If you celebrate what adopters have done, they will feel great about themselves and their choice to adopt. Their adoption is much more likely to last a lifetime, and they’ll be much more likely to adopt again when they are ready for a new pet.

Social media is a wonderful, easy tool for celebrating successes and goals. Post your “happy tails” pictures on Facebook and Pinterest. The people in the pictures will tag themselves and share with their friends, reinforcing their status as a Hero and general Awesome Person for saving an animal’s life.

Another note—as you may know, the more people engage with your content, the more people Facebook will show your content to. So happy tails and success stories are great for getting lots of likes and comments, which means more people will see **ALL** your content!

Be Available

- Social media is not a broadcast medium
- Answer questions and be a resource
- Talk with people!
- Social media is a GREAT customer service tool
- Be helpful and friendly, even if you have to say “no”



Like many of our other talking points today, “being available” can mean a lot of different things and apply to a lot of different areas of your organization, but again, I’m just focusing on social media right now. Social media is not a one-way broadcasting system, but that’s the way many of us use it. I can’t tell you how many groups have asked me “how do I turn off comments so nobody can post on our facebook wall?” This completely defeats the purpose of social media!

Facebook has made it harder for viewers to see and find the posts of other people on your page, and they won’t show up in your news feed. So unless you choose to repost every lost cat or every dog who needs rehoming, it’s not going to bog down your fans’ news feeds. So don’t worry about that. Interaction and engagement is the whole point of social media. That share button is the most important thing on your page. The more people share, like and comment on your posts, the more people will see them—and that means more lives saved.

So when someone posts a question, ANSWER! Even if you’ve answered it 20 times already. Maybe it would be easier for you if people would call or email

Be Specific

- Specific, time-sensitive call to action
- Provide info: pet name, location, hours, adoption fee, etc.

"The shelter is overflowing! Foster homes needed!"

vs.



"Fluffy and Fido are lab mix puppies, 12 weeks old and about 18 lbs each. They need a foster home for about 2 weeks while they get ready for adoption. They love kids and are crate trained. Click here to learn more about being a foster home—all expenses are paid! If you can take this lovable pair for a couple of weeks, please email fostering@xyzshelter.org."



From St. Hubert's Animal Welfare Center

If you force yourself to be specific about what you need and what you are asking on social media, you'll be much happier with the results. So often we just throw out a desperate plea, like "the shelter is overflowing! Foster homes needed" and we get frustrated when people don't respond. But we haven't given them any specific information. We've left too many questions unanswered. People read that first statement and because they don't have enough information, they can't imagine themselves taking the action we need them to take. Even if they don't consciously go through the process, their brain is already disengaging from the request because there are too many unknowns.

In the second request, though, we're much more specific, and we've provided a photo—which is critical. People see the specific pet that needs help—even though this pet is one of many who need fostering, we have to focus on one at a time in social media. We've told them a little bit about the dogs. We've let them SEE the dogs. We've let them know it is for a finite time period. We've provided them a way to get more information about the fostering process, especially telling them that it won't be a financial burden on them. Then we have a specific call to action—"if you can help, email here." We've eliminated

Showcase Specific Animals

- An animal gets noticed when it's isolated (no competition).
- Always showcase animals out of the cage, without other animals.
- Focus on one animal at a time.
- Use "gimmicks" if necessary.
- Use fun graphics & colors!



Have you ever traveled away from home for the weekend to an animal welfare conference? Everyone there is going through major animal withdrawal. So when one person walks into the conference hall with their dog, 30 people pounce on it to get their “dog fix.” We wouldn’t do that if we all had our own pets with us. But scarcity creates demand. If you post 30 cats every day that need rescue, people are going to quickly become inundated and fatigued. All the cats will look the same to them, and they’ll stop sharing (and caring) because they just can’t keep up.

Instead, focus on ONE animal at a time. Make that animal the most special, unique animal in your organization. It’s amazing how much demand you can create for a regular brown shelter dog when you put a bow tie and hat on him and name him Charlie Chaplin. Use whatever you need to use to get that animal the attention it deserves!

Sometimes people say, “I don’t want to use gimmicks or try to entice people to look at our animals.” Well, if that’s your mindset, then I think you’re in the wrong business, with all due respect. Our JOB is to find homes for these animals, and that means MARKETING them! Obviously, the public isn’t

Showcase Specific Animals

A GREAT photo and description, but there's no specific call to action. Nothing that will keep people from just hitting "like" and moving on.



I love this photo—it has all the right pieces. The dog's mouth is open, it's a close shot on the face. The only thing I would do is add a clearer call to action. Where is the animal located? What's her adoption fee? Create some urgency. Maybe Adriana has been there for a while and is getting really bored at the shelter. Maybe she has a reduced adoption fee or is the pet of the week. Tell me why I should come adopt her RIGHT NOW.

Showcase Specific Animals

- Great photo, definitely catches your eye!
- Interactive – asks for captions (promotes engagement)
- Provides her ID number but isn't specific about whether she's up for adoption, what the fee is, etc.



This is a great photo as well. I love that they've asked for captions—this is a great idea to promote engagement! But again, provide a little more specific information about the dog.

Showcase Specific Animals

- Great photo; focuses on the face
- Specific about fees, location, hours
- Fun name for springtime/March
- Good background color for contrast



Take Animals TO the People: Social Media and Mega/Mobile Events

- Constant streaming – lots of posts (it's OK during an event!)
- Share photos, videos, stories from the event
- Showcase animals who still need homes
- Keep people up-to-date on the goals and milestones
- Create buzz, excitement and “cool factor”



When I'm talking about increasing adoptions in general, I talk a lot about mobile adoption events and big community adoption events. These are fantastic and important, but today we're focusing on social media, so with respect to those kinds of events, I want to stress how critical social media is in making your adoption event successful.

Make sure you have Internet access during your event, especially if you're out in a parking lot or remote location. Unless you've gotten TV and radio ads donated, social media is going to be your main avenue for making people aware of your event, getting them to come to it and keeping them interested during it. Set a goal for event adoptions and make sure to keep your fans up to date on how close you are to reaching the goal. When you DO reach the goal, make a HUGE celebration on social media! Get photos and video of the 100th adopter, or whatever your goal is. Celebrate the milestones and celebrate achieving your goals. Highlight special animals who need adoption, and post when they get adopted. In doing this, you encourage other people to adopt, because they see lots of other people doing it, so it must be a good thing to do, right? We are social animals and we inherently want to do what other people are doing—on a psychological level. Social media is “social proof” that



Gigi was an average, big brown dog who had been at the shelter for 13 months. She was rapidly deteriorating and needed to get out of the shelter. We decided to plea for a foster or adopter—anything to get her out of the shelter.

It started by posting these photos of Gigi on our event website—we were having a community holiday adoption event.

Great Stories

Gigi's story is about the best adoption story I have been able to find—and I was lucky enough to witness it myself. Gigi is such a great story because she couldn't be more average. A big, average looking brown dog at the shelter. Nobody knew much about this dog, except that she'd been there for 13 months and was rapidly deteriorating. We decided to post about GiGi during a holiday adoption event.

We put "a letter from Gigi" on our website and shared it on facebook and twitter. This was a letter written from GiGi's viewpoint, talking about her time in the shelter and how things were not going so well for her. We were honest about the urgency of Gigi's situation and how hard it is to live in a shelter for that length of time.



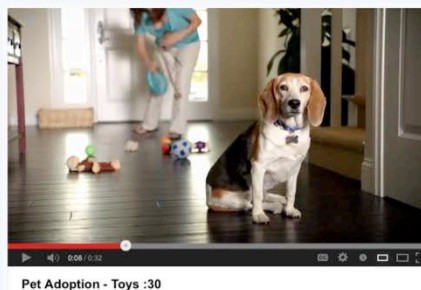
Gigi Got a Home!

- Focusing on Gigi's story made her unique.
- People became advocates for this particular dog.
- Better photos of Gigi made her not "Just another brown shelter dog."
- The followup story warmed everyone's hearts –that "reward" is hugely important!

About 30 minutes after this post went up on Facebook, we had a woman email and say she wanted to come adopt GiGi. We waited excitedly for her to arrive, and shortly she showed up. She said she immediately connected with GiGi, and we all saw it, too. The whole time I was photographing GiGi, her tail remained between her legs. When Cheryl spoke to GiGi, her tail started wagging.

Using Video

- YouTube is the web's second-largest search engine: people are looking for VISUAL answers to search queries
- Easy and inexpensive – you don't need a pro camera
- Simple editing is easier than ever before
- Keep it short and simple!



Video is a powerful way to extend the reach potential adopters and advocates. Video tells a story visually and impacts people in a much more emotional and meaningful way than plain text.

It's very easy to use video these days. Almost every smart phone can take video, and most newer digital still cameras can also shoot video. What's great about these small cameras is that they are DESIGNED for less-than-great lighting and sound quality. If you had a \$10,000 professional video camera, you'd have to use a professional microphone, have lights set up and shoot on a soundproof stage. Not very realistic! These little cameras are built to filter out ambient noise and adjust for less-than-ideal lighting. The result is a pretty fantastic video that pretty much ANYONE can shoot!

You can even do simple editing—like cropping the beginning or the end of a video—right inside youtube! If you are not part of the Youtube for Nonprofits program, I suggest you check it out. I have a whole presentation with much more information on Google for nonprofits and how to use the Youtube Nonprofits program, so if you're interested in that, send me an email and I'll shoot you the details.

Using Video



Short videos are great—more than 2 minutes or so and you lose peoples' attention. For adoption showcase videos, 30 seconds to 1 minute is really the max. You can tell the pet's story, or, as in this case, let the pet tell its OWN story!

PLAY VIDEO HERE

We'll look at some more great videos in just a bit.

How to make your pets stand out

- Keep it local – even though it will get shared far and wide
- PHOTOS, PHOTOS, PHOTOS!
- Make your pets unique
- Short, Sweet and Shareable
- Always have a:
 - Photo with your “branding”
 - Link for more info



The Internet is an information superhighway, and it's full of rubberneckers! We are bombarded with hundreds of thousands of images and words every time we look at Facebook. The Twitter feed refreshes so quickly you can't hope to read all the posts from people you follow. Pinterest is making its mark, and new services come online every day! How can you make your animals stand out in this vast ocean of competition?

The overall goal is to make your animals stand out. You can't tell their **WHOLE** story in one social media snippet. You get a sentence, maybe two, to grab somebody's attention. And that's OK! If someone is intrigued, they'll click through your link to learn more about that pet.

The single most important thing you can do is have a great photo. Be sure to “tag” that photo with your organization's logo or URL on it. If you can, like the example above, put the animal's name on it. This picture will get shared and may get detached from your caption, so you want someone who finds the photo to know where the animal is located.

Always link through to the animal's profile video, petfinder listing or

Standard photo of puppies in the shelter

Great photos taken by volunteer photographer

Great Photos

This organization, The Bella Foundation in Oklahoma City, is fortunate to have a professional photographer as a foster mom. She takes a litter of regular, large breed puppies and makes them superstars with her photos. I would say, “All you need is a few accessories and scarves and some old chairs, and you can do this too!” but obviously, she has a great deal of talent and skill. Your pictures may not look like hers, but you can absolutely use the techniques and ideas of professionals to make your photos stand out.

Througouht this presentation, you will hear it again and again—photos are **THE MOST IMPORTANT THING** to getting pets noticed and adopted through social media. IF you take only one thing away from this webinar, it should be that you must invest more time and energy into getting great photos of your adoptable pets!

List Your Adoptable Pets on Facebook



When people are looking at your Facebook page, they expect to see photos of animals. In fact, that's often WHY they came to your page in the first place! You COULD just provide a link for them to go to your website or your Petfinder page, but when people click on tabs inside Facebook, their expectation is that they will STAY on Facebook. So display your animals on Facebook! I have a tutorial on my website that walks you through how to do this. The best part is, when you update your pet listings on Petfinder, it will automatically update on Facebook, since the animal list on Facebook just pulls directly from your Petfinder list.

The key to getting your animals adopted, especially using social media, is exposure. Use every avenue you possibly can to get the maximum exposure for your animals. If you regularly do this, you will see not only your adoption numbers increase, but you'll increase your volunteers and donations as well!

How can we make adoption EASIER?

- Make applications simpler
- Take credit cards
- Make it cool
- Showcase successes
- Display your adoptable pets everywhere
- Let adopters know you are here to support them



REDUCED FEE ADOPTIONS - CONCERNS

- “Wrong” people, can’t afford
- Education - % of “free” pets in homes now
- Messaging – “sale” vs. “promotion”
- Reminder – adoption standards unchanged
- Gradual entry into VERY reduced rates
- Advance messaging to colleagues
- Follow-up call & return rate tracking



Fee-waived adoptions is one of the most common examples of “It won’t work here.” I recently visited with a shelter unsure of the positive impact that fee-waived could have for them. The concern, in this particular “here,” was that because of the demographics of “here,” the adoption counseling was not up to par to be able to support fee-waived adoptions. They were concerned the people coming to adopt at their facilities were more challenging and potential risks. What does the fee do to substantially change the counseling at all? Paying a fee for an adoption does not count as counseling, does it? Why would waiving the fee decrease the quality of the counseling? In this case, digging into the “It won’t work here” uncovered the need for some basic training on conversation-based adoption counseling, and learning how to respect those who walk in the shelter doors to allow more, and better, adoptions to occur—whether or not a fee was waived.

From a rescue person on the ASPCA blog:

“There is only one no-kill shelter here and they have stopped doing home visits and/or counseling potential adopters, they do free adoption days, etc. Its wildly popular and they are adopting animals out like crazy but its hurting

How to reduce returns and ensure good matches

- Return Rate vs. Return Number
- Provide plenty of information on animal behavior
- Make sure people have reasonable expectations of the pet
- 2 GOOD things about returns



A word about returns. If you do more adoptions, yes—you'll have more returns. That's a fact. But your RATE of returns shouldn't be any higher. If you have 1 return for every 50 adoptions now, then if you do 250 adoptions you should have 5 returns. It's still just 2%.

And we think of a return as a bad thing, and for us, it's inconvenient. That puppy who was easy to adopt is now a 75-lb, 8-month-old teenager with no manners. We have to find a foster home for him and that means we can't take another dog into rescue. But let's look at 2 things that are GOOD about returns (just to look on the bright side!)

1. The dog came back to us. That's what we asked the adopter to do in the adoption contract if they can't keep the dog—bring it back to the rescue. So why, again, are we being hateful to them for doing what we asked them to do? Stuff comes up. Sometimes it's just stupid human stuff, but legitimate reasons do exist for people having to get rid of a pet. It doesn't mean all humans are evil.
2. We know a lot more about that dog now. Use this return as the opportunity

Examples of Great Campaign Ideas

END PETLESSNESS



So let's look at some fantastic campaign ideas. Unless the campaign name is trademarked—and Oregon Humane Society did trademark “End petlessness”—it is generally fine for you to liberally “borrow” from these ideas. Take them as inspiration and put your own spin on them! If you have other adoption campaign ideas that you'd like to share, let me know or post in the comments here---I'd love to write them up in a blog post!



End Petlessness is a great campaign from Oregon Humane. They have TV commercials as well. The print and online ads were all very different, showcasing dogs and cats in a variety of situations with a variety of different types of people, highlighting the fact that “there’s a furry soulmate for every oregonian.” Obviously, they have a big budget and professional artists and videographers, but you don’t have to have all that to do a successful campaign!

Mew Tube



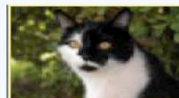
MILLIONS OF VIEWS, LIKES & SHARES
WE'RE EVERYWHERE ...
EXCEPT YOUR LAP.
ADOPT A CAT TODAY

This is a graphic created by the Denver Dumb Friends League. They make a great point! Cat photos and videos are among the most shared creatures on the web...so why doesn't everyone have a REAL cat??



PATCH stands for Pet Adoption through Caring Hands, and has a store front adoption center. They have big windows that they use to display various signage to get people to come inside. Their most popular sign was the one used in March: "We have Irish Cats". On each cat's cage was a shamrock with the cat's Irish name. (Example: Sonny became Sonny O'Patch) People stopped in to see what an Irish Cat looked like, at which point they told them everyone has a little Irish in them in March! Once they had them in the door, they would get them talking and give them a tour to get them hooked. Donations increased, they recruited volunteers, and had adoptions.
Submitted by Cindy Seigel of PATCH in NJ

"NON-TOXIC PEST CONTROL"



**Non-Toxic Pest Control
- Adopt a Barn Cat:**
A feral cat will keep your property rodent free for the price of daily cat food, and you'll be saving a life. Nevada Humane Society is seeking outdoor homes with a barn, shed, or other shelter for healthy, neutered, & vaccinated feral cats. If you would like to adopt a barn cat or two, please call 775-856-2000, ext. 200.

BARN CATS: Non-toxic pest control. Spayed/Neutered and vaccinated. Nevada Humane Society 775-856-2000 ext. 336



Non-Toxic Pest Control Adopt a Barn Cat

A feral cat will keep your property rodent free for the price of daily cat food, and you'll be saving a life.

Nevada Humane Society is seeking outdoor homes with a barn, shed, or other shelter for healthy, neutered and vaccinated feral cats. If you would like to adopt a barn cat or two, please call...



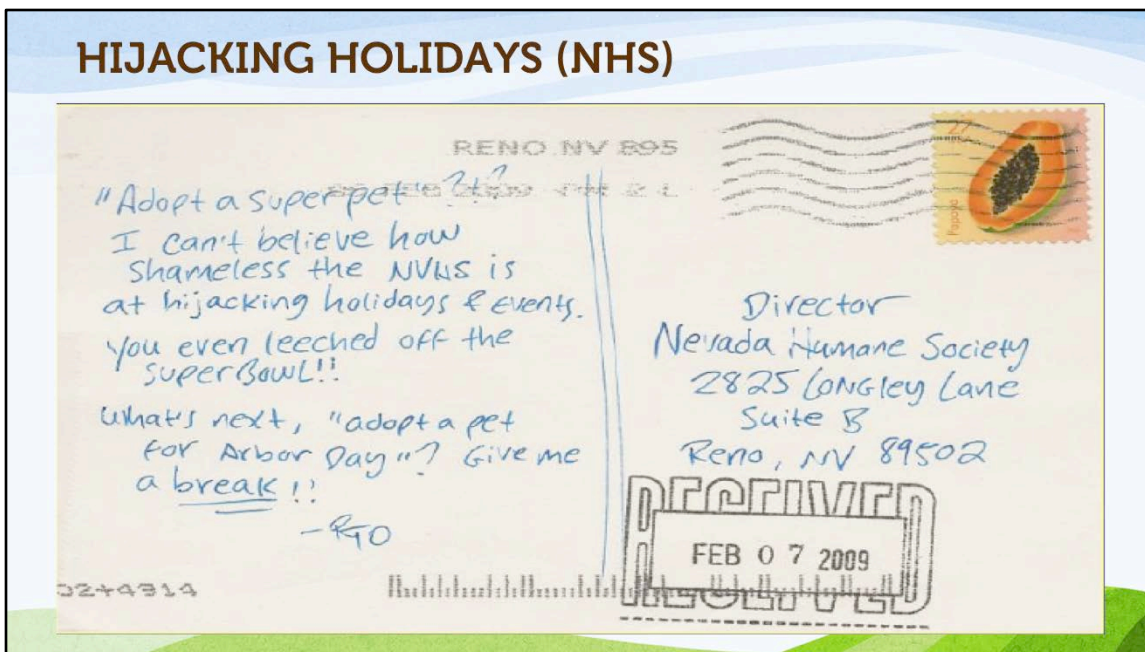
775-856-2000
extension 200

This is an interesting way to advertise and get people thinking about barn cats. It might rub us the wrong way a little bit, but if it gets the attention of people who might never have otherwise thought of giving a home to a cat, why not? Especially feral cats, who really are not happy indoors or living in a cage—this is a perfect solution for them.



This is one of my favorite camapgins from the Celveland APL. Incidentally, if you are looking for great ideas for cat adoptions, I encourage you to visit the Cleveland APL – Animal Protection League’s website. They do an amazing job of finding homes for lots of cats and have great campaign ideas to share.

HIJACKING HOLIDAYS (NHS)



The Nevada Humane Society shared this campaign. Apparently there is this one guy who sends them postcards and emails all the time, being critical of what they are doing. I guess the guy has a lot of spare time on his hands. But, sometimes they got ideas from his campaigns! So this postcard says, "Adopt a super pet? I can't believe how shameless the NVHS is at hijacking holidays and events. You even leached off the super bowl! What's next—adopt a pet for arbor day?" Give me a break!!" So, that got them to thinking.....

WHY NOT??

Adopt a Pet and Get a Free Tree on Arbor Day



April 24

Adopt a pet from Nevada Humane Society, get a certificate for a free tree from Moana Nursery and save \$10 off the regular adoption fee.

On Friday, April 24, dogs and cats will be available for adoption at Moana Lane Garden Center, 1100 W. Moana Lane., from Noon to 3 p.m.

moana nursery
Garden Plants. Retail Plants.

Shelter Hours:
Sunday-Friday: 11am-6:30pm
Saturday: 10am-6:30pm

NEVADA HUMANE SOCIETY

2825 Longley Lane, Reno • 775-856-2000 • www.nevadahumanesociety.org

WHY NOT? They partnered with a local nursery to give a tree to everyone who adopted a pet on arbor day. A clever promotion that got each organization exposure to a new audience, and maybe even garnered some media attention.



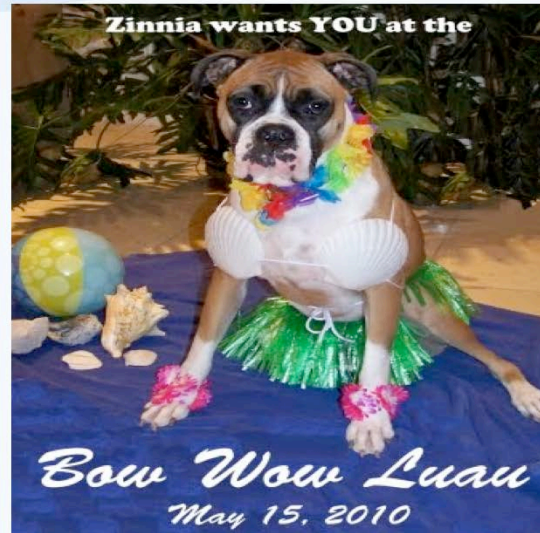
The car-themed cat adoptions are really popular and funny. I personally love the idea of “recycled” or “pre-owned” pets, since “green” is becoming such a part of our vernacular. Again, we might get our feathers ruffled by comparing cats to merchandise that can be financed, but this is NOT about US! It’s about engaging the public and helping them to see shelter pets in a new light. These themes make excellent sharable content for social media and really get people talking.

Builder.cheezburger.com/builder



Also, borrow liberally from pop culture. At least a dozen shelters have done the “Five dollar felines” since Subway came out with their ad campaign. I’m not sure which shelter came up with it first, so I can’t give proper credit, but as you can see, we all are working for the same goal, so in most cases, other organizations are more than happy for you to use ideas that have been successful in their quest to find homes for more animals.

**BOW
WOW
MEOW
LUAUs**



I'm just excited for any opportunity to dress an animal in a coconut bra and hula skirt, personally. These can be really fun actual live events, or just have a virtual luau and dress your adoptable pets up for the beach. You'll have fun, they will, well, maybe have fun, but people will definitely smile and share the images of your adoptable pets!

"MY FURRY VALENTINE"

Find Your Furry Valentine at NHA

Feb 8th - 17th

LOVE reduced adoption fees on all animals 7 months or older





Lots of groups do Valentine's events, and they're always a hit. Everyone's looking for love on valentine's day, and what better place to find it than in a shelter pet!?

12 STRAYS OF CHRISTMAS

Presenting the "12 Strays of Christmas"
Adoption event from Toronto Animal Services

Each of these 12 animals currently lives at one of our shelters
and is looking for a life-long loving home.

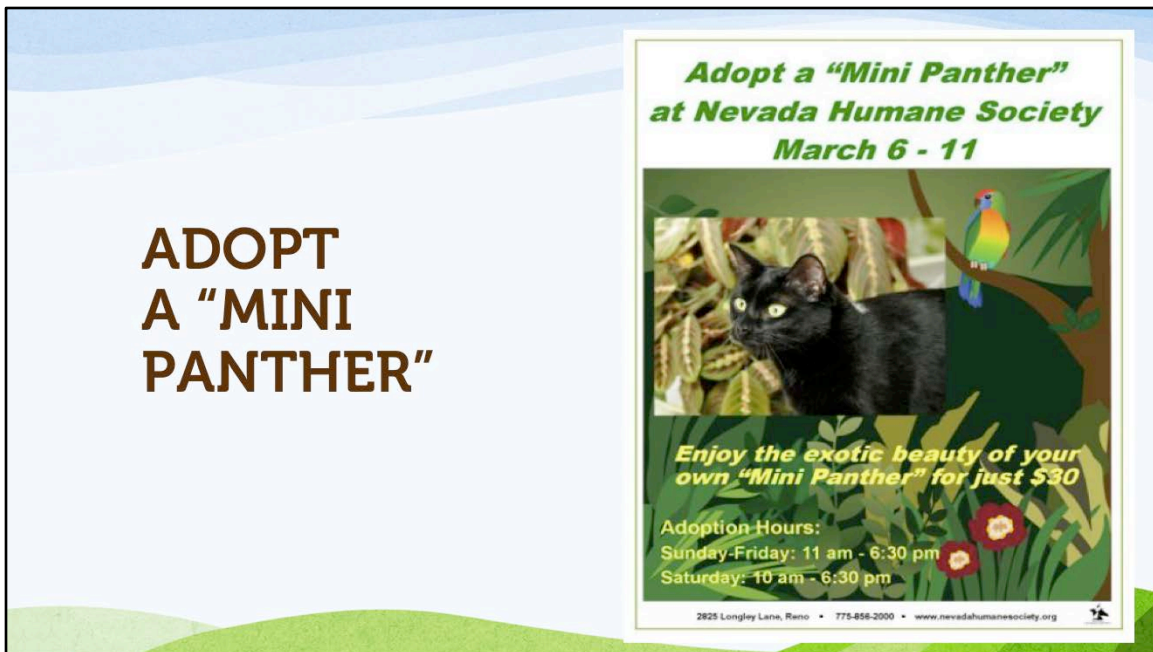


From December 10 to January 8, 2011, all cat adoptions are only \$25.
Come visit the 12 strays and our other furry friends in person at one
of our shelters, or view them online at toronto.ca/animalservices.

For Toronto Animal Services shelter locations and addresses for
participating PetSmart stores, visit toronto.ca/animalservices
and click on the "12 Strays of Christmas."

 **Toronto** 416-338-PAWS (7297) toronto.ca/animalservices 

Lots of shelters do this, and it's a wonderful way to highlight less popular animals at a time when people are in the spirit of giving and compassion. Nobody likes to think of animals living at a shelter, but NOBODY likes to think of pets spending Christmas eve on a cold, concrete floor. Use this to your advantage to tell people about these special pets who may not get a lot of attention.



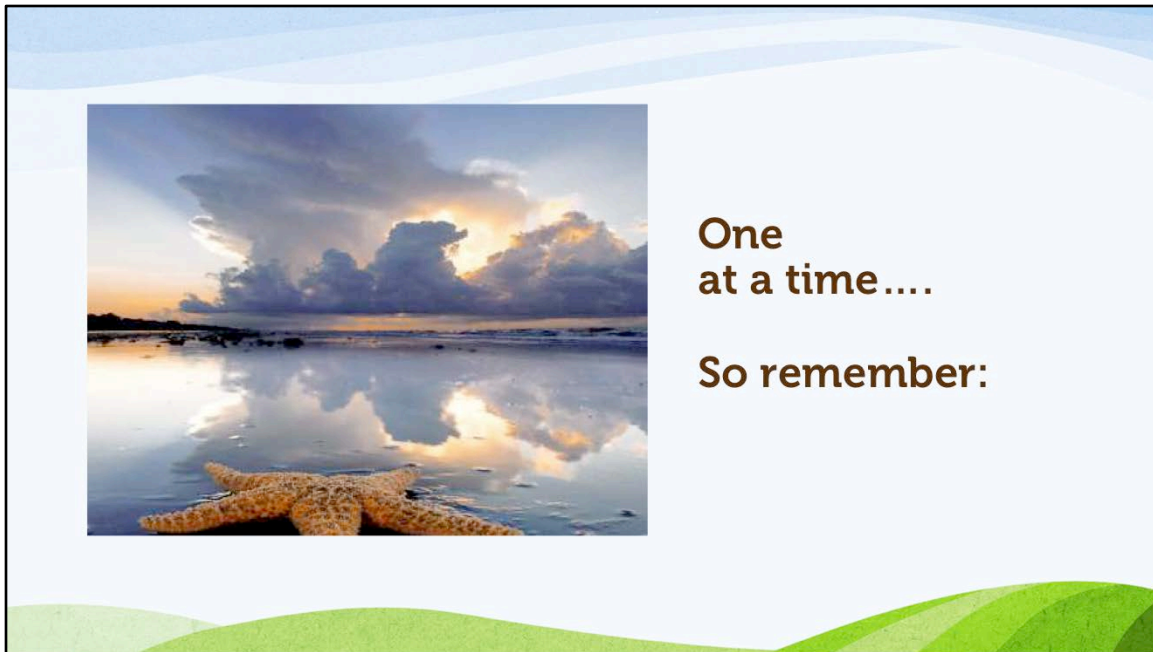
I just personally adore this campaign from Nevada Humane Society. What a great way to draw attention to often-overlooked black cats!! OF course, they are tongue in cheek about it—they are not really telling people these are actual mini-panthers, of course. But it helps people see black cats in a different light, and gives everyone a chuckle. That's really the whole point of these adoption campaigns and gimmicky ideas—to get people interested in your pets, to come to your facility or adoption events and adopt a pet. These promotions get them in the door—you take it from there.



Here are even MORE adoption ideas—don't worry, you don't have to write them all down. You'll get a copy of this presentation.

Resources/places to go

- <http://www.petfinder.com/pro/for-shelters/>
Petfinder.com's resources
- <http://www.aspcapro.org> - "little black book" of adoption promotions and ideas
- Google
- Conferences/workshops/Aos
- Facebook – follow other organizations



We've all heard the story of the starfish. A little girl is throwing starfish back into the ocean, one at a time. Someone says, "there are thousands of starfish on this beach—you can't possibly make a difference!" and the girl says, "I made a difference for that one."

As huge and vast as social media can be, where it really shines is in helping one animal at a time. Showcasing animals as individuals and allowing people to bond with that animal through the screen—that's what social media does best. When you take that happening thousands of times a day, all over the country, THEN you see the sea change happening and the tide turning towards rescue. But it happens one pet at a time.

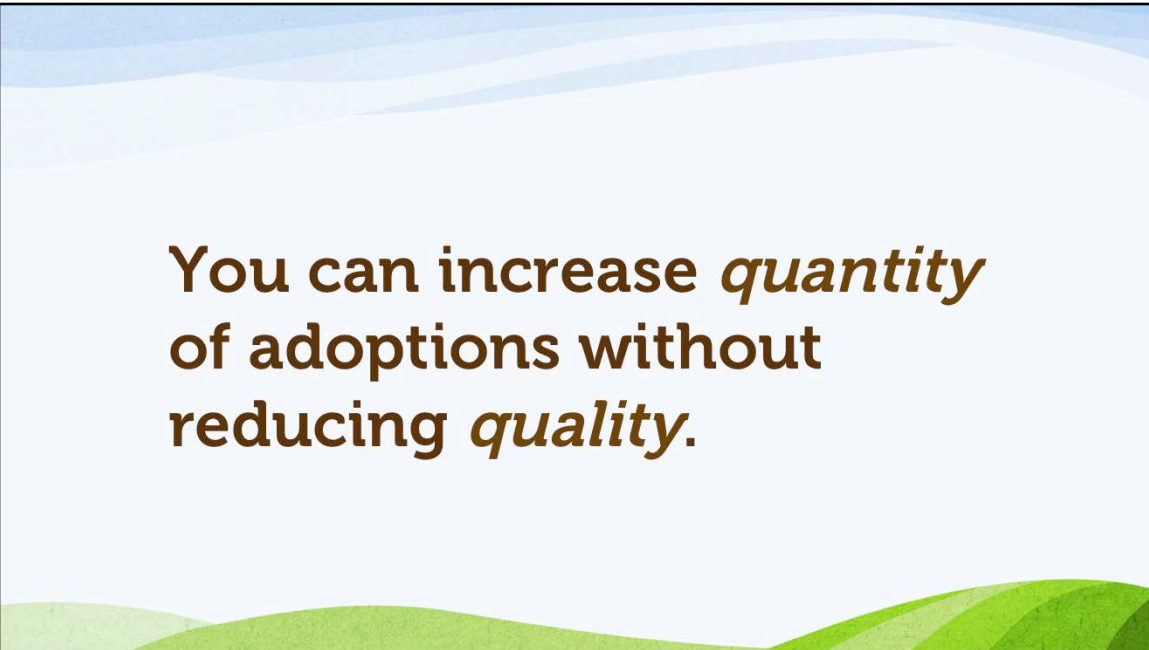
I hope this webinar has given you some ideas for how to use your creativity to help the animals in your care—one at a time—using these powerful online tools. Thank you to all of you for everything you do every single day to save lives.

People aren't all bad.





**Change isn't
all bad.**



**You can increase *quantity*
of adoptions without
reducing *quality*.**



