



ADOPTION OPTIONS COMMUNITY

CONFERENCE TOUR

2019

August 30th – San Diego, CA

8:30-9:00: Registration

9:00 – 10:00: **Welcome & Getting the Most out of Petfinder – Katie Schmuke, Purina/Petfinder**

10:15 – 11:30: **Secrets of Success in the Small Shop – Sandy Rees, Get Fully Funded**

What if you could raise a lot of money to cover all your nonprofit's expenses? What if you could do it without selling T-shirts, without car washes, and without Buffalo Wild Wings night? What if you could not only raise money, but raise every last dollar you need to fund your budget - overhead and all? It's totally possible! It just takes the right message to the right people at the right time. Join us for this workshop and learn the 3 simple steps to fully funding your work so you can help more people and do it with less stress and more fun. We'll cover how to find ideal donor prospects, how to craft a heart-warming, wallet-opening message, and do it all with perfect timing so you never feel sleazy asking for money.

11:30 – 12:30: **Networking Lunch with Speakers and Attendees**

12:30 – 1:45: **Marketing that Moves Hard to Place Pets – Caitlin Quinn, HeARTs Speak**

The reality of our work is that you don't always have highly adoptable pets looking for homes. Sometimes you have challenging pets to place—those who tend to be overlooked or take longer to find new homes for other reasons. This session focuses on easy-to-implement, free and fun ways to reach new audiences, all while working to reach your lifesaving goals. Through humor, out-of-the-box strategies, transparency and creative media, we'll discuss how to help make all of your adoptables shine

2:00 – 3:15: **Beyond Spay/Neuter: Innovative Programs & Practices to Decrease the Number of Pets Relinquished to Animal Shelters & Rescue Groups – Kim Wolf**

Over the past few decades, the animal welfare field has made tremendous strides in reducing the homeless animal population through spay/neuter programs. While we still have a ways to go, new programs have emerged to keep pets out of shelters/rescues and in their original homes. This presentation will provide an overview of innovative programs that are effectively addressing the risk factors for pet relinquishment. Topics will include access to affordable veterinary care and pet food, temporary pet care for people experiencing a crisis (e.g., domestic violence, emergency hospitalization, inpatient treatment programs for mental health or substance use disorder), support for vulnerable older adults and people with disabilities, and safety nets for people living in poverty. Audience members will learn evidence-based practices for conducting needs assessments, building a new program, funding and sustaining a program, and collaborating with community partners. Whether you are a brick-and-mortar shelter or a home-based rescue group, and regardless of your staff size and budget, this presentation will give you practical tools and tips to keep more pets with their original owners and decrease the number of animals that are relinquished in your community.

brought to you by





ADOPTION OPTIONS COMMUNITY

CONFERENCE TOUR

2019

3:30 – 4:45: 3:30 – 4:45: Keep Those Tails Waggin’ Utilizing Teamwork and Furry Fun to Prevent and Address Compassion Fatigue – Emily Grossheider, Dogs Playing for Life

Feeling like you need a cat nap that lasts for days? This presentation will help you recognize and define compassion fatigue and share strategies to combat it with you, your staff, and volunteers. We’re all familiar with the symptoms of compassion fatigue professionals caution us with, but do you know how to address this cat when it gets out of the bag? Together, we will share the research on compassion fatigue, and brainstorm creative and actionable ways to prevent-and treat-the issue by utilizing teamwork, positive communication, and lots of paw-ty’s!

brought to you by

