

## Resources for Rethinking and Increasing Pet Adoption Processes, Screening and Promotion



### Open Adoptions

- Million Cat Challenge Removing Barriers to Adoption <http://www.millioncatchallenge.org/resources/removing-barriers-to-adoption>
- Adopters Welcome <http://www.animalsheltering.org/programs/adopters-welcome>
- Mythbusters - Finding the Perfect Home HSUS Expo 2014 video <http://www.animalsheltering.org/mythbusters>
- The Placement Conundrum: Or, how I learned to stop worrying and love potential adopters Animal Sheltering magazine May/June 2013: <http://www.animalsheltering.org/magazine/articles/placement-conundrum>
- How Open are Open Adoptions?, Bert Troughton <http://www.newenglandfed.org/pdf/2012conference/OpenAdoptions.pdf>
- Open Adoptions and Beyond: Strategic Pet Placement, Dr. Kate Hurley, UC Davis Koret Shelter Medicine Program <http://www.sheltermedicine.com/library/open-adoptions-and-beyond-strategic-pet-placement>
- Creating Adoption Processes that Truly Support Saving Lives, Bonney Brown <http://www.aspcapro.org/webinar/2013-05-16-190000/creating-adoption-processes-truly-support-saving-lives>
- The True Cost and Value of Pet Adoptions, Bonney Brown <http://www.aspcapro.org/node/73108>
- I Was Them, by Dr. Emily Weiss ASPCA Pro Blog Post, 2010: <http://www.aspcapro.org/i-was-them>
- Go Ahead, Try it: Open Adoptions: ASPCA Pro Blog Post: <http://www.aspcapro.org/blog/2014/05/27/go-ahead-try-it-open-adoptions> Other related resources listed at the bottom.
- Progressive Adoptions Serving Pets and People ASPCA Pro: <http://www.aspcapro.org/resource/saving-lives-adoption-programs/progressive-adoptions-serving-pets-and-people>

### Free Adoptions

- Free to Good Home: It's a phrase that used to scare shelters, but now many are waiving adoption fees to help cats Animal Sheltering magazine, Sep/Oct 2013 <http://www.animalsheltering.org/magazine/articles/free-good-home>
- Tips for Free Adult Cat Promotions, ASPCA Pro: <http://www.aspcapro.org/resource/saving-lives-adoption-programs-adoption-marketing/tips-free-adult-cat-promotions>
- Research on Fee-Waived Adoptions ASPCA Pro – link to research: <http://www.aspcapro.org/resource/saving-lives-adoption-marketing-research-data/research-fee-waived-adoptions>
- Free Pet Adoptions: Study Results, November 2012 [http://www.maddiesfund.org/Maddies\\_Institute/Articles/Free\\_Pet\\_Adoptions\\_Study\\_Results.html](http://www.maddiesfund.org/Maddies_Institute/Articles/Free_Pet_Adoptions_Study_Results.html)
- The Truth About Free Cat Adoptions, August 2012 [http://www.maddiesfund.org/Maddies\\_Institute/Articles/The\\_Truth\\_About\\_Free\\_Cat\\_Adoptions.html](http://www.maddiesfund.org/Maddies_Institute/Articles/The_Truth_About_Free_Cat_Adoptions.html)

- *How to Sell Policymakers on Fee-Waived Adoption* by Jeannette Peters <http://www.maddiesfund.org/how-to-sell-policymakers-on-fee-waived-adoption.htm>
- *Case Study: Free Cat Adoptions at Edmonton Humane Society* ASPCApro Blog <http://www.aspcapro.org/blog/2014/06/04/case-study-free-cat-adoptions-edmonton-humane-society>
- *Fears, Facts and Forever Homes: What We Know About Free Pet Adoptions* Susan Krebsbach, DVM [http://www.maddiesfund.org/Maddies\\_Institute/Webcasts/Fears Facts and Forever Homes Free Pet Adoptions.html](http://www.maddiesfund.org/Maddies_Institute/Webcasts/Fears_Facts_and_Forever_Homes_Free_Pet_Adoptions.html)
- *Fee Waived Cats 101*, Dr. Emily Weiss: <http://www.aspcapro.org/node/71993>
- *Fee Waived Cat Adoptions Shelter Tested and Approved*, ASPCA Pro: <http://www.aspcapro.org/fee-waived-cat-promotions-shelter-tested-and-approved>
- *What? Give Them Away?* ASPCA Pro <http://www.aspcapro.org/what-give-them-away>

### Landlord Checks

- *Landlord Smamlord!* ASPCA Pro Blog Dr. Emily Weiss <http://www.aspcapro.org/landlord-smamlord>

### Off-Site Events & Impulse Adoptions

- *Don't Think. . . Adopt!* Dr. Emily Weiss <http://www.aspcapro.org/don%25e2%2580%2599t-think%25e2%2580%25a6-adopt>
- *Our Instincts Were Right* Dr. Emily Weiss <http://www.aspcapro.org/our-instincts-were-right>
- *Partnering To Make Off-Site Adoptions a Success!* Petfinder <https://www.petfinder.com/pro/for-shelters/partnering-offsite-adoptions/>

### Kids and Pet

- *Give that 2-Year-Old a Kitty!* ASPCA Pro Blog, August 28, 2014, Dr. Emily Weiss <http://www.aspcapro.org/blog/2014/08/26/give-2-year-old-kitty>
- *Children and Pets - A Perfect Match:* NSARL website: <http://www.animalleague.org/expert-advice/adoption/articles/preparation/children-and-pets-a-perfect.html>

### Pets as Gifts

- *Pets as Gifts:* Overview including older research and link to new research <http://www.aspcapro.org/resource/saving-lives-research-data/pets-gifts>
- *Pets As Gifts—Wrap ‘Em Up!* 2013 blog post Dr. Emily Weiss <http://aspcapro.org/blog/2013/11/06/pets-gifts%E2%80%94wrap-%E2%80%98em>
- *Should Dogs and Cats be Given as Gifts?* Journal article Dr. Emily Weiss and others <http://www.mdpi.com/2076-2615/3/4/995>
- ASPCA Policy Statement: <http://www.aspcapro.org/about-us/aspcapro-policy-and-position-statements/position-statement-on-pets-as-gifts>

### Return to Field Policies for Cats (adoption/euthanasia alternative)

- *Making the Case for a Paradigm Shift in Community Cat Management* Dr. Kate Hurley (UC Davis Koret Shelter Medicine Program Director) [http://www.maddiesfund.org/Maddies\\_Institute/Webcasts/Making\\_the\\_Case\\_for\\_Community\\_Cats\\_Part\\_One.html](http://www.maddiesfund.org/Maddies_Institute/Webcasts/Making_the_Case_for_Community_Cats_Part_One.html)

- *Save Lives with Feral Freedom: Guide to the Feral Freedom Program* Best Friends Animal Society  
<http://www.millioncatchallenge.org/docs/default-source/return-to-field/feralfreedomguide.pdf?sfvrsn=2>
- First Coast No More Homeless Pets Feral Freedom flyer  
[http://www.fcnmhp.org/pdf/feral\\_population\\_control.pdf](http://www.fcnmhp.org/pdf/feral_population_control.pdf)
- *Community Cat Management Jacksonville, Florida Case Study* Target Zero Institute  
<http://s3.amazonaws.com/tzi/resources/attachments/c9e5d4112754d0f8eea61ca491495a26e82d3840.pdf?1386699969>
- Million Cat Challenge Return to Field <http://www.millioncatchallenge.org/resources/return-to-field>

### **Adoption Promotion**

- *Turbocharging Pet Adoptions and Community Engagement* Animal Sheltering magazine Bonney Brown  
<http://www.animalsheltering.org/magazine/articles/turbocharging-pet-adoptions-and-community-engagement>
- *Marketing to Dramatically Increase and Sustain Adoptions*, ASPCA Pro Webinar Bonney Brown  
<http://www.aspcapro.org/webinar/2013-05-22-190000/marketing-dramatically-increase-and-sustain-adoptions> (listen to audio recording of webinar, view slides)
- *Tips: Getting Creative to Increase Adoptions* ASPCA Pro: <http://www.aspcapro.org/resource/saving-lives-adoption-marketing/tips-getting-creative-increase-adoptions>