



Maddie's Institute

***Fears, Facts and Forever Homes: What We  
Know About Free Pet Adoptions  
Resource Links – Tips and Tools  
July 24, 2014***

**Tips and Tools to Get Started with Free Pet Adoptions**

**Videos:**

[Helpful Videos from Veteran Organizations](#)

**Webinars/Webcasts:**

[Fee-Waived Cats 101](#)

[Innovative Ideas for Saving Lives](#)

[Social Media for Pet Adoption and Adoption Events](#)

[Using Social Media to Maximize Turnout for Maddie's Pet Adoption Days  
Maddie's Institute](#)

**Websites:**

[Maddie's Pet Adoption Days](#)

[Waive Fees, Save More Lives](#)

**Written Information:**

[Data Collection for Fee-Waived Cat Adoption Promotions](#)

[Even More Cat Marketing Campaigns, Free and Reduced-Fee Edition](#)

[Free Adoptions: Do They Really Work?](#)

[Free Cat Adoptions Save Lives – Again!](#)

[Getting Started With Fee-Waived](#)

[Give It A Try: Free Cat Adoptions](#)

[Go Ahead, Try It: Free Cat Adoptions](#)

[How to Sell Policymakers on Fee-Waived Adoption](#)

[Little Black Book of Adoption Promotion Ideas](#)

[No Such Thing as a “Free” Cat?](#)

[Tips for Free Adult Cat Promotions](#)

[Waived Adoption Fees for Adult Cats](#)

[10 More Cat Marketing Campaigns, Fee-Waived Edition](#)