



YOU LET THE DOGS OUT: OFFSITE ADOPTION SUCCESS





ANIMAL SHELTERS IN THE UNITED STATES

Animal shelter intake is still below pre-pandemic levels.

Animal shelter population is increasing.

Cats are having a moment!

Big dogs are suffering in shelters.

Access to care is a barrier for everyone.

PET OWNERS IN THE UNITED STATES

**97%
of pet
owners
consider
their pets
to be part
of the
family**

Households with Pets in the US

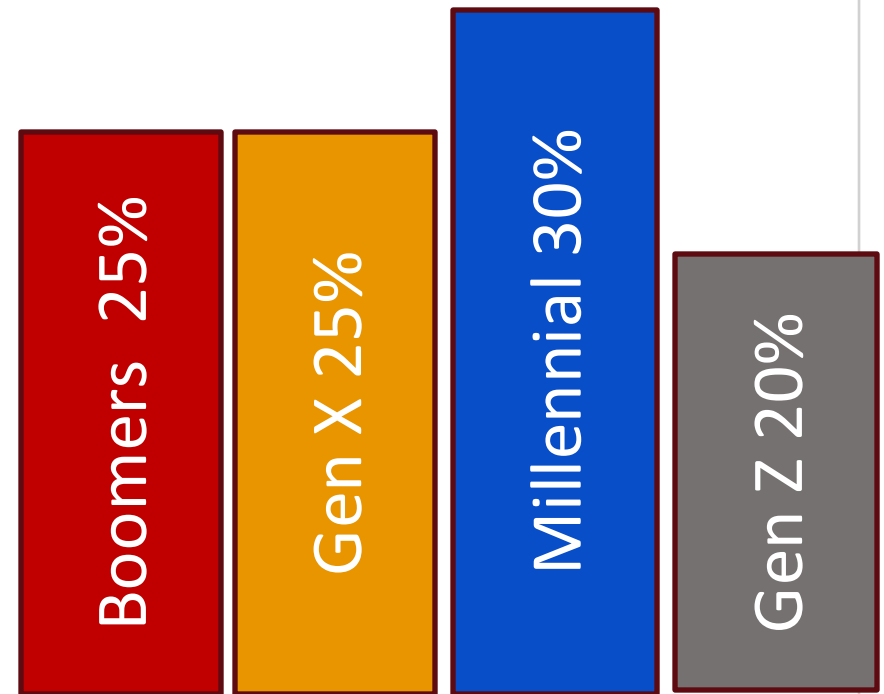


49 million
households



68 million
households

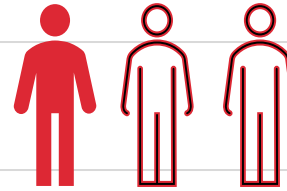
Pet Ownership by Generation



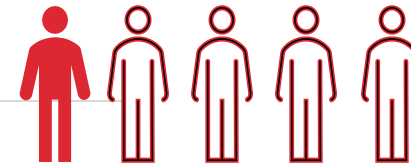


PET ADOPTERS IN THE UNITED STATES

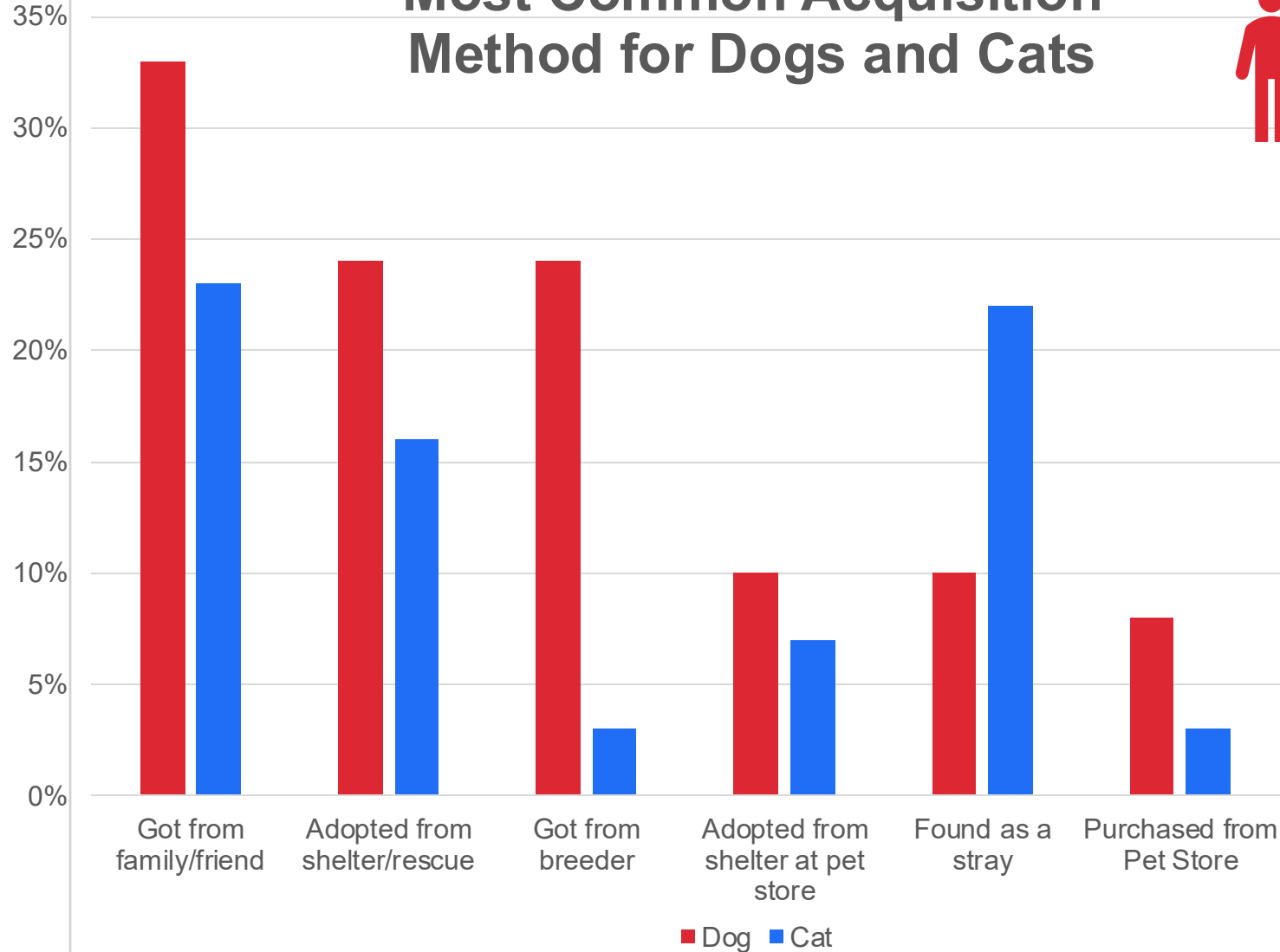
Most Common Acquisition Method for Dogs and Cats



1 in 3 Gen Z and Millennials are likely to adopt a large dog



1 in 5 Gen Z and Millennials are unaware of shelters or rescues nearby

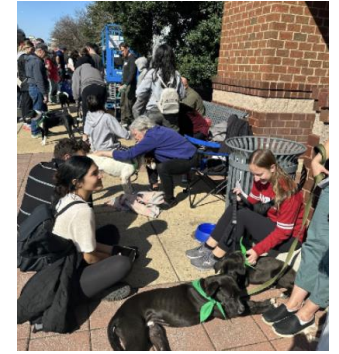


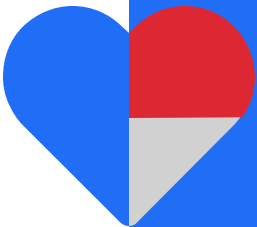


THE ADOPTION EXPERIENCE



OFFSITE ADOPTIONS – A PEEK AT THE BEST





BUT...

**Every weekend
is exhausting**

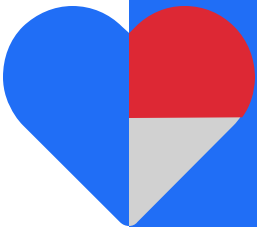
**PETSMART
Charities**
FOR PETS. FOR PEOPLE. FOR GOOD.™





You Gotta Walk Before You Crawl!

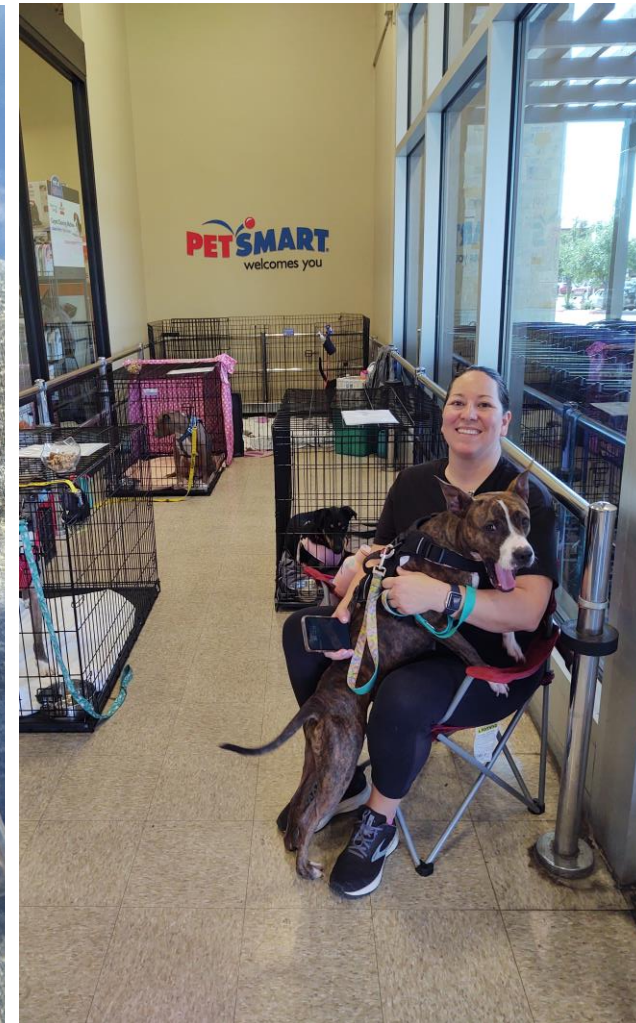
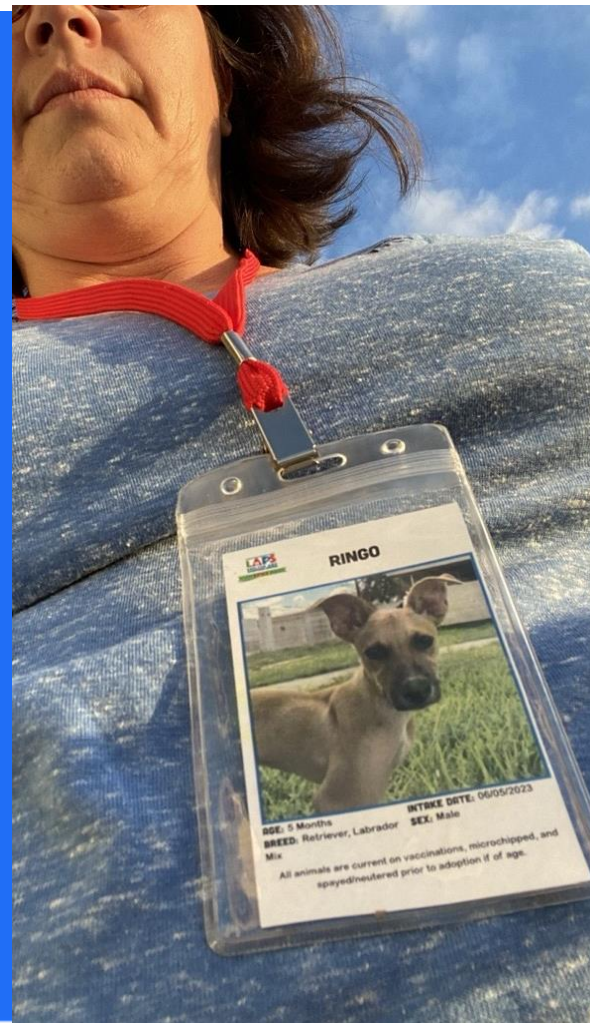
- ☆ A marathon not a sprint, y'all
- ☆ Consistency first
- ☆ More structure
- ☆ Take advantage of technology
- ☆ Delegate and collaborate



BUT...

We don't have enough volunteers or fosters

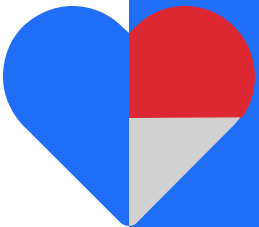
PETSMART
Charities
FOR PETS. FOR PEOPLE. FOR GOOD.™





Consider Why People Why People Aren't Helping

- ☆ Not getting your communications
- ☆ What is being asked is unclear
- ☆ Never helped with an event
- ☆ They came once and had a bad time
- ☆ They don't feel like part of your organization
- ☆ They forgot!



BUT...

We tried—and we
didn't have a single
adoption

PETSMART
Charities
FOR PETS. FOR PEOPLE. FOR GOOD.™





Same, Same! It Happens!

- ☆ It's not a waste; adoption isn't the only win.
 - Donations
 - Volunteer Engagement
 - Community Awareness
 - Socialization for animals
- ☆ Signage (Do you have it?)
- ☆ Promotion (not just your social media!)
- ☆ Give them something to look forward to
- ☆ Lives during the event (and after too!)



BUT...

**It's not safe for our
animals**

PETSMART
Charities
FOR PETS. FOR PEOPLE. FOR GOOD.™





It's Not Safe For Our Animals

- ① Safety of animal's future in a shelter
- ① No cookie cutter offsite plan
- ① Training opportunities
- ① Build a safety system
 - Bandana system
 - Variety of supplies
 - Special handlers
 - Volunteer training



BUT...

**Our local store doesn't
care about adoptions**

PETSMART
Charities
FOR PETS. FOR PEOPLE. FOR GOOD.™



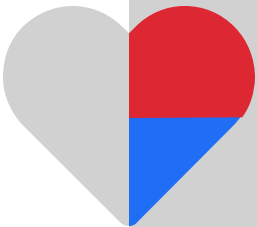
Adopt
Joy!

Separate Goals, Same Mission

- ☆ Create a network that starts at the bottom
- ☆ Learn the goals of the place you are visiting
Share your goals!
- ☆ Food will win anyone over
- ☆ Take good care of the property and be grateful visitors!
- ☆ Come back and tell the follow-up story

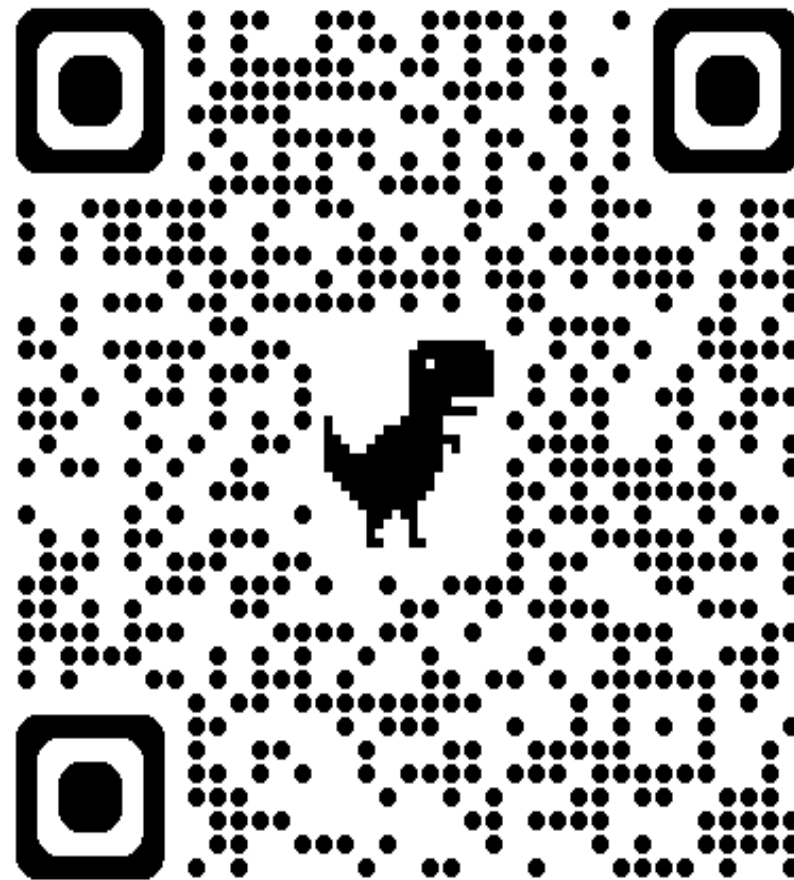


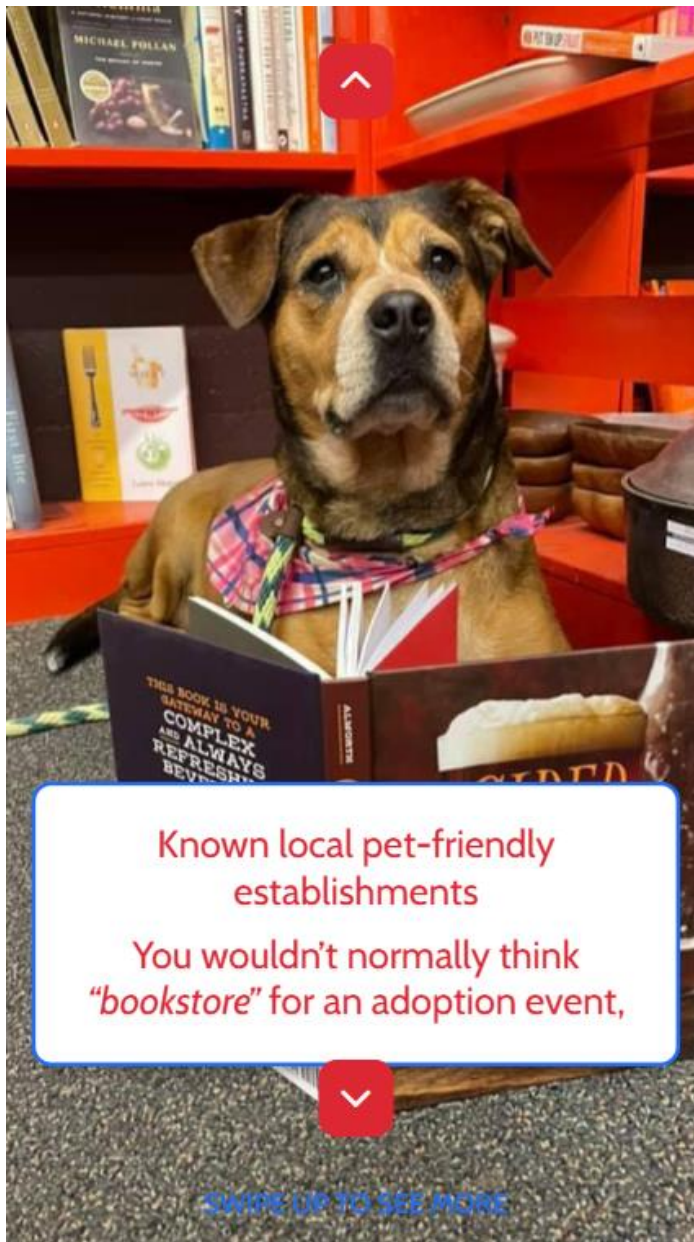
ADOPT JOY



LEARN HOW TO CONDUCT OFFSITE
ADOPTION EVENTS WITH THE

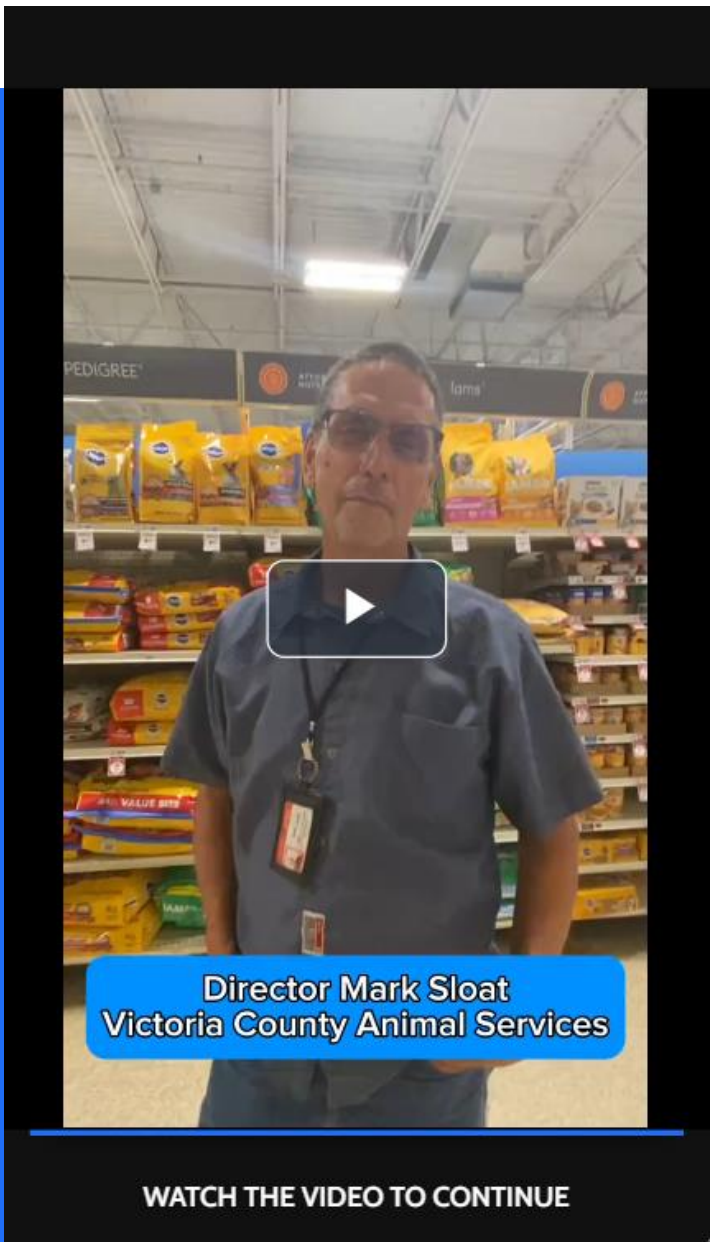
OFFSITE ADOPTION EVENT TOOLKIT!





Known local pet-friendly establishments
You wouldn't normally think "bookstore" for an adoption event,

SWIPE UP TO SEE MORE



Director Mark Sloat
Victoria County Animal Services

WATCH THE VIDEO TO CONTINUE

Match the products with their attributes:

Stakeholder Connection

Educating the public about your shelter or rescue's services

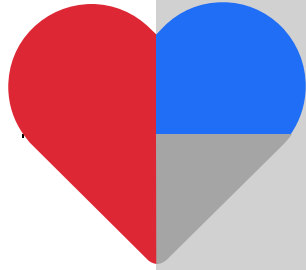
Placement

Adopt and/or foster out as many adoptable animals as possible

Mission Management

Connect your shelter or rescue with people or groups who provide resources

Continue



THANK YOU. 



kburrows@petsmartcharities.org