

Intake:

1. Promote spay/neuter
 - We need to be sure to keep applications stocked at Wal-Mart and at the Adoption Center
 - Word of mouth...make sure to tell everyone we know to apply for a voucher
 - No co-pay for low-income dog owners increases their willingness to have their dog fixed
2. Promote the use of ID tags
 - Advertise the benefits of ID tags (flyers, newsletters, etc)
 - Hang up flyers about the dog license law and where to purchase them
 - Have a free tag day at a local business
3. Give out training DVDs
 - PetsIncredible has DVDs we can order for 99 cents each
4. Offer free obedience training
 - Locate a trainer willing to do free obedience lessons, and a place willing to let us use their building (Alton Ruritan maybe?)

Euthanasia:

1. Depends a lot on intake
 - Reducing the intake will obviously reduce the euthanasia
2. Increase adoptions
 - The more adoptions we have, the less will have to be put to sleep
3. Work with more rescues
 - Getting more involved with rescues will allow more animals to make it out safely

Adoptions:

1. Promote the website
 - We need to have our web address printed on everything we do
 - Humane Society bumper stickers (3" x 9" stickers as low as 59 cents each for 250)
 - Business card magnets (can be ordered for as low as 36 cents each for 500)
2. Work with local businesses
 - Have businesses put widgets on their websites (www.petfinder.com/getwidgets.html).
 - Do a link exchange (they put a widget on their website, we put their logo on ours).
 - See if other businesses would put a bulletin board up for us like the one at Wal-Mart.
 - For those who can't do a bulletin board, perhaps they could hang up a printout of our weekly list.
3. Adoption promotions
 - Adoption events at off-site locations
 - Sponsorships (adoption fees, microchips, heartworm tests)
 - Freebies for adopters (adoption kits w/ coupons from local businesses)
 - Specials on adoption fees for special holidays/events
4. Promotion, promotion, promotion!
 - Petfinder bumper stickers (we can buy 100 of them for \$4.10)

- Weekly featured pets in the newspaper (they do these for free)
 - Increase Yahoo group members (the more people sign up, the more see our new pets each week)
 - Fundraising4pets license plates (only \$1.99 each, say "Save A Life...Adopt A Homeless Pet")
5. Educate the public about puppy mills and why shelter animals are euthanized when people buy puppies instead of adopting.

Return to Owner:

1. Promote the use of ID tags/tag giveaway
 - In 2007, only 20% of dogs and 2% of cats were reclaimed by owners. Identification tags would let us contact the owners when stray animals come into the shelter.
 - Have a free tag day
2. Advertise "if you have lost a pet, check with shelter"
 - Some people don't know where the shelter is, or how to contact them if their pet goes missing. We need to make sure people know where to look.
3. Promote microchips
 - Every pet that comes in at the shelter is scanned for a microchip. If more people use the chips, we can get these animals back home safely.
 - It only costs \$15 to microchip through the Humane Society. A small price to pay to get your animal back should they end up at the shelter.

Rescue Groups:

1. Work with new rescues
 - Partnering with lots of rescue groups will ensure that more animals make it out alive.
2. Find volunteers to transport
 - If we can transport animals to rescue organizations, rather than them having to work out transport themselves, it will make them more willing to pull animals from our facility. Sometimes this means a 30 minute drive, and sometimes it is as far as an hour or two away. Charitable miles are tax-deductible at 14 cents per mile.

Fosters:

1. Recruit new foster parents
 - Adding new foster families to our program will free up space at the shelter, while placing the foster animal in a home environment where they can be trained and socialized to make them more adoptable.

Other stuff to think about for future meetings:

Ways to promote spay/neuter
How to expand volunteer base
How to increase donations
Applying for grants
New fundraisers

*Highlighted items are things that would cost the Humane Society money.

