CS-19 ONSITE ADOPTION EVENT PLANNING

**Purpose**

This document will define tasks and responsibilities to plan and execute an onsite adoption event.

**Staff /Areas Affected**

Executive Director

Director of Development and Marketing

Director of Animal Care

Adoptions Manager

Director of Community Programs

Media & Communication Coordinator

Outreach Coordinator

Animal Care Staff

Customer Service Staff

Vet Staff

Adoption Counselors

Dog Volunteers

Cat Volunteers

Group Volunteers

**Definitions**

**A.C.** – Adoption Counselor(s)

**Approved** – Potential Adopters have met with an Adoption Counselor and are approved to adopt. May or may not have met with a specific animal to adopt

**Preapproved –** Same as Approved. (Approved prior to the day of the event)

**Non-preapproved** – Potential Adopter who has not yet met with an Adoption Counselor

**Online Application - Approved** **Pending Consult** – Potential Adopter has completed an on line application but have not yet met with an Adoption Counselor

**MCC** - Media & Communications Coordinator

**Sponsor** – Individuals or organizations who are promoting and subsidizing the adoption event, and may have specific guidelines, rules or requirements for the event, pre and post requirements should be considered. Sponsor requirements my include media and promotions, logos used, promotional materials, forms completed by adopters, etc.

**Transports** – prearranged intake of animals from partner shelters

**Responsibilities**

The Adoptions Manager and Director of Animal Care are the ‘leads’ for all Onsite Adoption Events. They may designate others for specific aspects at each event. (All offsite adoption events are led by the Events Coordinator or Adoption Manager.)

**Roles**

The following are minimum staffing/volunteer requirements for each event:

|  |  |  |  |
| --- | --- | --- | --- |
| **ROLE** | **LOCATION** | **#** | **TASK** |
| **Planning Team** | Pre Event | 4-6 | Ongoing meeting & planning for event, immediately after a date of event has been confirmed. |
| **Staff In Charge** | Roaming | 2-3 | Leadership / Go-To for questions, concerns, problem resolution, etc. |
| **Crowd Control** | Outside - Training Room / Front Door | 2 | Explain how the process works. Confirm people are in the correct line (PreApproved, not preapproved) Let in predetermined number of people at a time. |
| **Check In -Preregistered** | Training Room | 2 | Write down names of Adopter, in order of arrival and the name of 1 / 2 animals they are here to see. |
| **Check In – Non Preapproved** | Front Desk | 2 | Advise guests to complete app & return to desk. Call landlords, stage apps in order for consults. Answer questions. |
| **Adoption Counselors** | Training Room/ Consult Rooms | 8-10 | Typical AC duties. Explain different locations for processing, what to do with folders/apps when adopting, who will get animals after, etc. |
| **Traffic Flow inside** | Lobby / Hall / Processing | 4 | Take Folders & Apps, put them in line for processing. Show Adopters where to wait. Show Adopters any Sponsor required forms. Notifying them when adoption paperwork is complete and where to go to sign and pick up their animal. |
| **Adoption Processing** | Back Desk or TBD | 5-6 | Process adoption, take money for extras (retail purchases, HW+ additional charges, HW meds, Licenses, etc.) Review Adoption Contract, get signatures, etc. |
| **Kennel Staff** | Usual | 3-4 | Typical duties, get dogs out and back to kennels. |
| **Cattery Staff** | Usual | 2-3 | Typical duties, get cats out and boxed to go home. |
| **Fire Fighters** | Wherever needed | 2 | Staff who will address issues or problem resolution |
| **Photos** | Family Room | 1-2 | Take photo of Adopter(s) and their new pet as practical, share with MCC, Sponsor, and on social media. |

\*Locations and staffing numbers may be adjusted due to Health Dept and/or CDC restrictions and precautions

**Procedures**

As soon as we can publicize details of an event: (as determined by sponsor if applicable):

* MCC - Post on our Website and Social Media, including change FaceBook banner and reach out to sponsor if one has been identified.
* Notify all staff of dates and times, ask for help
* Advise Customer Service Staff or work requirements for pre-event and event staffing needs
* Appoint and notify Team Leads of their role(s)
* Develop a social media plan for promotion
* Email volunteers that additional help (A.C.’s, groups) is required

One Month Prior:

* Confirm details of posts on the website/social media (possible Sponsor requirements) & timeline
* MCC confirm details are clearly defined on all posts about the event and share across all social media platforms and add to media talking points:
  + Dates/times
  + Process (Preapproval times, Open to Public times)
  + Explain what ‘Preapproved’ means, vs someone applying on line, etc.
  + Possible additional costs (HW+, license, etc.)
* Arrangements for Transports of incoming animals

Two Weeks Prior:

* MCC of posts on the website/social media. Design all printed materials:

**Signs-**

* + ‘Use other door sign’ - for inside the building and outside the building.
  + Photo's & Video may be taken at this event and shared on social media channels
  + Puppies & Kittens not available, unless sponsor approves subsidizing their cost.
  + Additional parking sign (confirm with Vista for overflow)
  + If doing - pre-approved line / location info
  + Heartworm positive, Special diet and other special needs signs
  + Shy cat signs (if not up already)

**Other -**

* + Sponsor banner, ‘Thank you’ cat/small critter sign (BISSELL creates)
  + Order slip leads for going home, if needed
  + Director of Community Programs - contact AC’s to get extra staffing commitments for the day
  + Director of Community Programs to ask for extra staffing for crowd control and other roles for the day
  + Identify extra rooms/locations to be used for consults
  + Fosters should be contacted and informed to be available or bring animals in as required

One Week Prior:

* MCC coordinate posts on the website/social media
* Director of Development and Marketing identifies staff who will take photos of adopted animals, and locations
* MCC to print signs (See above)
* Director of Development and Marketing assign someone to pick up any promo materials from sponsor if needed
* Advise all affected staff of incoming Transports and number of animals
* Vet Staff - confirm adequate stock of heartworm and flea meds and any other meds needed
* Director of Community Programs:
  + Confirm and update staff of Volunteer commitments and assign roles
  + Name tags for all volunteers, including blanks for new or One Time (groups)
* Consider how to inform A.C.’s of ‘Memos’ so they don’t need to go to the computer for all animals. (possible hand out identifying by, ‘Behavior Consult’, ‘Med Consult’, ‘Single Pet Only’, ‘Single dog only’, etc. One for dogs, one for cats.)
* Determine points of entry, and waiting area. Signage for alternate entrance locations and doors
* Confirm any sponsor materials are on site (banners, adopted signs for photos)

3 Days Prior

* MCC updates all posts on the website/social media

2 Days Prior

* Animal Care / Vet Staff reviews all available animals to make sure all vaccines/meds are up to date and administers as needed
* MCC updates all posts on the website/social media
* Email reminder to all volunteers of their commitment and role
* Create a document with all staff & volunteers by role, rooms for consults, processing staff & locations, and staff who are working in kennels, cattery, behavior, etc.

1 Day Prior

* Alphabetize Surveys by last name, separated by dog/cat/small animal – *Lynn Hagenbush*
* Verify all HW+ dogs folders are noted and kennel signs reflect this status
* Print info on reactive, single dog home, cats with specifics for AC reference
* MCC updates all posts on the website/social media
* Order food and beverages for staff/volunteers
* Confirm slip leads are available for leaving
* Set up chairs for waiting area
* Set up table for Sponsor forms with clip boards and pens
* Set up table for staging adoptions to be processes
* Hang banner/prepare signs for photos
* Name tags for one time or group volunteers

The Day of Event

* MCC - photos posted on FB & Instagram
* Put out ‘additional parking’ signs if needed
* Hang all posters as needed
  + Which doors are for what: Preapproved, non-preapproved, etc.
  + CLOSED – on Admitting doors
  + Volunteer entrance, parking, etc.
  + Meds for sale (HW, Flea, Retail Items, etc.)
  + “Adoption Processing Area”, “Waiting Area”, “EXIT”, etc.
* Hang backdrop and set up location for family/animal photos to be taken
* Adoption Counselor Meeting 45 minutes prior to opening
  + All AC’s should know who kennel staff are and where to find them
  + Hold policy for the day (dog, child, etc.)
  + Number of folders allowed per adopter
* Meeting for EVERYONE 30 minutes prior to opening
* Confirm Cattery staff is informed who is taking cat photos and the process, so cats aren’t boxed before photos are taken with adopters.

After Event

* Photos posted on FB & Instagram
* Bring in all Parking and other signs
* Take down signage, photo backdrop, etc. and store in proper location
* Return all chairs and tables to proper location
* Store or throw out food and drink, and clean break room
* Take out trash

**Reference Documents**

Adoption Surveys (on line / hard copy completed upon arrival)

**Revision History**

V1 - Created 10/25/18

V2 - Revised 12/4/18

V3 – Revised 4/26/21