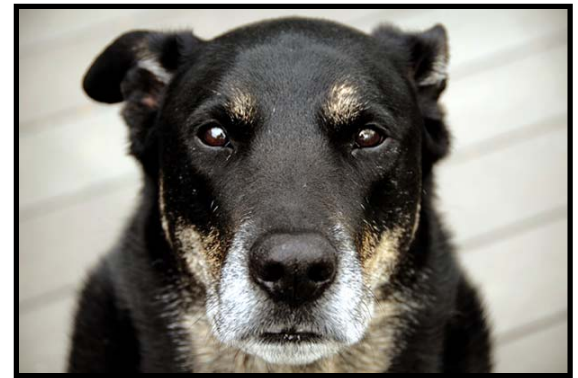


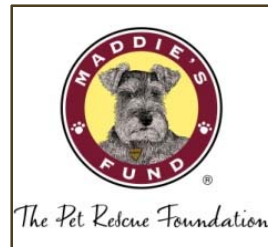
Finding Homes for “Hard-to-Place”

Pets

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Sources of Ideas



- http://www.maddiesfund.org/Funded_Projects/Marketing_Competition/2007_Marketing_Competition.html
- http://www.maddiesfund.org/Funded_Projects/Marketing_Competition/2008_Marketing_Competition.html



Why are some pets “hard-to-place”?

- medical problems
- behavioral “shortcomings”
- age
- size
- “ordinariness”

Take Responsibility



Don't Underestimate People



Personalize !!!



THIS?

Buddy is a 4 year old lab mix. He has some aggression problems with other dogs and should be kept alone.

OR THIS??

Help! My name is Buddy and For weeks now I've had to sleep next door to all these noisy neighbors who won't stop talking. I myself am the strong and silent type, and when someone finally takes me home, I don't think I'll ever want to cohabitate with another dog for as long as I live!

No one good enough to adopt me!

Reply to: comm-353258175@craigslist.org

Date: 2007-06-15, 9:53PM

I am the most un-adoptable dog that there is. I am nearly 15 years old, and was dumped by my owner of 14.5 years. I am said to be a roddy ridgeback cross, but you make the call. I don't think anyone out there is good enough or capable of adopting me. I get around fine, but occasionally slip and fall. It takes a while to get back up, but I am determined to do so! I love being with my human friends, but am very picky of the canines I hang with. If they can stand up for themselves then I can hang with them, if not, keep 'em away. I have firm tumors throughout my body, and one of my rear legs is so much thicker than the other. The doctor says I should just live with it, that I should not be put under anesthetic, too risky for an older guy like me. I feel fine with that. I just want a compassionate human capable of giving me the remainder of my life in a loving, quality home. Anyone think they can handle that? I didn't think so, but thanks for reading my personal add!

Generate Attention

- featured pet, “staff picks”
- fun events
- community outreach
- volunteer / foster parent blogs and testimonials
- petfinder.com
- online videos
- high-quality photos



Today's Staff Pick



PRECIOUS





PHOTO BY CHRIS BRADLEY

Presentation



- groom and wash
- toys and furnishings in kennel
- creative cage cards
- consider changing names for long-term residents, or using unusual names

Modify Adoption Policies



- modify eligibility standards
- sleepovers and tryouts
- lowered prices

Adoption Follow-up and Retention Assistance



Mobilize Volunteers



- frustrated writers
- aspiring film makers
- photographers
- teenagers with IT and social-networking know-how



Medical

- full disclosure
- make the need a selling point
- appeal to the “savior” in (some of) us
- partnerships with veterinarians



I'm an
Angel Pet

ask an adoption counselor about me!

Many pets arrive at the Richmond SPCA in need of special medical care. For some, their condition can be resolved with surgery or short-term medical attention, made possible through our Cinderella Fund. For others, ongoing care or medication will be needed after they leave the Robins-Starr Humane Center. In those cases, our Angel program continues to provide for these pets.

When you adopt an Angel Pet, the Richmond SPCA's medical staff will partner with your pet's new veterinarian to provide medications, food and testing for his existing medical condition. Look for the Angel Pet icon on the pet pages of our Web site, and on dog kennel and cat condo doors when you visit our center. Thank you for considering giving a lifelong home to a pet with special needs.



Behavior

- is it a problem or a characteristic?
- if a problem, then:
 - try to ameliorate
 - full disclosure, but use terms carefully
 - tryouts and ongoing assistance

Seniors

- senior stories are compelling
- advantages of maturity
- Senior-to-Senior pet programs



see www.srdogs.com

“Ordinariness”

- Get attention!!!

Name: Onyx

Breed: Exotic and unusual “Sooty”
Labrador hybrid

Age: sub-Golden (6 yrs.)

Demeanor: Goofy, but only to entertain
kennel-mates. Secretly dignified among those
he deems worthy.

Biscuit needs your help Inbox | X

★ [Animal Welfare Association](#) to suecosby



April 8, 2008

Welcome to Animal Tales Online!

Biscuit needs your help

Biscuit doesn't have a broken leg and she doesn't have mange.

She wasn't the victim of abuse and she has all of her limbs.

She's not a unique color, a baby puppy or a petite lap dog.

What makes Biscuit a special case, a dog who is in urgent need of your help?

Biscuit is the dog who has been at our shelter the longest and she needs your help to find a home!

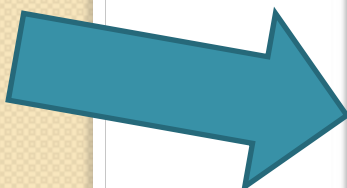
Here at AWA, Biscuit is able to stay until she finds a home. She has comfy blankets, volunteers and staff who give her walks but it all pales in comparison to the comfort of a loving home. While other dogs come and go, Biscuit remains. While attention is lavished on the young puppies and the sick and the injured, Biscuit is patient.

[DONATE NOW](#)

[FORWARD](#)



Biscuit posing for the camera (and a treat!)

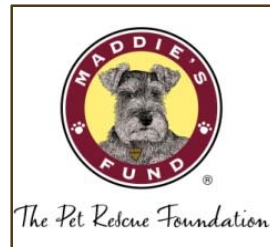




CLOSING THOUGHT

Long-term Paradigm Shifts:
What makes a “good” pet?

Sources of Ideas



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