



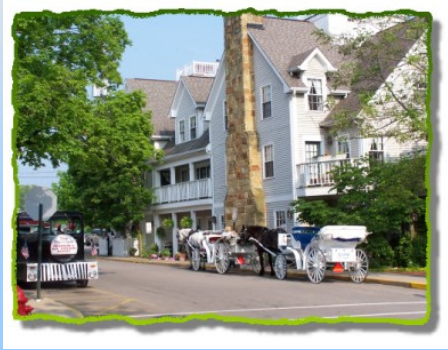
Brown County, Indiana

- Human Population = 15,000
- ~ 50% area is forests & parks
- Pet Population = HUGE
- Expensive housing
- Low wages



\$\$ are Tough to Come By

- Tourism – biggest industry
- No manufacturers, distributors, corporate headquarters or big box stores

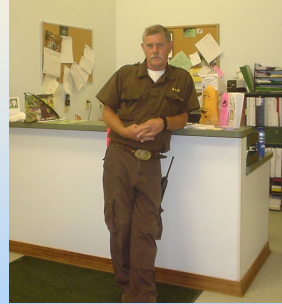


BCHS Shelter



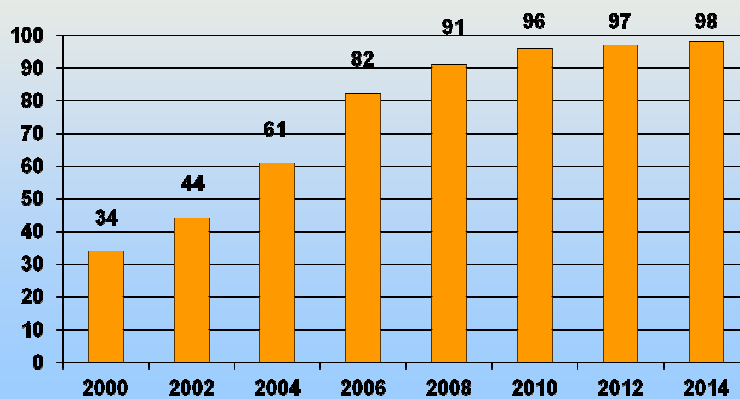
About Our Shelter

- Care for 600–700 pets/year
- Capacity
 - 20 indoor/outdoor dog runs
 - 50 cat cages for ~ 100 cats
- Open Admission
- Contract with Animal Control
- Only shelter in the county



BCHS Transition to No Kill

- Prior to 2000, typical Save Rate was 30%
- 2008 Save Rate 90% +



2 Pronged Approach

- Increase Save Rate
 - Adoptions
 - Transfers
 - Return to Owners
- Reduce Intake
 - Reduce pet population
 - Keep pets in homes
 - Assist owners with rehoming

Increase Save Rate

**20 quick, easy &
inexpensive ideas**

Available Pet Flyer

- Twice/month
- Emailed to 20 volunteers
- Volunteers post in over 60 locations

Available Pets at Brown County Humane Society
Hot Dogs and Cool Cats Just for You

See all of our adoptable pets @ www.bchumane.org
128 S State Road 135
Nashville, IN 47448
<http://www.facebook.com/bchumane>
July 15, 2011

Trendy Turtle: Some TLC, please!
Hip Harvey: I'll need a Duffy bed
Breezy Brandy: This window sill is mine!
Perfect Pinot: Look into my eyes!

Charming Charlie: Wanna go for a walk?
Gorgeous Gonzo: Pet me - I'm as fluffy as I look
Magnificent Maggie: Your smile makes my day!
Fancy Phoebe: I'm a good listener
Marvelous Marvel: I'll be by your side forever

Adoption Sponsorships

I HAVE A SPONSOR!
Someone thinks I'm so terrific that they have offered to pay part of my adoption fee to ensure I find a good home.
My sponsor is _____

- Sponsor donates adoption fee
- Tag placed on cage
- About 50% are passed to another pet

Barn Cats

- No adoption fee
- Ask for a donation
- Evaluate before label “barn cat”
- No ferals euthanized in 5 years



Barney

Adoption Counseling

- Open & friendly
 - No one has the perfect home
 - Steer toward appropriate pet for the family situation – offer alternatives
- Adoption follow ups
 - Within the first two weeks
 - More often if a difficult placement

Cats at PetCo & PetSmart

- Permanently house 4-5 cats at each store
- ~130 cats/year adopted
- Volunteers care for cats
- Store faxes adoption application
- Donations from stores

Dogs Weekly at PetSmart

- Every Saturday
- 35 mile drive
- One paid staff person + volunteers
- Up to 100 adoptions per year
- Adoption fees cover the cost
- PetSmart rewards
- Choose the store wisely

Foster Homes

- Which pets to foster
 - Recovery from medical issues
 - Too young to be adopted
 - New moms and litters
- Fosters provide food and litter
- Fosters help find adoptive homes
- Find fosters outside your community



Special Promotions

- Large number of a particular pet
- Discount adoption price
 - Fabulous February Felines
 - Hearts for Hounds
 - Cat of the Week is free during that week
- Advertise via flyers, local paper, website, Facebook

Feb. 1st through Feb. 15th
**Fabulous February Felines,
for
Five dollars!**
(All cats 5 months or older.)

So many purrrfect personalities to choose from!

and many more at
BROWN COUNTY HUMANE SOCIETY
120 S. State Road 135, Nashville, TN 47408
See all of our adoptable pets @ www.bchumane.org
<http://www.facebook.com/bchumane>

Long-timers & Senior Discounts

- \$10 adoption fee
 - Pets in shelter longer than 6 months
 - Pets over 7 years of age
- Snazzy name: Red Collar Club
- Advertise via flyers, local paper, website, Facebook



Shelter Open Hours

- Know your community – ask your supporters
- Mon, Wed, Fri, Sat & Sun, Noon to 5 pm
- Appointment on days closed or after hours
- Weeknights not successful
 - Probably because we are a bedroom community

Websites

- PetFinder.com & Rescuegroups.com
 - Every pet
 - Great photos & descriptions a must
 - Videos, especially for hard to place pets
 - 70% of our adoptions are outside the county
- www.bchumane.org
 - Link to Petfinder
 - Dog/Cat of the Week on home page

Email & Social Media

- Email newsletter 2x/month
 - Pictures of a few pets to adopt or foster
 - Videos of adoptable pets
 - List volunteer opportunities
 - Post statistics & share successes
- Facebook & Twitter
 - Cat & Dog of the Week
 - Adoption photos
 - Encourage post adoption pictures

Newspaper Advertising

Brown County PET TAILS

Every other week, a place for:
Heartwarming stories • Pets of the Week • Ask SPOT: Q&A • Humane Society Happenings

Cat of the Week:
Hi I am Rocky and I have the most unique chocolate tabby coat I am a sweet guy who loves to be with people and bring the smiles see the best I am a bit of a talker so I'll call out as you walk by so you don't miss me. I am 2 years old, neutered, and ready to go home!

Dog of the Week:
My name is Eves. I'm a black cat with a white patch on my face. I'm a sweet guy who loves to be with people and bring the smiles see the best I am a bit of a talker so I'll call out as you walk by so you don't miss me. I am 2 years old, neutered, and ready to go home!

Meet our lucky charms

Did you know? It costs \$20,000 per month to run our shelter.

DIAMOND PET FOODS
Cat & Dog Foods
Horse Feeds
Bird Seed

In Memory Of Louis Weatherford

\$2 OFF
any 20 lb. or larger bag of Dog or Cat Food

Videos

- Most all dogs
- Some of the cats
 - Long staying
 - Cat of the week
- Wait until settled
- Less than 2 min.
- Post everywhere



Kennel Enrichment

Dogs

- Play groups
- Different walks
- Novel smells
- Easy music
- Rotate toys
- Sit With Me

Cats

- Exercise time
- Rotate toys
- Windows
- Bird watching
- Music



Behavior Modification



- Trainers donated time to teach staff & volunteer clicker training
- Hired inexperienced, but enthusiastic trainer

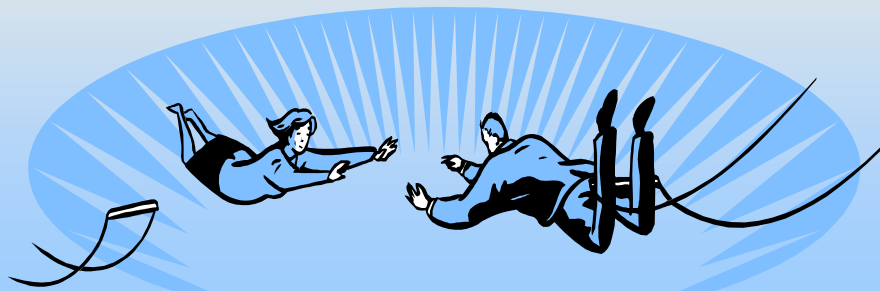
Dog Transport

- Healthy, friendly dogs transported monthly
- Transport 100-150 dogs/year
- Run entirely by a volunteers
- Collaboration
- Helped us “see the light”



All-breed & Breed Rescues

- Ensure they are reputable
- Build trust
- Provide all information about the pet



Shelter Trades

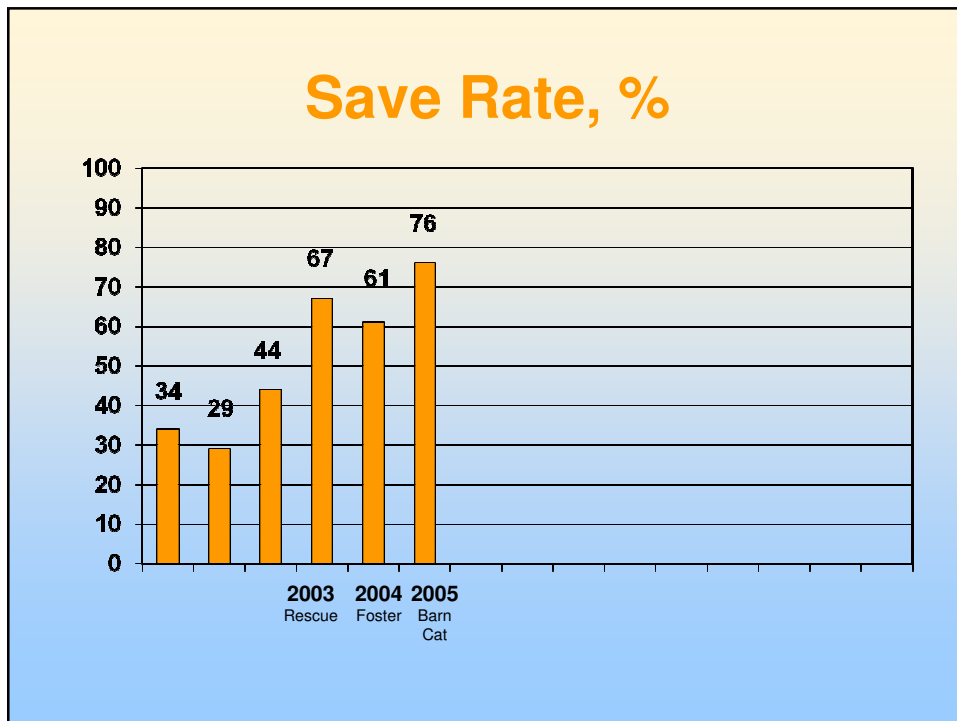
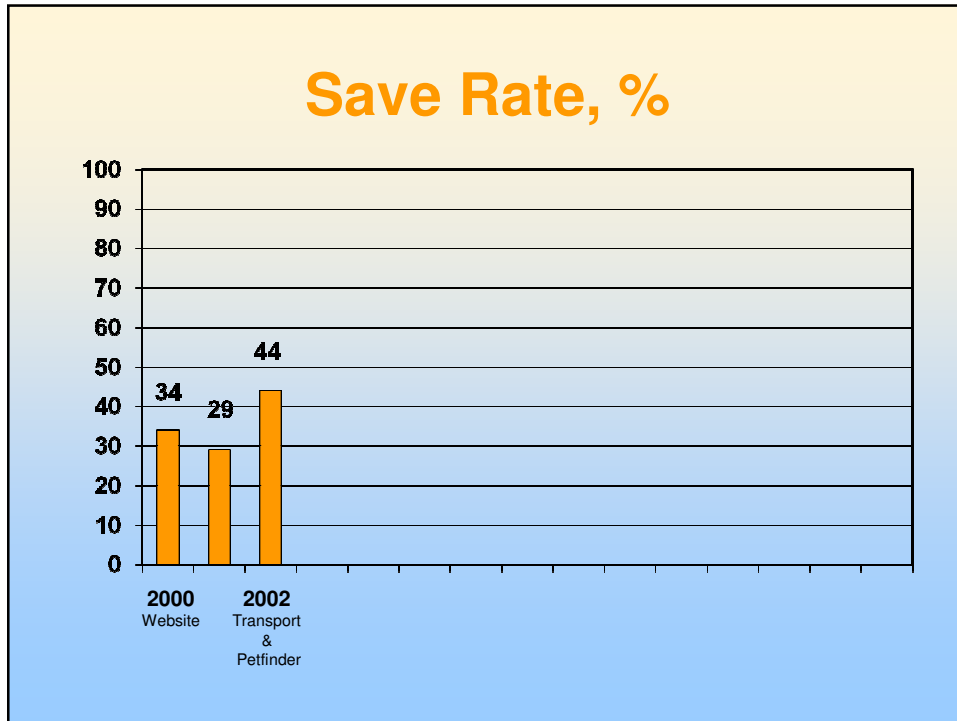
- Get to know shelters in your region
- Different shelters have different capabilities
- Play Puppy Poker

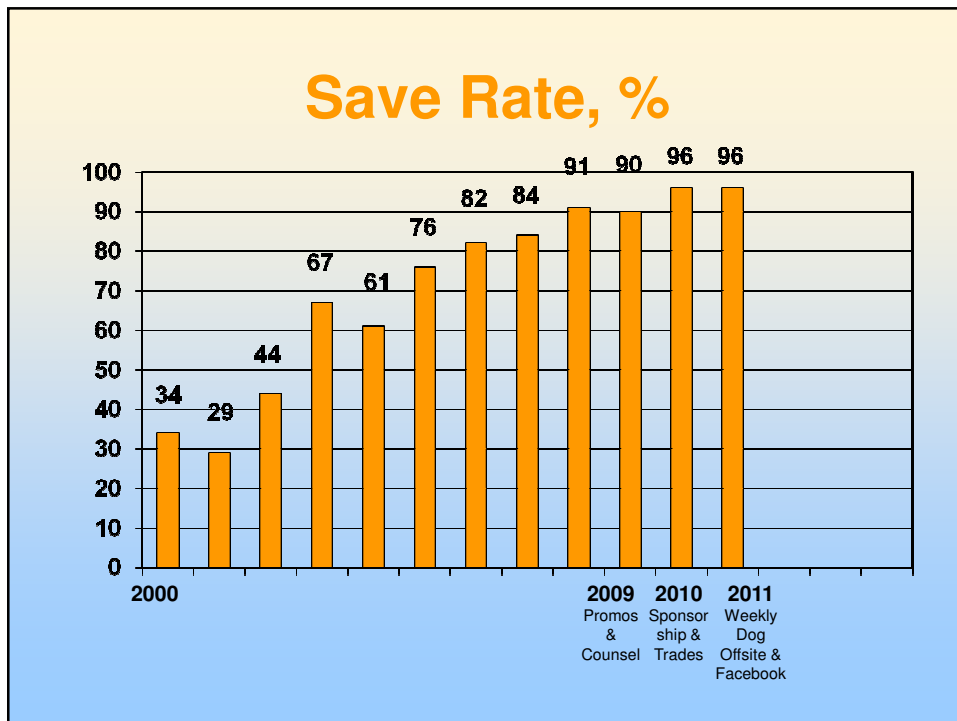
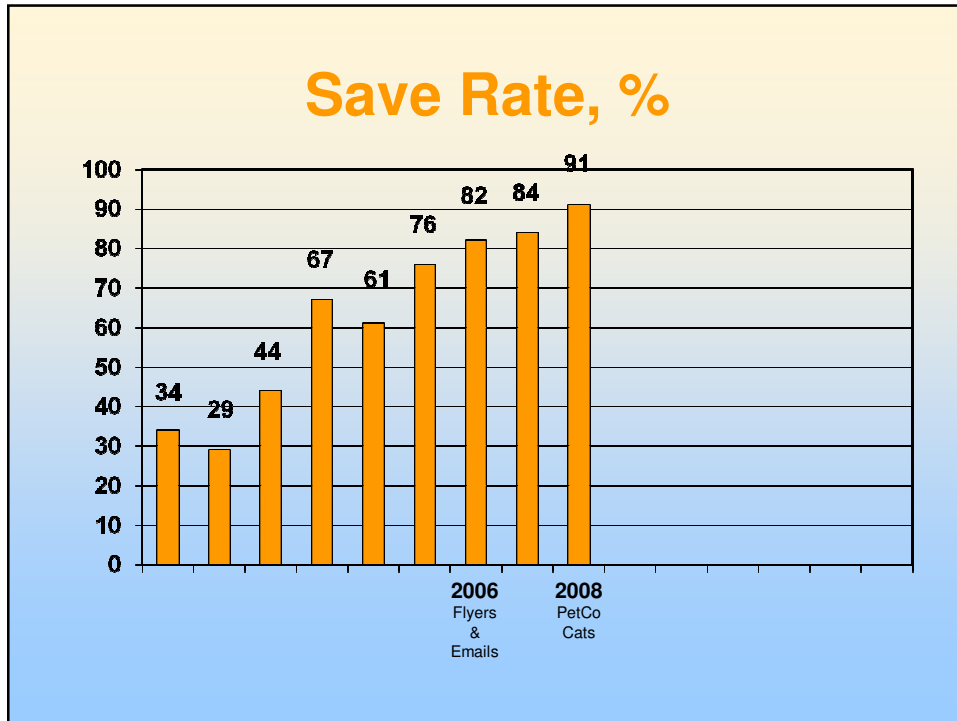


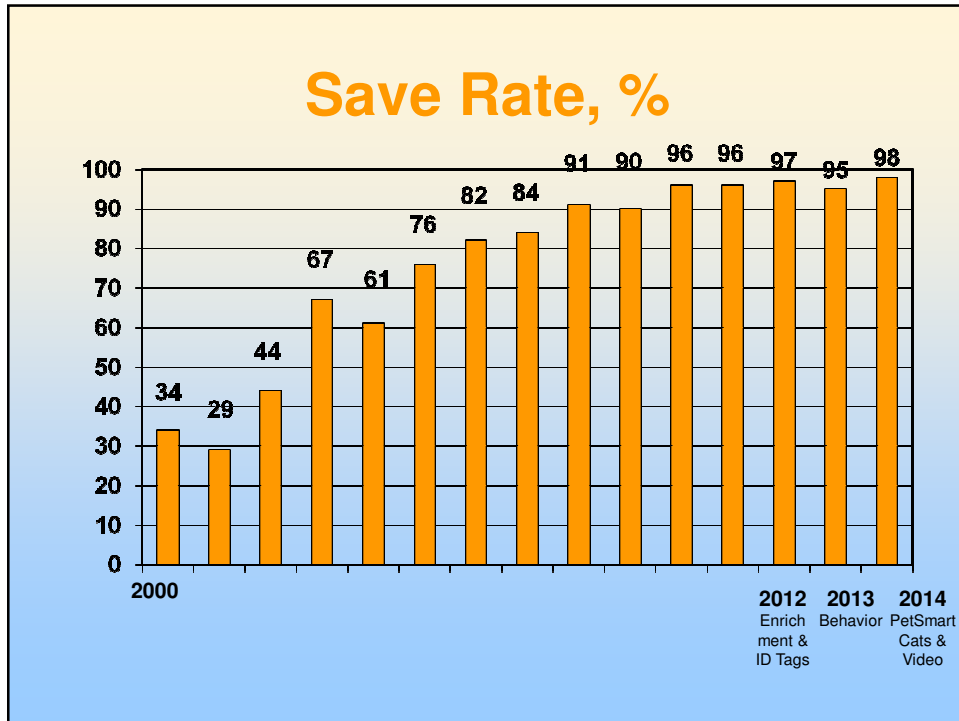
Increase Returned to Owner

- Provide tags with each adopted pet
- Post lost pets on Facebook
- Available pet flyers
- County ordinance – all dogs & cats must wear ID &/or chipped









Be Patient

- It takes time
- Don't be afraid to try new programs
- Set goals and evaluate programs



2 Pronged Approach

- Increase Save Rate ✓
 - Adoptions ✓
 - Transfers ✓
 - Return to Owners ✓
- Reduce Intake
 - Reduce pet population
 - Keep pets in homes
 - Assist owners with rehoming

Reduce Intake

Implement Robust Spay/Neuter Program
NOW!!

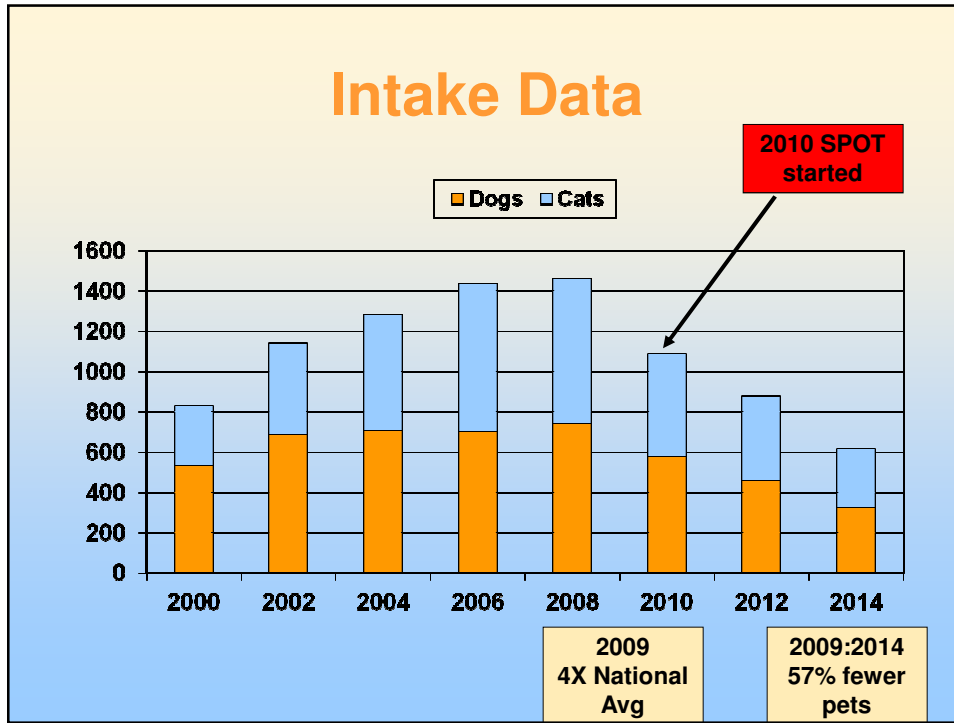
Indiana County Stats, 2009

County	# in/1000 people	Save Rate
Brown	97	92%
County A	45	76%
County B	42	51%
County C	40	58%
County D	32	68%
County E <small>(limited admission)</small>	14	80%
US Average	24	50%

SPOT was Created

(Serving Pets Outreach Team)

- Modeled after Sue Sternberg's Training Wheels program
- Goals
 - Provide spay/neuter assistance to public
 - Keep pets in homes
 - Provide better life for pets



SPOT Financial Impact

	2010	2014
Program Cost	\$76,265	\$49,722
New Revenue	\$129,755	\$47,932
Reduced Intake Savings, estimate*	\$49,950	\$119,550
Net Benefit	\$103,440	\$117,760

* # of fewer pets coming into the shelter compared to 2009 x \$150/pet

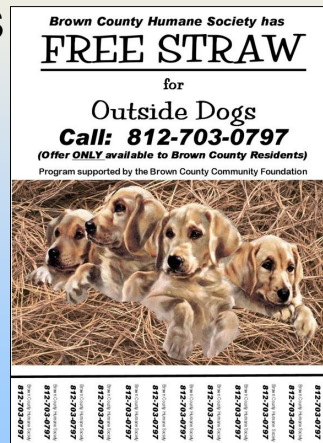
SPOT Funding

- Community philanthropist
- Phoneathon – matching funds
- Grants
- County



Community Outreach

- Take the shelter to the people
- Dec 2009 – Deliver FREEBIES
- Find people who need to S/N



Advertising

- Word of mouth
- Flyers in the county
- Local paper
- Website, FB and emails
- Postcard to every resident



FAIR SPECIAL
\$5.00 SPAY/NEUTER



Stop by our S.P.O.T. Booth
at the Brown County 4-H Fair
July 25 - July 30

Sign-Up or Call **812-703-0797**
Brown County Humane Society S.P.O.T. Program
Brown County Residents ONLY

SPAY/NEUTER SPAY/NEUTER SPAY/NEUTER SPAY/NEUTER SPAY/NEUTER SPAY/NEUTER SPAY/NEUTER SPAY/NEUTER SPAY/NEUTER SPAY/NEUTER

Postcard to All Residents



**Be part
of the
solution...**

SPAY or NEUTER YOUR PETS TODAY!

\$1

Cost = \$2350
No. Mailed = 10,500
Response = 206 surgeries



\$1.00
gets your pet
Spayed or Neutered
during the month of April

Call SPOT **812.703.0797**

Thank you for being part of the solution.

SPAY/NEUTER SPAY/NEUTER SPAY/NEUTER SPAY/NEUTER SPAY/NEUTER SPAY/NEUTER SPAY/NEUTER SPAY/NEUTER SPAY/NEUTER SPAY/NEUTER

SPOT is a program of
Brown County
Humane Society

Spay/Neuter Outreach

- “Repeat Offenders”
- Accessible
- Affordable - \$1 or \$5
- New promotions every other month



Promotion Strategy

- Price reduction every other month
- Time sensitive & limited
- Aim at highest population of pets
 - Pit Bulls, Big Dogs, Feral Cats
- Always offer \$30 cat & \$60 dog sterilizations
- Negotiate price -don't lose them once they call

SPOT Promotions

- Buck the Winter Blues – \$1
- Fix Your Mama – pups/kittens free
- Free Feral Fix – 1st 100 ferals free
- Big Dog Deal - \$5 for 40lbs+
- Fix Your Pit – free 1st 25 Pits
- Fair Special - \$5 if sign up at fair booth
- April Special - \$1 first 100 dogs & 100 cats

How many sterilizations?

- Peter Marsh estimates 5 “effective surgeries” per 1000 people annually
 - **NOT ENOUGH** in Brown County
 - Did up to 23 per 1000 - no reduction in intake
- Year 1: 55 per 1000 people
- Year 2-4: 43 - 67 per 1000 people
- Year 5: 32 per 1000 people
- Est. maintenance: 20 per 1000 people

SPOT Accomplishments

	Total in 5 years	Average per year
# Sterilizations	3647	730
Intake Decrease	57%	34%
# Home Visits	1159	230
Lbs Food	41,514	8300
# Straw Bales	803	160

Keep Pets in their Homes

- Provide food temporarily
- Behavior advice
- Suggest other resources
- Just listen



Help Owners Rehome

- Courtesy post pets
- Suggest groups & people to reach out to
- Provide tips on rehoming
- Appointments for relinquishing



2 Pronged Approach

- Increase Save Rate ✓
 - Adoptions ✓
 - Transfers ✓
 - Return to Owners ✓
- Reduce Intake
 - Reduce pet population ✓
 - Keep pets in homes ✓
 - Assist owners with rehoming ✓

How BCHS Operates

- 6 committees report to the board
- Annual measurable goals
- Step by step plan
- Frequent revisiting of plan
- Accountability

About Goals

- “Without goals, and plans to reach them, you are like a ship that has set sail with no destination.” — Fitzhugh Dodson

Goal Steps

- Establish baseline
- Brainstorm ideas
- Choose ideas to implement
- Set a measurable goal
- Make a plan and assign tasks
- Measure monthly
- Determine success

2015 Shelter Committee Plan

Fundamental Objective: Prepare & promote shelter pets to be adopted into forever homes as quickly as possible.

Goal = Reduce Length of Stay (LOS)

- Measure 1 - Dog LOS reduced from 32 to 27 days
- Measure 2 - Cat LOS is reduced from 85 to 60 days
- Measure 3 - No cats in shelter longer than 8 months
- Measure 4 - No dogs in shelter longer than 4 months

Committee Plan Document

Category	Action Item	Date	Person
Get Lost Pets Home Faster	Microchip Clinic	9/1/15	Sarah
	Standard text for FB	1/15/15	Erika
	Post of FB the day they arrive	Ongoing	Sarah/Sean
	Post on Indy Lost Pet Alert	As needed	Erika
	Meet park administrators	3/1/15	Sarah

Committee Plan Document

Category	Action Item	Date	Person
Increase Number Adopted at Off-sites	Attend Indy Mega Adoptions	June & Oct	Jane
	Find out about Columbus PetCo	2/1/15	Sarah
	Investigate other offsite venues	7/1/15	Sue Ann
	Cats to Greenwood	July – Oct	Sean
	Attend Maple Syrup & Bike Festivals	Mar & Oct	Sue Ann

Contact Info

- Jane Weatherford
 - jane@bchumane.org
 - 812-320-2829
- Brown County Humane Society
 - www.bchumane.org
 - 812-988-7362

