



Maddie's[®]
Pet Adoption Days

2015 Report



Adopt.MaddiesFund.org



**Maddie's
Fund**

6150 Stoneridge Mall Road, Suite 125 | Pleasanton, CA 94588
925.310.5450 | info@maddiesfund.org

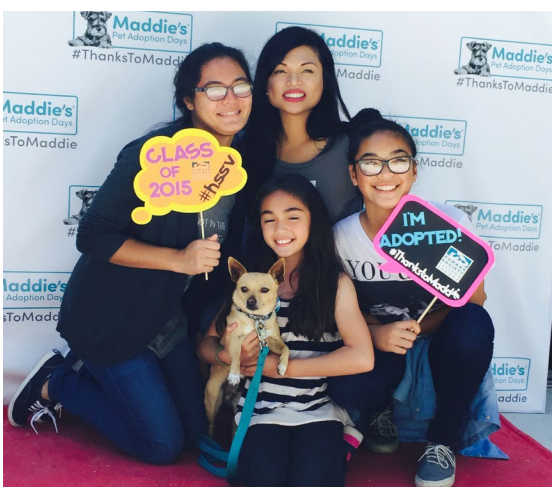
Executive Summary

In its sixth year, Maddie’s® Pet Adoption Days helped to find loving homes for 5,236 dogs and cats. During the May 30–31 weekend, 89 shelters and rescue organizations at 124 locations in 6 counties across the country came together with one goal in mind: **Emptying the Shelters**. A total of \$3,605,500 was awarded to groups for adoptions that qualified for subsidies during Maddie’s® Pet Adoption Days.

Maddie’s Fund® employed a new strategy for this year’s event with a regional focus, meaning fewer communities were invited to participate. Knowing that we wouldn’t be able to beat last year’s goal in terms of sheer adoption numbers, we decided our goal this year was to **Empty The Shelters**. It was our hope that all animals who were available for adoption would find loving homes over the two-day event. We encouraged creative and innovative thinking to accomplish that goal, and employed some new ideas of our own, including a new mobile-friendly website and new advertising strategies. We also introduced Lead Agencies to the Bay Area.

Maddie’s Pet Adoption Days was promoted using a strategic combination of traditional media, outdoor, digital, and social media. The campaign theme used across all channels was:

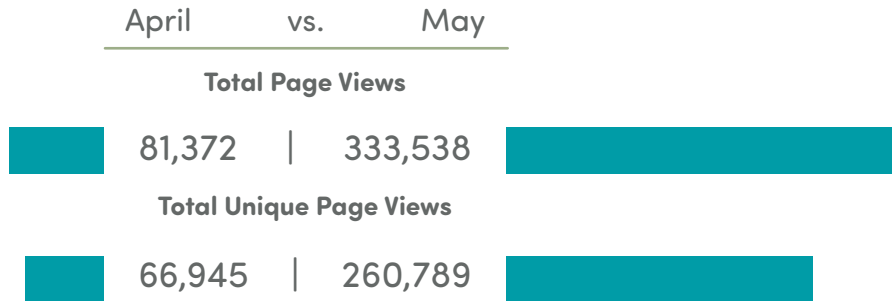
“Adopt an amazing pet, #ThanksToMaddie.”



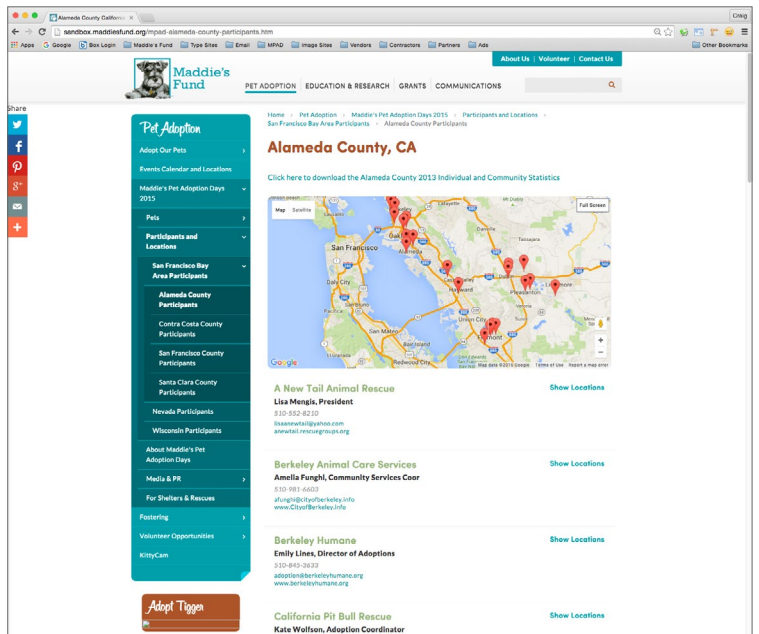
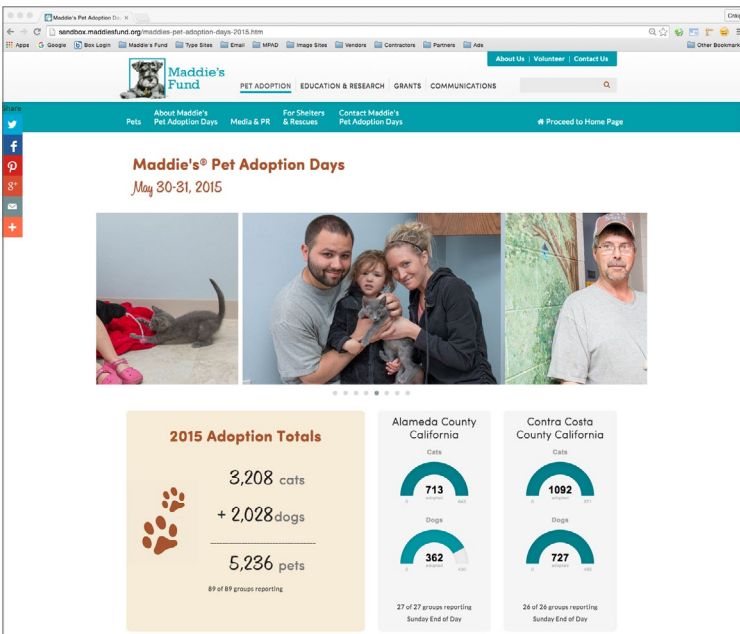
New Website

Our new website with mobile-ready functionality and design rolled out in April and played a significant role in this event. It served two purposes, on the Maddie's® Pet Adoption Days page within the Pet Adoption section and as a "takeover page" on Maddie's Fund homepage during the event to inform the media, groups and adopters the status of the event overall. It achieved its goal through dials with percent of pets adopted by county and totals of pets along with photos of real time adoptions and social media feeds. The website updated periodically throughout the day as totals were reported from the groups through a spreadsheet on the backend. This page was extremely well received. Along with plenty of verbal compliments from both the adopters and our groups, the Maddie's® Pet Adoption Days page on the website experienced significant traffic, with 25,309 users (21,607 being new to our website) from 5/25 – 5/31.

Website Highlights for the entire month of May, over the previous month of April:



- Total page views were up a whopping 309%!
- Total unique page views were up 290%
- The Maddie's Pet Adoption Days Page accounted for the most traffic with 17% of users visiting this page.



The strategy for this year included the use of traditional and non-traditional media as well as the development of an online marketing toolkit for the participating groups to utilize. A new logo was created for this event.

Marketing Toolkit

New this year, a marketing toolkit was designed and developed for us this year to make it easy for all Lead Agencies and participating groups to use the same look and feel for the event. The marketing toolkit contained template designs with unified messaging that allowed for groups to drop in their logos and photos for everything from flyers, banner and a-frame signage and billboards to shareable graphics, print and online banner ads. Two hashtags were employed for use with this campaign for all six counties, *#ThanksToMaddie* and *#MaddiesFund*. The 2015 marketing toolkit was available to all groups via a Box link.

Marketing & Advertising Plans

Nevada and Wisconsin Lead Agencies developed and executed marketing and advertising plans in their respective regions, while Maddie's Fund executed the marketing and advertising for the SF Bay Area. Methods for marketing were coordinated with a mix of television, radio, print, social media and public relations were launched. A press release for the event was developed and distributed from Maddie's Fund, with templates for unified messaging created for use in their areas by the Lead Agencies for the event.

Promotional Items

Also new this year, a package of promotional items with unified messaging that were created and distributed to all Lead Agencies for distribution to their participating groups. A white based t-shirt with teal print *#ThanksToMaddie* t-shirt along with buttons and wayfinding placards were sent to the lead agencies for distribution their participating groups. New this year, Photobooth stations and Step & Repeat backdrops were especially designed and distributed in the SF Bay Area. The Nevada and Wisconsin areas utilized the same design to be produced in their regions.



Social Media

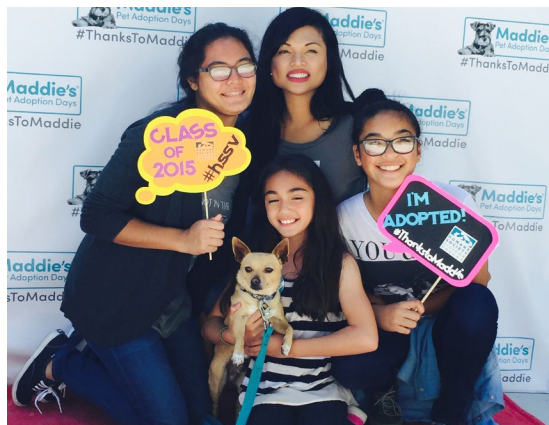
Facebook, Instagram and Twitter were used to promote the event one week leading up to the event to engage the public audiences.

Maddie's Fund's Facebook page has the largest following, and not surprisingly, had the most reach and engagement. We received 1,289 likes during the week leading up to and on, the event. Over 20,000 users were engaged during the two day event. The adoption count posts did well, especially on Twitter. Periscope also performed well on Twitter.

Our main press release announcing the event was distributed on May 7th and received 7,028 likes on our Facebook page and 408 clicks of engagement. We also created a special Facebook "event" asking the public to "save the date" which reached over 3,300 people and received 92 engagement clicks. With the website take-over page in place on the day of the event, press and media reporters were able to see real-time adoption numbers and participate with the event. They reportedly checked often and due to this feature, many reporters wanted to engage and keep the momentum going by doing stories on Sunday morning. This was unique as Saturday tends to be the highest trafficked days in events past. With the Sunday morning push, this helped keep the momentum of the event at its optimum.

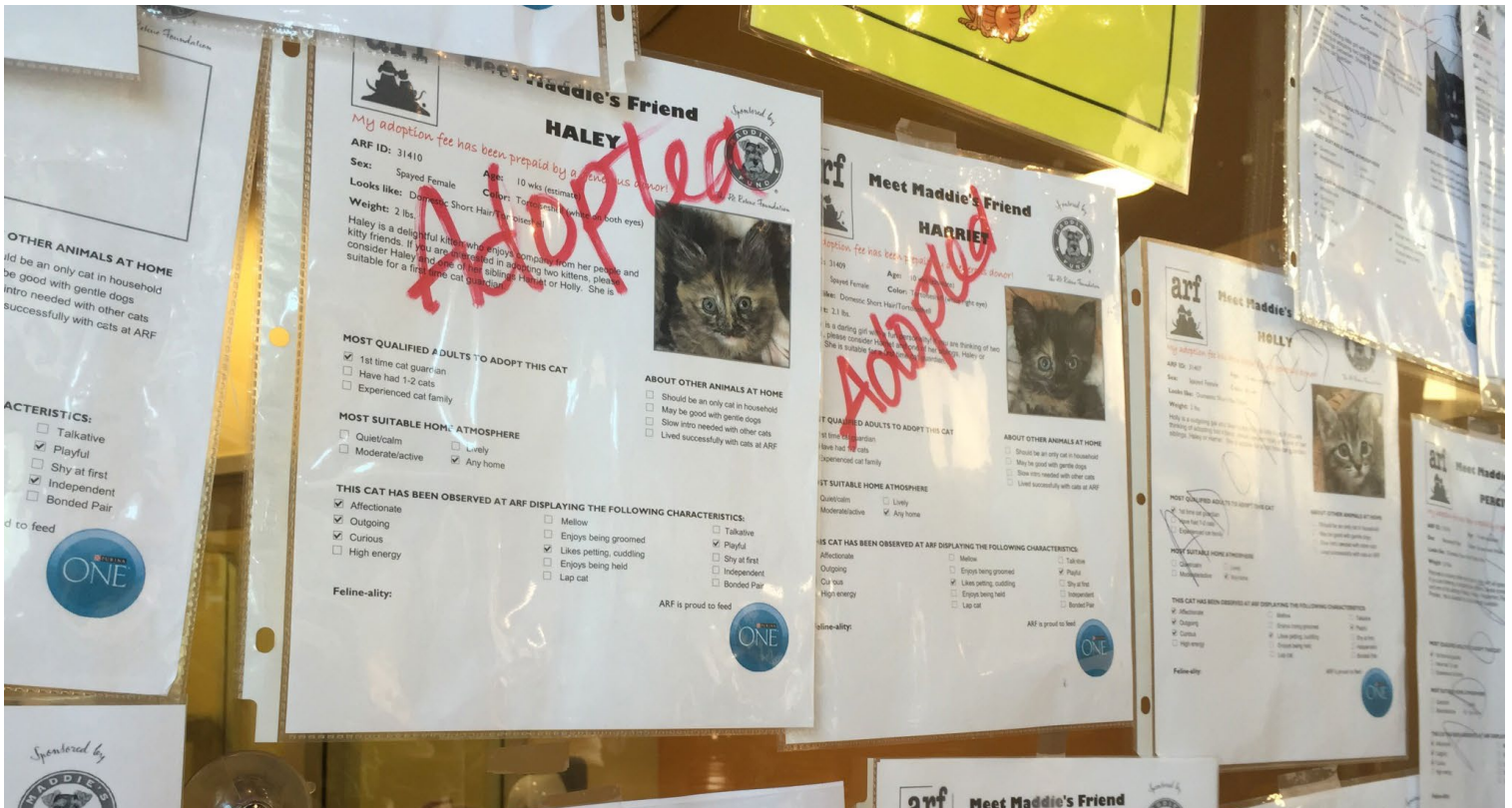


On the Friday prior to the launch, Maddie's Fund received a donation from the SF Giants, of a PSA announcement and two in-park billboards. Visitors at the park said that all the Maddie's Pet Adoption spots were well received from the home crowd.



Lead Agencies

This year we introduced Lead Agencies to the Bay Area. Tony La Russa's Animal Rescue Foundation (Contra Costa County), San Francisco SPCA (San Francisco), Valley Humane Society (Alameda County), and Humane Society Silicon Valley (Santa Clara County) all stepped up to lead their communities to emptying their shelters. Dane County Humane Society and Nevada Humane Society had great suggestions for these groups as "veteran" lead agencies. This led to more personalized communication with the groups, quicker and more efficient processing of the adoption paperwork, and easier payment of the grants. In fact, San Francisco SPCA even offered to be the Lead Agency for the entire Bay Area if this event occurred in the future!





Lead Agencies

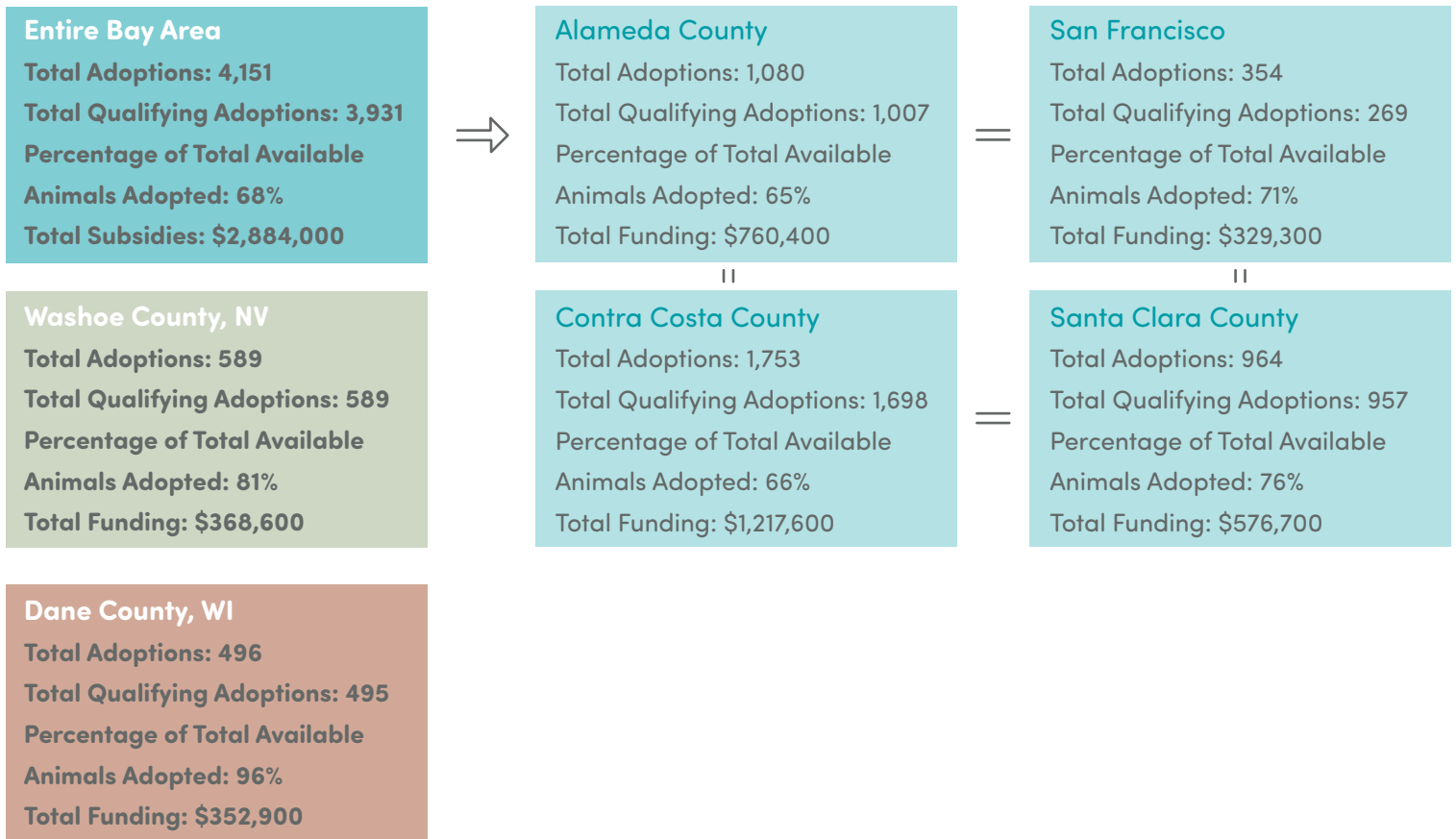
By the (Adoption) Numbers

Thanks to Maddie, there were a total of 5,015 qualifying adoptions during Maddie's® Pet Adoption Days. Qualifying adoptions were lower than total adoptions due to the fact that 4% of the animals did not qualify for subsidies, as they were either returned shortly after the event or originated from out of county. Here is a breakdown of qualifying adoptions by type:

\$200	Qualifying Healthy Adoptions:	2,999 (60% of total qualifying adoptions)
\$1,200	Qualifying Medical Adoptions:	1,332 (26.5% of total qualifying adoptions)
\$1,200	Qualifying Senior Adoptions:	229 (4.5% of total qualifying adoptions)
\$2,500	Qualifying Medical and Senior Adoptions:	455 (9% of total qualifying adoptions)
Total Qualifying Adoptions:		5,015

Total funding awarded: \$3,743,900 (which includes \$138,400 in administrative funds for the Lead Agencies). As a special note, Maddie's® Adoption Program would have earned \$5,000 for its qualifying adoptions, but that grant was not paid out.

The breakdown by community is as follows:





Celebrating the Organizations...

...That Emptied Their Shelters or Came Very Close!

While we didn't reach our goal of emptying every shelter that participated, we did make some amazing progress. An incredible 71% of animals who were available for adoption that weekend were adopted!

Here are a few highlights:

Alameda County:

- Tri-Valley Animal Rescue ended with 1 dog and 1 cat (started with 20 and 47, respectively)
- Valley Humane Society adopted out all dogs and all kittens, only had 6 adult cats left (started with 18 dogs and 73 cats/kittens)
- Wings of Rescue had 1 dog left (started with 10)

Contra Costa County:

- Animal Rescue Recon had 3 dogs left (started with 66)
- Bay Area Rescued Kanines (B.A.R.K.) adopted all their animals (started with 3 dogs)
- Furry Friends Food Relief adopted all their animals (started with 3)
- Ozzie's Pound Puppies had 1 dog left (started with 5)

San Francisco:

- Saving Grace Rescue adopted all their animals (started with 12 cats)
- Wonder Cat had 2 cats left (started with 10)

Santa Clara County:

- Bay Area Siberian Husky Club adopted out all but 1 dog (started with 15)
- South Bay Purebred adopted all their animals (started with 17 dogs)
- Who Rescued Who Rescue adopted all their animals (started with 11 dogs and 2 cats)
- San Jose Animal Care Shelter adopted all but 1 dog and all their cats (started with 81 and 70, respectively) – and they had a line of cars waiting to get into their parking lot!

Dane County, WI:

- Dane County Humane Society was out of dogs by Saturday night and only 4 cats remaining on Sunday evening (started with 40 dogs and 70 cats)
- Humane Society of Southern Wisconsin was also out of dogs by Saturday night and only had 1 cat left Sunday evening (started with 38 dogs and 123 cats)

Washoe County, NV:

- Nevada Humane Society did 325 adoptions – the most of any group participating in Maddie's® Pet Adoption Days!

Update from San Jose Animal Care Shelter about their "last dog standing", received June 8, 2015:

CJ was adopted on June 4! I really couldn't guess why not CJ. He is a sweet 7 yo scruffy terrier. He was likely reserved and did not approach adopters. He is a little shy and I am sure he hung out under his bed when the waves of people were washing through the shelter. But he showed very well when he was all on his lonesome and was adopted just a few days later.

–Staycee Dains, Shelter Operations Supervisor

To keep the spirit of the event continuing, Umbrella of Hope offered free adoptions the week following Maddie's® Pet Adoption Days.

...all of this means that in the weeks after Maddie's® Pet Adoption Days, there was an excellent chance that a cat or dog entering the shelter will leave alive, keeping the goal of *Emptying The Shelters* going strong.

In the weeks after Maddie's® Pet Adoption Days, we heard from many groups and adopters:

"We can't thank you enough for your support! The Maddie's® Pet Adoption Days was the most successful adoption weekend we have ever experienced, with 54 senior dogs adopted. We appreciate you making the weekend happen, the marketing you did, and all of the financial support you are providing to help fund our veterinary program."

–Laurie Routhier, Director of Operations, Muttville (San Francisco)

"I hope they [the Duffields] know how much they are truly appreciated. Many of our adopters were already familiar with and in awe of Maddie's Fund. They have truly made an impact."

–Amber Holly, Founder, Saving Grace Rescue

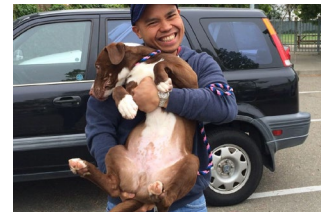
**We received an amazing Thank You video from Humane Society Silicon Valley
(on behalf of the WeCARE Coalition):**

<https://youtu.be/1ECdcLr65Zg>

The Mayor of Concord, Timothy Grayson, sent us a very nice letter:

<https://maddiesfund.box.com/s/xw6scvdl4ovliqnud80hrqz1ist8wrl2>

All of this was possible, Thanks to Maddie.



2015 Lifesaving Numbers at a Glance



5,236
Loving Homes

3,208 Cats
& 2,028 Dogs



89 Groups
in
6 Counties & 3 States

Accomplished in
2 Days!



All thanks to
1
MADDIE

