

Lynn Spivak

From: Lynn Spivak [spivak@maddies.org]
Sent: Wednesday, October 24, 2007 2:46 PM
To: 'cratliff@ccg.carr.org'
Subject: Contest

Dear Nicky,

Thanks for your submission. I really liked your idea, and while it doesn't fit our hard to place criteria, I've placed your adoption strategy in a file I call, "Special Category." We will definitely bring attention to the "special category" entries.

Sincerely,

Lynn Spivak
Communications Director

know your contest is for ways to place hard to place animals so I don't think this even qualifies because this is an effort to place them all **BUT** I thought you might find our method it unique . Every day we send out a list like the one I've attached, to every computer station in our county government, judicial system, all libraries and schools. If, after viewing the list, there is any one particular animal they want to actually see they just go onto our website and view the animal's picture and read a little message from the animal. This has been of enormous help to us as it gets hundreds if not thousands of folks involved and interested in the homeless animals at our shelter

People stop me every day to ask if so and so got a home etc. They tell me they told their Uncle, Sister or neighbor about the great dog, cat or other animal they saw on the list. They email our list to others etc.

We also have a weekly TV show "Best Pals" featuring our adoptable animals and a monthly interactive talk show "Critter Chatter" with various guests and topics. We also feature animals in our local newspaper weekly. Everything helps and we don't look at which helps the most, mainly because we think they are all good avenues to reach the public.

I do think that municipal shelters in particular (because they have access) should tap into their IT/computer systems and with one email to "everyone" it reaches a huge untapped network of followers and animal advocates. I told my County Commissioners that it was a matter of life and death and they did not hesitate to let me send this email out everyday on the system.

I am writing to you because I thought you might be able to pass this idea on to others. Thanks,
Nicky

Nicky Ratliff Executive Director
Humane Society of Carroll County Inc.
Animal Care & Animal Control Divisions
2517 Littlestown Pike
Westminster, Maryland 21158
410-848-4810

From: Maddie's Fund [mailto:info@maddies.org]
Sent: Wednesday, October 24, 2007 2:21 PM
To: Lynn Spivak

10/24/2007

Subject: Fwd: Contest

Hmmm, any thoughts on how I should reply to this one?

Begin forwarded message:

From: "Ratliff, Nicky" <cratliff@ccg.carr.org>
Date: October 23, 2007 1:05:11 PM PDT
To: <info@maddies.org>
Subject: Contest

DOG BREEDS	SEX	COLOR	COAT	SIZE	AGE	NAME
Mix Beagle	Male	Brn Blk	Short	Med	2 Yr	(Nice Guy) Steve O
Mix Beagle	Sp/Female	Brn wht	Short	Large	5 Yr	(Nice Lil Girl) Lucie
Mix Lab	Neu/Male	Blk	Short	Large	5 Yr	(Nice Dog) Tuffy
Dobi/Collie	Neu/Male	Brn-Red	Med	Large	10 Yr	(I need a Home people) Harry
Beagle	Male	Brn-Wht	Short	Med	5 Yr	(Good Ole Boy) Buster
Hound Mix	Male	Tri	Short	Large	3 Yrs	(Happy Fellow) Louie
Mix Akita/Lab	Male	Blk	Short	Large	8 Mo	(AYoung Lad) Zero
Lab	Sp/Female	Blk	Short	Large	9 Yrs	(A nice ole girl) Maggie
(Puppy) Mix Pug	Male	Tan Blk	Short	Small	5 Mo	(Cute Puppy) Bronz
Mix /Boxer	Male	Tan/black	Short	Large	1 Yr	(No Cats) Duke
CATS						
DSH	Female	Blk-Brn Torti	Short		12 Wk	P 6792 (Josie)
DSH	Female	Blk	Short		4 Mo	P 6959 (Elvira)
DSH	Male	Grey Tiger	Short		1 Yr	P 6972 (Barney)
DSH	Male	Org-Wht	Short		2 Yrs	P 5683 (Obie)
DSH	Female	Tortie	Short		6 Mo	P 7068 (Stormy)
DSH	Male	Blk Wht	Short		Adult	P 6892 (Spook)
DSH	Female	Buff Tiger	Short		7 Mo	P 6972 (Betty)
DSH	Female	Blk-Tan Tiger	Short		7 Mo	P 6819 (Stripes)
(Kitten) DSH	Female	Calico	Short		9 Wk	P 7189 (Sadie)
DSH (Kitten)	Male	Tan Blk Tiger	Short		12 Wk	P 6975 (Robbie)
DSH	Female	Grey-Wht	Short		1 Yr	P 6376 (Polly)
DSH	Female	Calico	Short		2 Yr	P 7006 (Clover)

