Flattening the kitten curve while spay/neuter is on hold.

Join us.
Wednesday, April 15
3 PM EST
Getting Social on Social Media

- Ask people to get 5 friends to fix their pets
- Remind people to keep unaltered males and females separate
- Explain kitten season
- FB live videos
- **SAMPLES:**
  - facebook.com/WhenToSpay
Spread Your Message

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**FAST FACT!**
Severely complicated births occur with about 5% of litters, but the incidence increase up to 85% for some breeds.

In 60% of these cases, a c-section must be performed. Spaying is a simple fix to this life-threatening issue.

Brought to you by: WhenToSpay.org
Keep it Simple

• **Online Training Videos**
• [www.bestfriends.org](http://www.bestfriends.org)
  • [Session 1: Making Formula](#)
  • [Session 2: Bottle Feeding](#)
  • [Session 3: Bottle Washing](#)
  • [Session 4: Gruel Feeding](#)
  • [Session 5: Syringe Feeding](#)
  • [Session 6: Oral Medication](#)
  • [Session 7: Temperature Taking](#)
  • [Session 8: Hydration](#)
  • [Session 9: Fluids](#)
  • [Session 10: Enema](#)

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Get Real

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Free Templates

• Check out HeART’s Speak’s free templates and marketing support
Sample Posts and Tweets

• Surprise! Cats and dogs can get pregnant earlier than most people think! Learn #whentospay
• Oops! 50% of litters are not planned. Do you know when your pets should be fixed?
Promote Pledge to Help Cats

- Bestfriends.org/action team
Kindness Cards

• Put in your neighbors’ door offering help with pet food, fixing cats

Hello neighbor! Are you quarantined or self-isolating due to COVID-19? I can help.

My name is
I’m a member of the 2025 Action Team; I love my community and want to support the pets and people in it. If you need help for yourself or your pet(s),

contact me at

I can help with the following:

- Pet food
- Dog walking
- Pet supplies
- Pet transportation
- Senior assistance

Coronavirus is contagious. As such, I will maintain social-distancing (6ft.) and wash my hands regularly with soap and water. Any supplies requested will be left at your door. This service was inspired by the #ViralKindness movement, in an effort to provide support for pet owners during this time of crisis. Please reach out if you can use my help! For more information, visit bestfriends.org/covid19.

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Planning for Ramp Up

• How are you going to handle the influx of need and pent up demand?
• Can you schedule some extra days or blitzes?
• How will you handle those who may need additional financial help? Can you run some specials?
• Join us 4/29 for to talk through new social distancing s/n.
• Make masks now for your staff. Sign up for online pharmacy.
Sign Up For Discounts

- Become a Best Friends Network Partner and you can get discounts through MWI and Merck if you are not already using them.
It’s Ok To Ask For Donations

• Sponsor a Spay—Giving Tuesday May 5

Do you believe pet homelessness can be stopped with the power of spay/neuter? We do too.

Donate today to dedicate your holiday season to saving lives and ending pet homelessness.

Your generosity will make the holidays bright for dogs and cats!
1. Make suggested donation of $10 for Photoshop adventure, like bravely captaining a water park ride! Maybe your cat will get to digitally join the circus, or your dog will win the Tour de France.

2. Comment that you donated along with the pet photo you want us to use.

3. Our Photoshop squad will work on your pet’s wild adventure, and you help pets in our community!
House Pawty

- 94 animal groups across U.S. livestreamed fundraiser Facebook Saturday, April 18, from 6 to 9 p.m. CT Email jamie@gatewaypets.org

- Interactive games to celebrity and athlete cameos to live music performances.

- Individuals encouraged to raise $250 for their favorite participating organization to help raise $500,000 nationally.

- Started as a true slumber pawty. In 2019, 15 groups had people sleep in the shelter in dog runs and raised $291k!
Five Dollar Fridays

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A LITTLE BIT FROM YOU

$5 FRIDAY

MEANS A GREAT DEAL TO US

FIVE DOLLAR FRIDAY

RAISE YOUR PAW IF YOU ARE DONATING!

GATEWAY PET GUARDIANS

TODAY! You can donate below, via PayPal, using our email donate@gatewaypetguardians.org or online at https://www.gatewaypetguardians.org/donate-now.

5960 raised
Gina Marie Wake, Lisa Wooley and 75 others donated.

Donate

6
26 Comments 47 Shares

Love

Comment

Share
Virtual Spay-ghetti and No Balls

• Feral Cat Spay/Neuter Project
• How about a virtual Italian dinner kit? Email donors a gift card to a local Italian restaurant for pick up, email some good Italian movies to watch after dinner, fun Italian songs to download during dinner and good wine to pair with pasta.
Log in and Learn

• Make a donation of any amount you are comfortable with.

• You will get instructions to join an exclusive Facebook Group

• Sit back and enjoy behind the scenes videos, photos, interviews, live streams and more! Thank you for supporting Nature’s Nursery!
Bad Pet Drawings

- Donate $15 and we'll draw your pet. We have a pool of staff and volunteers standing by, eager to turn your animal into a timeless work of art (or at least make you laugh). You might get one of our extremely talented artists, but we'll be honest... you'll probably get someone who can't draw their way out of a paper bag."
- someone who can't draw their way out of a paper bag."
- we'll draw your pet. We have a pool of staff and volunteers standing by, eager to turn your animal into a timeless work of art (or at least make you laugh). You might get one of our extremely talented artists, but we'll be honest... you'll probably get someone who can't draw their way out of a paper bag."
Jacksonville Humane Mutt March!

- **Virtual Mutt March Schedule** 9:30 a.m. - Join us for a Parade of Pups live from JHS Facebook.
- 10:00 a.m. - Wherever you are - grab your leash and take your dog for a walk or cuddle your cat on the couch. Share on social media with #MuttMarch or send us your pictures using this link.
- 10:15 a.m. & 10:45 a.m. - Special guest appearances from Katie Jeffries and Zac Lashway.
- 11:00 a.m. - A special Mutt March announcement from JHS CEO, Denise Deisler.
- 12:00 p.m. - Live drawing for the Yeti Cooler and virtual vendor deals.
- 1:00 p.m. - The online silent auction closes.

**REGISTER AS A VIRTUAL WALKER** Registration is $30

- Once registered, set up your fundraising page and help us save more lives!
- All virtual walkers receive a custom "Wag Bag" full of goodies from sponsors, including giveaways, treats, toys and more!
- T-Shirts and dog bandanas are available for purchase during registration.
- Raise $50 or more will receive a Mutt March T-Shirt.
- No dog? No problem! You can still register as a virtual walker and join the fun.
• Stand for Animals NC
• People train their dogs with a force free trainer to learn a simple routine
• Perform at a theatre and sell tickets
• Supports Medical Fund. $65k
Now’s the time!

1. Engage the community
2. Components of a CCP
3. Train staff and ACO
4. Supplies
5. Kitten diversion
Put Community in Community Cats

It’s a new day in how we engage the community!
Cornerstones of a Community Cat Program

- Shelter and S/N Clinic partnership
- Palm Valley Animal Society CCP
- Community Cat Programs Handbook

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Training

Public interfacing staff:
- Intake staff
- Dispatch
- ACOs

Conflict Mitigation:
offer solutions to cat related nuisances, tap into community to help track and return for TNR

Kitten scenarios:
train your staff to be able to help the public identify orphaned kittens

Stellar customer service
Return to Field Success

• RTF program success happens quickly!
• PVAS--What was four rooms packed with cats is now down to three. Free roaming room now sheltering a few puppies!
Full Circle Program

- identify where nursery kittens come in and fix all cats from that area

- Support other orgs by transporting and returning cats to outdoor homes after TNR
Hi, I'm a volunteer with Orphan Kitten Club’s Full Circle Program. I'd like to talk to you about how we can help the cats living in your neighborhood.

Hola, me llamo y soy un voluntario con la organización llamado Orphan Kitten Club’s Full Circle Program. Me gustaría hablar con usted acerca de cómo poder ayudar a los gatos en su vecindad.

Full Circle
Time to scale up the Trap Depot

- Call back traps for inventory, repair, labeling
- Start a fundraiser for a big trap order
- Consider electronic inventory management
Sew Trap Covers

Trap Cover Pattern

- 6 inch slit for handle, centered front to back and side to side (about 13 inches from front and back, 19 inches from each end), reinforced with scrap fabric.

- Lightweight fabric, can be doubled if preferred.

- Heavy or waterproof fabric.

- Lightweight fabric can be double preferred.

- 1" seam
• 10% discount code through 2020: MCC2020
• Gift registry at www.livetrap.com
• Favorites: ROUNHOUSE1, 608NC, KITDT1, 711
• Drawing for free traps RIGHT NOW – enter during the live presentation chat RIGHT NOW! Pick one: drop trap, cat trap, or feral cat den. Winners announced tomorrow.
Colony Feeders

- Offer cat food or help feeding colonies
- Message (Feeling lonesome at home? We've got friends who want you to visit them!)
When Spaying Isn’t an Option

• Megestrol acetate at 0.625 mg/kg orally once weekly
• Estrus suppression
• Available from compounding pharmacies as oral liquid
• Affordable and safe pregnancy prevention for foster and adopted cats pending completion of sterilization agreements
Community cats

• MA generally used as a stopgap while awaiting TNR and for hard-to-trap cats

• Has been fed to individual cats in canned food weekly or as a bulk mix divided into plastic dishes 1-2x weekly

• VCPR: Who is the owner? How to adapt “herd” health concepts?
Community cat case study

• 20 acre government housing complex in Florida
• 1999 to present: managed with TNR and adoption
• MA for new cats (even if sex unknown), hard to trap cats
• One un-trappable cat had 9 litters, then treated successfully with MA 2008-2013
• Colony peaked at 135 and currently at 20 cats
• “The only side effect from the medicine is a positive one: the mom cats start to look healthy.”
Kitten Shelter Diversion
Kitten Krusaders

• Jacksonville Humane

• Helped over 1,100 kittens stay out of shelter last year

• Partnered with 5 private practices to provide medical care and people fostered themselves and found homes

Found kittens? STOP! Leave kittens alone. Mom offers the best chance for survival.

Did mom return?

YES

Hooray! Let her care for them until they are 8 weeks old. Make sure mom and all kittens get spayed and neutered. If they are not tame, call 904-425-0005 for help with Trap-Neuter-Return.

NO

You’d make a great foster parent! During kitten season, shelters in Jax are overrun with kittens and don’t have adequate resources to care for them. Please care for them in your home until 8 weeks old. Ask your veterinarian for support and check to see if resources are available: jaxhumane.org/kittenhero.

Help them find homes. Be on the lookout for friends, family or neighbors looking to adopt a loving, fixed felin!
Messaging for Found Kittens

• Help the public to identify when kittens truly have been orphaned
• Leave them alone and watch for mom
• If the kittens are in danger due to location, move them to a safer spot nearby so mom can easily find them
• If you spot the mom, leave the kittens alone
• If mom doesn’t come back for 12 or so hours, you’d make a great foster parent until they are ready to be s/n and adopted!

• Kitten Watch List
Messaging for Found Kittens

- If someone finds kittens who are truly orphaned, recruit them to foster!
- Support foster:
  - Supplies
  - Virtual foster mentor
DON'T BE A KITTEN NAPPER

Mom will likely return. Please don't intervene.

DID MOM COME BACK?  NO

HOORAY!
Let mom care for them until they are 8 weeks old.
Then make sure mom and kittens get spayed/neutered.
Help them find a home.

IF NO, THEN:

YES

If mom has vanished for more than 8 hours, she may not be coming back.
You'd make a great foster!
During kitten season, shelters are overrun and don't have adequate resources for proper care.
Please care for them in your home until they're 8 weeks old.

Call us for guidance & support at 540-862-8616. We're here to help.

Kittens that need help:

This guide refers to Kittens 4 weeks of age and younger, when care with mom offers them the BEST chance of survival. Kittens that fit the descriptions below are possibly abandoned and need help from humans.

**Cold**
Young kittens cannot regulate their own body temperature, and rely on mom, their siblings, and nesting material to keep them warm. They may lose some heat when mom is not with them, so unless they ALSO fit any of the other descriptions below, leave them and check again in 2-4 hours to see if mom came back.

**Dirty**
A good mama cat keeps her babies meticulously clean. Kittens that need your help may have dirt, feces, or crusted urine on their bodies. They may be wet. Their genital areas may be red and inflamed, indicating urine scaling.

**Thin**
Kittens with a mom should be eating frequently. Their bellies will typically have a full, rounded appearance. Sunken bellies, visible bones, and pale skin can indicate that the kittens need help and aren't being fed.

**Noisy**
Orphaned and hungry kittens will cry loudly. But loud kittens alone does not indicate that they are orphaned. Mom does not stay with the kittens all day long, and might be on her way back. She might even be watching you in the shadows, waiting for YOU to leave her babies alone. Leave these kittens alone for 2-4 hours, then check on them again. If they are quiet when you return, that means mom has probably been back to care for them, and you should let her keep up the good work.

**Sick/Hurt**
Sick kittens might have discharge from the eyes and nose. Their eyes may be crusty shut. They may have wounds or open sores.

These kittens are clean, quiet and dry. They are plump and have full bellies with light pink coloring, showing that they are warm.

This kitten is noisy, dirty, and sick. It has nasal discharge and crusty shut eyes.

These kittens are thin, wet, and cold. You can see their backbones.

These kittens DO need your help!

This kitten is thin, wet, and cold, and has discharge from the eyes.

They do NOT need your help!
Messaging for Found Kittens

FIND A LITTER?
BE A SITTER!

Watch and wait: Please DON’T kitten-nap.

Mother cats leave kittens for hours at a time, and will likely return soon. Only interfere when you are sure kittens are orphaned, injured or ill.

If you’re unsure, please call us first for support: 619-299-7012.

BE RIGHT BACK!
-MOM
Spay/Neuter Agreements

- foster-to-adopt agreement
- Spay/neuter agreements
- Lynchburg HS, Wisconsin HS, PVAS examples

ADOPTION & STERILIZATION CONTRACT

The Lourie P. Andrews PAWS Center
2461 N. Expressway 291, Edinburg, Texas 78541
Ph: 956-720-4563 Fax: 956-720-4515

Name: ________________________________
Address: ________________________________ City, State, Zip Code: ________________________________
Primary Phone: ________________________________ Secondary Phone: ________________________________

Animal Information:
Breed: ________________________________ Color: ________________________________ Age: ______ Sex: F or M
Adoption Number: ________________________________ Shelter Tag ID: ________________________________

I agree to: (Initial below)

1. I understand that with my email address I am receiving 30 days of free pet insurance from Shelter Care and that it is my responsibility to activate my pet's insurance and fill out any claim forms that are needed in the event that my pet gets sick.

2. I will comply with the State Laws and Ordinances relative to animals.

3. I will comply with Chapter 828 of Health & Safety Code, which requires MANDATORY sterilization by said date: ______. (Violation of this chapter is a criminal offense punishable as a Class C Misdemeanor.)
Turn Finders into Foster Parents

**HOW DID YOU FIRST BEGIN FOSTERING KITTENS?**

**KITTEN LADY 2018**

- 76%
- 24%
Building Foster Kits

• Bring finders on as true foster parents rather than turning them away with an info sheet and a bottle.

• We WANT them in the system!
## OKC SAMPLE FOSTER KITS

All prices are from Amazon.com and include California State Tax.

<table>
<thead>
<tr>
<th>Item</th>
<th>QTY</th>
<th>Cost</th>
<th>Total (w/tax)</th>
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</thead>
<tbody>
<tr>
<td>Plastic Tote (R)</td>
<td>16</td>
<td>$15.22</td>
<td>$243.52</td>
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<tr>
<td>Kitten Bottles-4paws (R)</td>
<td>24</td>
<td>$36.81</td>
<td>$40.49</td>
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<tr>
<td>Kitten Formula-12oz (S)</td>
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<td>$12.33</td>
<td>$203.45</td>
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<td>Baby Blanket (R)</td>
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<td>Bottle Blender (R)</td>
<td>15</td>
<td>$6.99-7.99</td>
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<tr>
<td>Scale (R)</td>
<td>15</td>
<td>$9.99</td>
<td>$158.82</td>
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<tr>
<td>Heat Disk (R)</td>
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<td>Baby Wipes (S)</td>
<td>15</td>
<td>$3.75</td>
<td>$61.24</td>
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<tr>
<td>Stuffed Mama Cat (R)</td>
<td>15</td>
<td>$7.88</td>
<td>$118.20</td>
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<tr>
<td>Food Bowl- (R)</td>
<td>15</td>
<td>$2.98</td>
<td>$49.17</td>
</tr>
<tr>
<td>Kitten Wet Food-24 cans (S)</td>
<td>15 pallets</td>
<td>$23.52</td>
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<td>$1,971.65(w/tax)</td>
</tr>
</tbody>
</table>

(R) Reusable supplies are those that can be sanitized and reused in future foster homes. These items include but are not limited to bottles, heating disks, stuffed animals, bottle blender, scale, and baby blankets.

(S) Single use supplies are those that are consumed or disposed of when fostering. These items include formula, booklets, and baby wipes.
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Instructional Videos
Kitten Lady - 1 / 48

1. How to Safely Bottle Feed a Kitten
   Kitten Lady
   11:36

2. Male or Female? How to Tell the Sex of a Kitten!
   Kitten Lady
   5:08

3. How to Litter Train Baby Kittens
   Kitten Lady
   7:21

4. How to Set Up Space for Foster Kittens
   Kitten Lady
   11:30

5. How to Help Baby Kittens Pee and Poop!
   Kitten Lady
   6:11

6. When Can A Kitten Eat On Her Own?
   Kitten Lady
   10:09
It’s a New Day
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Everything you need to know about animal welfare and COVID-19 TODAY...from your friends at:

https://mailchi.mp/animalwelfaredigest/subscribe
Is this procedure necessary to save the animal’s life?
Is it necessary to alleviate pain or suffering?
Does it prevent zoonotic disease?
Could it be managed in a way that mitigates COVID risk?
Does it require use of scarce resources needed for critical human medical care?
Or can this patient safely wait until resources are less scarce and human health risks are lower?

“Human beings remain the greatest risk for transmitting new infections.”

https://njvma.org/page/QuestionstoConsiderMakingDecisions onElectivevsNon-ElectiveCare