Who do we think you are?
Communication is KEY!

Karen S Walsh, LVMT
Executive Director
McKamey Animal Center
Mission

- What is your mission?
- Determined by Board or Municipality or group of concerned citizens.
- What does your mission statement say about your organization?
- Do you reflect your mission in what you do?
- What you say?
- What do you want us to know about you?
- How do you get that across?
Helping Paws Spay/Neuter Clinic

- To end the killing of healthy companion animals by providing affordable and accessible spay/neuter surgery.

- To subsidize the existing spay/neuter fees, when necessary, for low-income and/or those who own multiple pets or foster animals.

- To transport pets from underserved areas to end overpopulation in surrounding areas.

- To educate the public on the pet overpopulation crisis and the importance of spay/neuter surgery.
Mission Drift or Mission Crossover

Available for adoption at HELPING PAWS!!
Communication = Teamwork

We all want to make a difference so how do we make the biggest difference?? TOGETHER!!
Support the missions of the groups in our community
Be clear about our mission and ensure we communicate it well.

- We shall provide shelter and care for animals
- We shall provide programs and services that enhance the bond between animals and people
- We shall be advocates for animals, speaking for those who cannot speak for themselves
Communication = Evaluation

How does the public evaluate us?  How do we evaluate ourselves?
Public Evaluation

- Do we care? How do they know?
- Appearance
- Customer Service
- Procedures and Protocols
- Who are we for the community? Rescue? Animal Control?
Where do we start?
You have been provided with this handout. The format of the handout is known as an “Action Plan”
Action Plan

- Action plans help us break issues down into smaller components and create attainable goals.

- Action plans can be used by all staff members/volunteers to explore changes that enhance the organization.
Action Plan

- Today we are working with an action plan that will explore how we communicate who we are and what we do.
- Where we shine
- Where we go wrong
- How to improve so that we can save more lives and generate positive support while we do it!
- To stay on mission you must evaluate and communicate
Task One...
Keeping up Appearances
Everyone can do it.....

- Keep Grass Mowed
- Keep Trash and Clutter Out of Sight
- Good Signage is a GREAT thing
- Dress the Part
  - I.D. Tag
  - Org Shirt
  - Personal Hygiene
- Keep Business Vehicles Clean
What are we saying?
Outside
This Property is under Video Surveillance 24 hrs.

Persons Abandoning will be charged Cruelty!

Authorities
Get Acquainted Yard
Yarda de Amistad
June is Adopt-A-Pet Month
Inside
How do we make you feel?
I LIKE THE SOUND
YOU MAKE

WHEN YOU SHUT UP
I would never go to the Pound.....
What do we say ourselves?
BOYCOTT BREEDERS OR THE MUTT GETS IT.
DON'T KILL SHELTER DOGS' CHANCES.
ADOPT. NEVER BUY.
Can we give a better message?

True Love Changes Everything

...ADOPT

McKameyAnimalCenter.org
R U KITTEN ME?
You haven’t spayed your cat yet???

Free Spay / Neuter Fridays

McKameyAnimalCenter.org

Sponsored by ASPCA
Your shelter is uplifting!
The front reflects the back...
Social Media Matters
Statistics show Happy Tails work!

- Facebook
- Twitter
- Pinterest
- Instagram
- You Tube
- etc

- Adoption Stories
- Donation Stories
- People loving Pets
In the block of the Action Plan that is listed as “Appearances” list at least one possible enhancement your organization can consider making within the next month.
Task Two...
Service
Client Service

- What do our interactions with our clients say about us?
- What do our clients want?
- How do we make them feel?
Clients want to be informed

Education without being made to feel stupid, belittled or cruel
Clients want to discuss options and alternatives

What avenues are available to help accomplish our goals?
Clients really want

- To be RESPECTED
- To be UNDERSTOOD
- To be TREATED FAIRLY
- To be INFORMED
- To have some CONTROL
- To have OPTIONS and ALTERNATIVES
5 Factors for Evaluating Customer Service

RATER FACTORS

Dr. Leonard Berry, Texas A & M
Reliability

- The ability to provide what was promised, dependably and accurately.

- Are you the experts?

- Are you consistent?
Corgi??
Assurance

- The knowledge and courtesy shown to customers
- The ability to convey trust, competence, and confidence.
Tangibles

- The physical facilities and equipment.
- Appearance of the environment and staff.
Empathy

The degree of caring and individual attention shown to customers.
Responsiveness

The willingness to help customers promptly
How is your service?
Not at your facility!! Right??

I LIKE THE SOUND YOU MAKE

WHEN YOU SHUT UP
Service?

- We got it down!!!

- Not so good, but thank you for asking.
In the block of the Action Plan that is listed as “Service” list at least one possible enhancement your organization can consider making within the next month.
Task Three...
Procedures
Standard Operating Procedures

- Do You Have Any (are they documented)?
  - What happens with the pet from the time it enters the org's care until it is adopted?
  - Consistency among group members/staff

- Professionalism
  - Are Living Documents

- Updated as necessary

- When a policy isn’t working

- Allow for “authorized flexibility”

- Unique situations
Are They User Friendly?

- As a potential adopter do I feel I have to “jump through hoops”?

45 Question Application

- If you have ever had a pet lost or die at an early age or because of an accident, please explain and give details;
- Should behavioral problems arise, would you be willing to consult with a Rescue Contact or professional trainer for consultation or training?
- If you have children, are you ready to accept the additional responsibility of owning a dog?
- Can a good conversation substitute for “red tape”?
Adoption SOP

- Make Sense?
  - Really?
  - Are You Sure?
  - Ok, If You Say So.

“Sometimes placement occurs within weeks, at other times, it may take months.”

“You must live within driving distance of the shelter to perform house check. All others will be considered on a case by case basis.”
Do They Work For You, Client and the Pets?

“If you would like to see a certain dog or cat at one of our events, please contact us and we will make every effort to bring them. Or better yet, fill out an application before hand and you can be pre-approved to take your adorable adoptable home that day!”

- **Come Visit Us In Purrson!**
- **Friday & Saturday • June 3rd & 4th**
- **Saturday, June 11 • 11-3**
- **Saturday, June 18th**
Businesses Assess Competition!!

- A majority of pet owners surveyed acquired their dog:
  
  From a family member/friend
  
  A breeder
  
  A shelter/rescue

- Family Member/Friend – 27%
- Breeder – 17%
- Shelter/Rescue – 19%
Most frequently, pet owners say that they did the following before acquiring their pet(s):

- Researched online
- Talked to a veterinarian
- Visited a pet store
- Nothing.

- Nothing - 42%
- Researched Online - 25%
- Talked with vet - 7%
- Visited a pet store - 10%
The number one reason pet owners, who acquired pets elsewhere, did not adopt is:

- Organization did not have the type of dog/cat wanted
- Wanted a purebred dog or cat
- You never know what you are going to get with a shelter animal

- Wanted a purebred – 35%
- Did not have type – 31%
- Don’t know what you will get – 17%
The strongest expressed reason adopters chose to adopt is:

- Least expensive source
- Saw an animal’s photo online
- Recommended by a friend
- Wanted to save an animal

- Wanted to save an animal – 84%
- Least expensive – 14%
- Recommended – 10%
- Saw picture - 21%
Action Plan

Individually, in the procedures section of your Action Plan, list at least one possible enhancement your organization can consider making within the next 3 months.
Task Four...
Community
What is your community role?

- Are you known for doing what you do and doing it well?
  - Are you a resource for others?
  - Receiving referrals?
  - Adoptions
  - Solutions/guidance
  - Surrenders
Animal Control Officer Nabs Elusive Shih Tzu
Officer’s dogged pursuit saves sly pup from life on the streets.

"I told the residents that even if it took me a year, I would catch Biscuit and get him to a loving home."

—Enna Lugo, Fairfax County Animal Control officer
Individually, in the procedures section of your Action Plan, list at least one possible enhancement your organization can consider making within the next 3 months.
Communicate

- Constantly evaluate and bring about positive change
- Evolve
- Learn from each other
QUESTIONS?
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With Thanks to Todd Cramer, PetSmart Charities
Media
Supportive News....... 

adopt a friend for life

Orphans of the Storm
animal shelter

Orphans of the Storm animal shelter is located in Downers Grove, Illinois. Orphaned, injured, and displaced pets receive medical care, food, and love. We have been quietly serving the community since 1920.

Our Monthly Makeover

New arrivals

Newly adopted pets are featured in our weekly newsletter.

Featured Pet

This week's featured pet is available for adoption.

7th Annual Pooch Parade
Charity Dog Walk - August 3rd

This 2-mile charity dog walk on Saturday, August 3, 2013, at 9 A.M. at Jaycee Memorial Park, Deerfield benefits the stray and abandoned dogs and cats at Orphans of the Storm animal shelter.

7th Annual Pooch Parade
Charity Dog Walk - August 3rd

Join us for our annual fundraising event to help build the best possible future for our furry friends. Please help us by participating in our annual two-mile fundraising walk.

Adopters and friends of the shelter are welcome to walk with your dog. Help the shelter even more when you create your own fundraising page and collect pledges toward your walking.

Read More
Welcome to the Humane Society of Northwest Georgia

Adoption
It is the mission of the Humane Society of Northwest Georgia to reduce the number of healthy animals euthanized in Whitfield through the continuation of our successful adoption program. We give shelter, care and medical attention to dozens of animals until they are adopted into a loving and permanent home. Please come by for a visit!

Pets of the Week
Let's view now! →

Spay & Neuter
It is the mission of the Humane Society of Northwest Georgia to offer a low cost spay and neuter program in an effort to reduce the unwanted litters of puppies and kittens in our community. All of our adoptable animals that are old enough have been spayed or neutered before you meet them. If not, let us explain our low cost program with you.

What's Happening?
Let's find out! →

Education
It is the mission of the Humane Society of Northwest Georgia to promote responsible pet ownership and humane education. We offer a variety of fun and exciting humane education programs for children, students and teachers. Our goal is to teach this generation of children to become champions of animals in need and pass it on to the next generation.

Adopt Happiness!
Adopt Today! →
Every dog needs a cat!

Fees waived for adult cats (1 year & older) and receive a new cat play kit.

ADOPT TODAY
SEPTEMBER 28
Mueller Lake Park, Austin
strutyourmutt.org/Austin
- Media List
- Facebook Page
- Twitter
- Website
Task Four...
Community