

The Shelter Pet Project



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The Problem

Approximately 3.7 million homeless, abandoned, and surrendered dogs and cats will be euthanized in shelters this year.

Only 20% of Americans adopt from shelters or rescue groups.



4,000 animal shelters in the U.S



4 MM pets are adopted every year
= 2-3 pets per shelter per day



To save 3 MM pets being euthanized every year:
= additional 2 pets per shelter per day



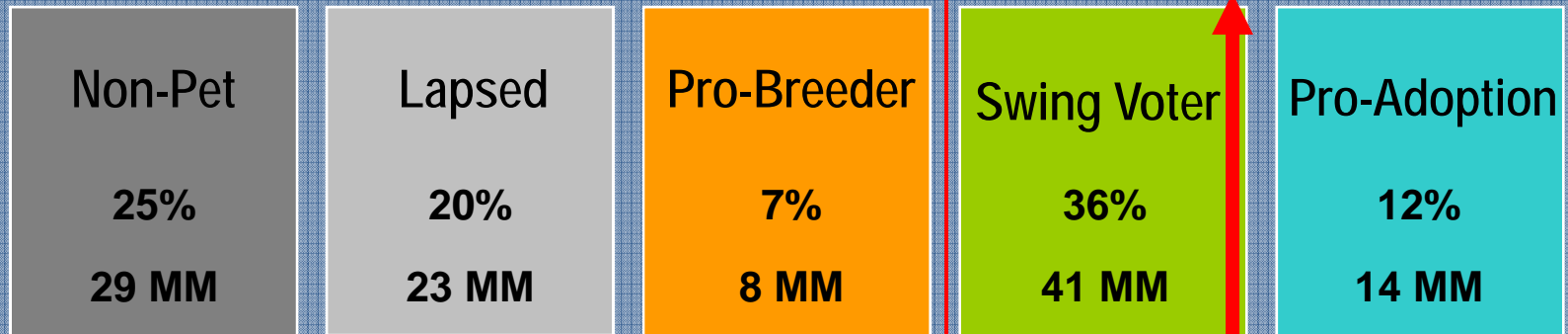
By 2015, the goal is to achieve pet adoption rate of:
= 5 pets per shelter per day



Sources:

- 1) Ad Council application: The Humane Society of the United States & Maddie's Fund
- 2) APPMA National Pet Owners Study
- 3) Maddie's Fund 2007 Shelter Statistics

Who Will Help Us Get There?



Plan to acquire a pet in the next year:

NA	NA	19% / 1.5 MM	41% / 17 MM	32% / 5 MM
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How pet(s) obtained:

NA	NA	From a breeder	Multiple sources	From a shelter
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Feelings about pet adoption:

Over-index	Anxiety Troubled Nervous	Acceptable Compassion Nervous Rewarding	Acceptable Delight Pride	Acceptable Pride	Love Compassion Rewarding Confident Pleased Delight Pride Excitement
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Why Aren't Swing Voters Adopting?



Fear and Uncertainty

Many people mistakenly fear that shelter pets are “damaged goods” and did something wrong to wind up in the shelter.

Others are uncertain of what to expect when they visit a shelter.

It is our job to attack fear and uncertainty at all levels; **changing perceptions** and knocking down the barriers.



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How will we achieve our goal?



Give shelter adoption social capital.

Our job is to **amplify adoption.**

We'll do it by **SMASHING STEROTYPES.**

And our proposition: **there's nothing wrong with shelter pets.**

What is the New “Face” of Shelter Adoption?





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The Advertisements

- Ads will tell the stories of how the pets ended up in shelters and will show that most pets end up in shelters because of “people issues,” challenging the popular belief that there is something wrong with all shelter pets.
- The advertising is honest and humorous but most importantly, it gives the pets a personality.





- The pets in the advertisements will be the type of pets that everyone would want to get to know.
- This will go a long way in helping to eliminate the fear and uncertainty that our swing voter group currently feels.



“It’s a good idea to educate people on what kind of animals are in shelters”



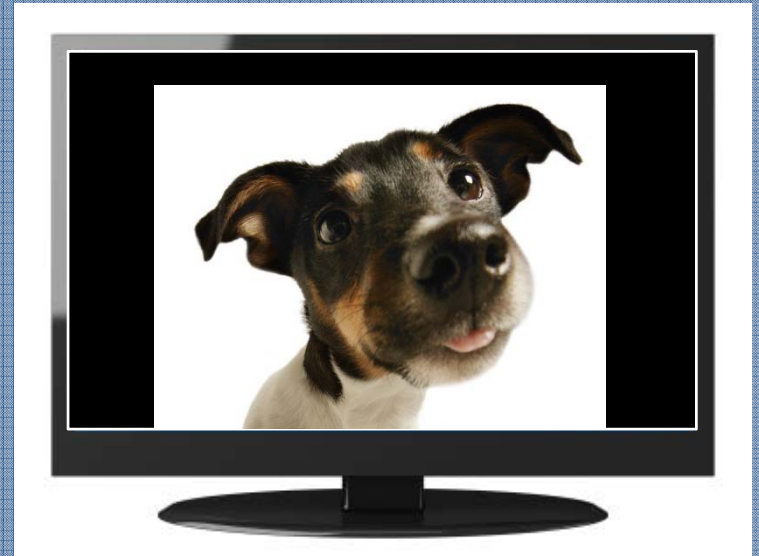
“I’ve always purchased purebreds from a breeder but now I’ll check out a shelter the next time I’m looking for a dog.”

“It makes me proud to own a pet from a shelter ... you’re taking care of something that somebody else didn’t want”



How **YOU** Can Get Involved!

- Visit The Shelter Pet Project booth and sign up in order to stay informed.
- Pick up materials you can display to show your support of the movement when you go back to your local shelters and communities.
- When the advertising launches, please help by reaching out to your local media outlets to request that they donate advertising time and space.



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www.TheShelterPetProject.org



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