

Keeping them Home:
Live Product Tour &
Shelter Success Story

Adopt a Pet



Agenda

- Rehome by Adopt a Pet product tour
- Roice-Hurst Humane Society implementation
- PetSmart and Rehome pilot





Grand Junction, Colorado

Promoting bonds between pets and their people.



Roice-Hurst Humane Society is an award-winning nonprofit organization that provides shelter and care for homeless dogs and cats in western Colorado and resources for our community to strengthen the bonds between pets and their people and keep pets in their loving homes.

We envision a community that is healthier for and thanks to its pets.



Rehome by Adopt-A-Pet partnership

Challenges into Opportunities

1. Provide empathy with a solution
2. Make it user friendly
3. “We’re advertising for you”
4. Give owners confidence



Doc
~ 8 yr | male | 97
Border Collie



Obsidian
< 1 yr | male | 46
Medium Mixed Breed



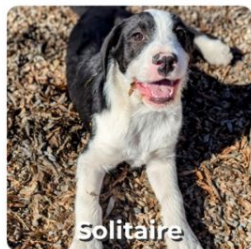
Rufus
~ 6 yr | male | 96
Large Mixed Breed



Rummy
< 1 yr | female | 21
Medium Mixed Breed



Salem
~ 2 yr | female
Medium Mixed Breed



Solitaire
< 1 yr | male | 26
Large Mixed Breed



Spades
< 1 yr | male | 27
Large Mixed Breed



Zula
~ 3 yr | female | 49
Large Mixed Breed

1 - 28 of 28 "I"s shown

Don't see a match? View adoptable pets within our community who are waiting to enter our shelter.

[Community-Owned Pets](#)





[Adopt](#) [Programs ▾](#) [Get Involved ▾](#) [Support ▾](#) [Resources ▾](#) [Events ▾](#) [About ▾](#) [Delta](#) [DONATE](#)

Community-Owned Pets for Rehoming

Didn't match with any of Roice-Hurst's current shelter pets? Below is a list of some of the pets on our waiting list to enter the shelter. These pets are listed to Rehome by Adopt-a-Pet by their current owners and are NOT owned by or affiliated with Roice-Hurst Humane Society. Roice-Hurst Humane Society cannot guarantee or be held liable for the health, behavior, or spay/neuter status of these animals. These privately-owned pets are listed on this website as a courtesy. **If you are interested in adopting a community-owned pet, please contact their owner directly through Rehome by Adopt-a-Pet to complete a private adoption.**

Owner Surrender Waitlist

		2023 YTD	2024 YTD
Waitlist - Dogs			
	Number on First Day	66.75	34.08333333
	Number on Last Day	62.41666667	32.41666667
	Peak Number	76.5	40.66666667

48%
decrease

		2023 YTD	2024 YTD
Waiting List - Cats			
	Number on First Day	48.08333333	18
	Number on Last Day	48.75	17
	Peak Number	67.75	26

62%
decrease

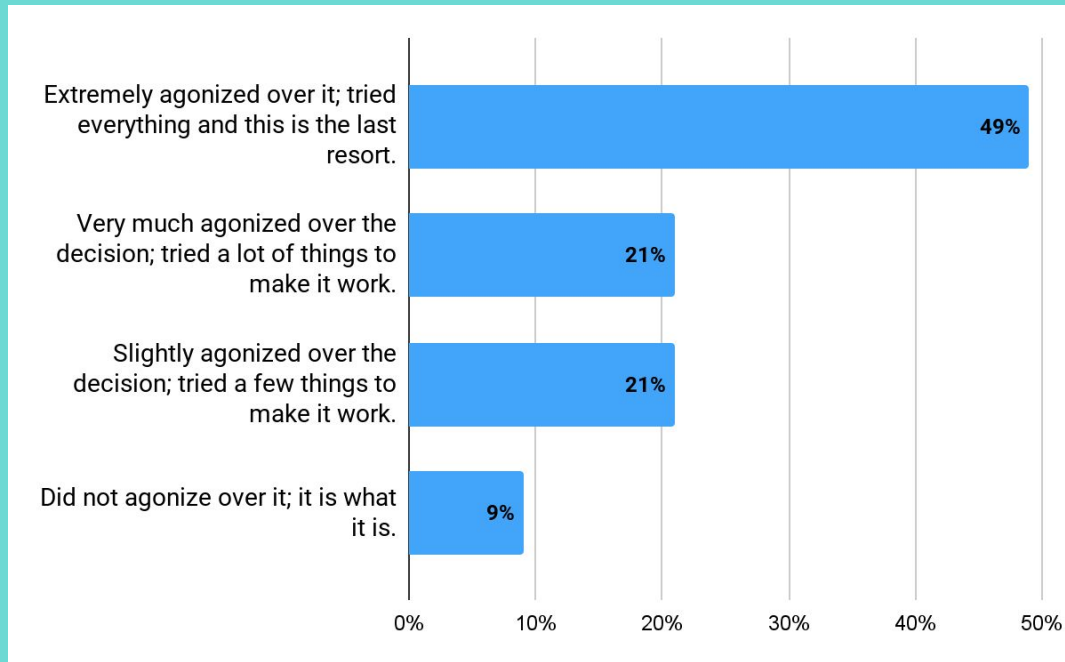
Rehoming Survey

How was your experience leading up to making the decision to rehome your pet?

Top answer

49%

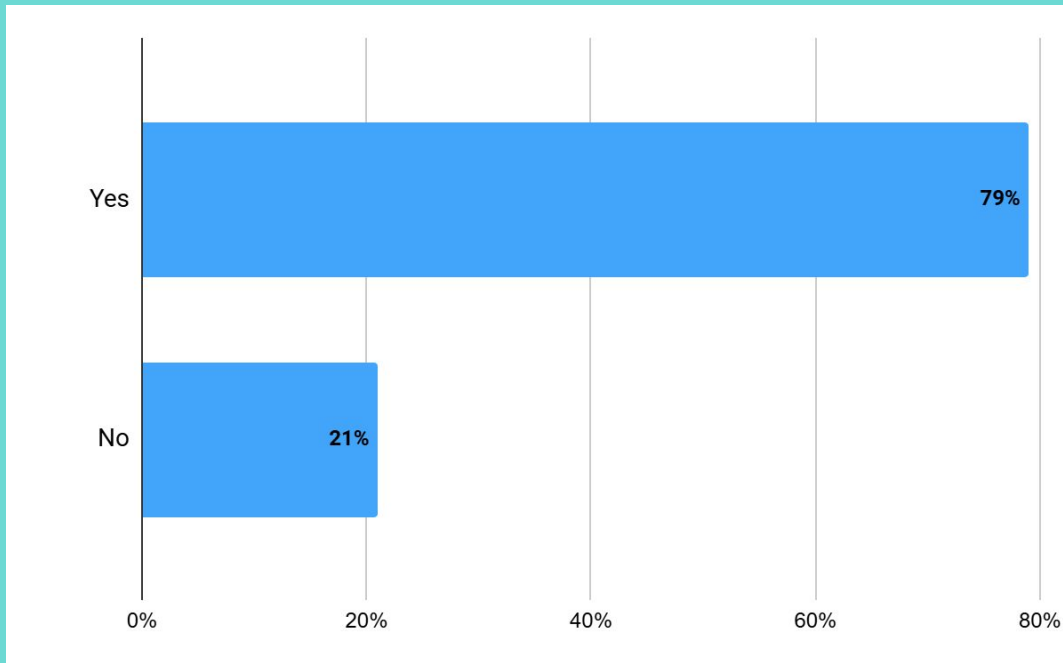
Extremely agonized
over it; tried everything
and this is the last
resort



Rehoming Survey

Do you feel that there is a negative stigma or negative judgment in society toward pet rehoming?

Top answer
79%
Yes



Rehoming Survey

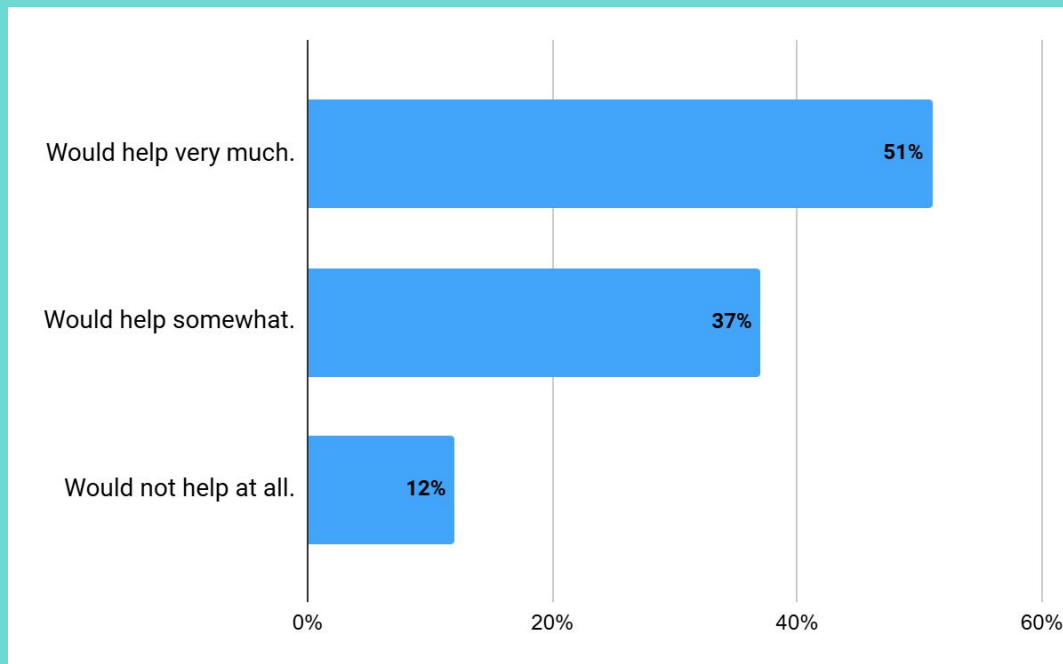
To what extent would having a facilitated meeting with potential adopters help you, if at all?

(Facilitated by a pet adoption staff member and/or trainer)

Top answer

51%

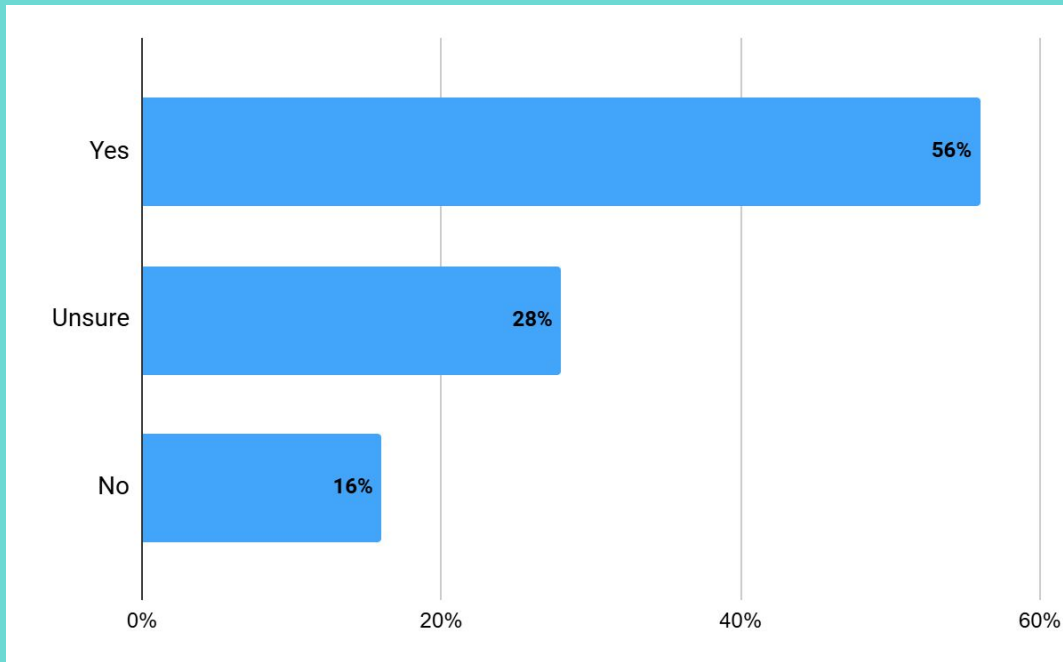
Would help very much



Rehoming Survey

Would knowing you can meet potential adopters at a PetSmart store change your perception of rehoming your pet?

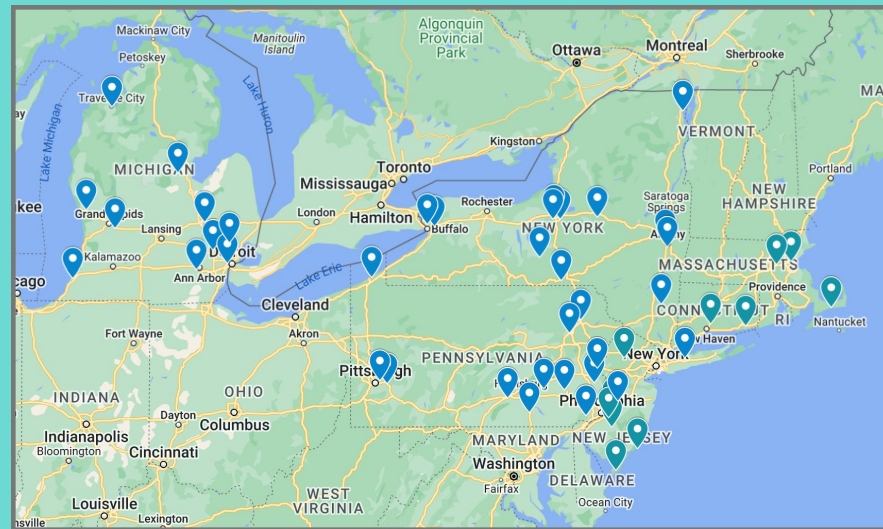
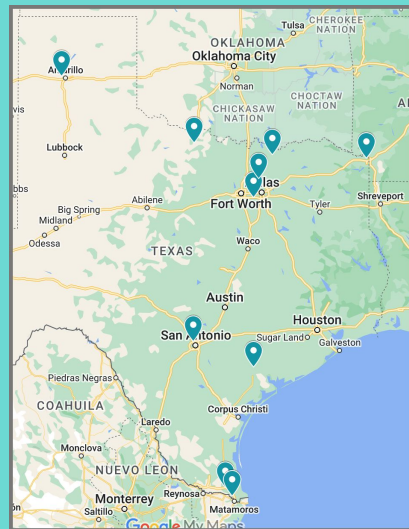
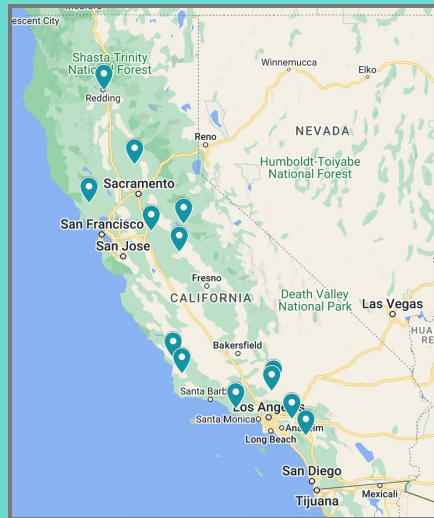
Top answer
56%
Yes



PetSmart & Rehome Pilot

First pilot launch in 2024

This program is currently available in select stores in California, Connecticut, Massachusetts, Michigan, New Jersey, New York, Pennsylvania, and Texas.



Next steps:

Request a toolkit

Toolkit includes:

- Unique referral **link**
- Unique **promotional code** to reduce listing fee
- **Marketing** collateral
- Access to **statistics** through Shelter Animals Count dashboard

Implement online

- Add **menu** option for rehoming information
- Start with **resources** to keep pets
- Include useful information on **pet marketing** or link to the Rehome help center
- Use your unique referral **link**

Implement operationally

- Add “**Community Pets**” to your website to increase visibility
- Consider requiring **listing on a platform** (for non-emergent cases) as part of your appointment process
- Track and **review metrics** regularly



Links mentioned in recording

Roice-Hurst Humane Society Rehome Page

<https://rhhumanesociety.org/rehome/>

Rehome Transfer of Ownership Template

<https://rehome.zendesk.com/hc/en-us/articles/12868249066139-Do-you-have-a-downloadable-Transfer-of-Ownership-agreement>

Request a Rehome Toolkit

<https://surveys.hotjar.com/e9713bc1-36bd-496a-9936-06096b8045fb>

Rehome at PetSmart® for safe, easy meet-and-greets

<https://rehome.zendesk.com/hc/en-us/articles/23860988475035-Rehome-at-PetSmart-for-safe-easy-meet-and-greets>

PetSmart® Participating Locations

<https://rehome.zendesk.com/hc/en-us/articles/23861692506267-Plan-your-Rehome-with-a-PetSmart-meet-and-greet>

Mila's email address

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Adopt a Pet

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