



# Transport Program Recharge

## Part 2: Engaging More Fosters and Adopters

Clare Callison, Maddie's® National Director, Pet Supply and Demand, American Pets Alive!

Kelly Duer, Foster Care Specialist, Maddie's Fund

# Palm Valley Animal Society Transport Media Kit

## About us

- Palm Valley Animal Society serves five municipalities (Edinburg, Hidalgo, McAllen, Palmhurst, and La Joya) and Hidalgo County at large on behalf of approximately 545,000 residents, taking in approximately 16,000 animals each year.
- PVAS accepts stray and surrendered companion animals from municipalities and counties who contract our services regardless of age, health, or breed, making us the largest intake facility in Hidalgo County, and one of the largest intake facilities in the country.
- Our mission is to provide lifesaving care, comfort, and compassion to animals in need by engaging the hearts, hands, and minds of our community.
- PVAS has implemented a wide variety of lifesaving measures, and in 2021, our save rate was 88.2%.
- We have two facilities with a total of 350 dog runs and 185 cat kennels.
- Our diverse staff of over 100 trained professionals serves our community in multiple languages, as nearly 75% of the community speaks a language other than English.
- While we rely heavily on our transport partners to save lives, we also adopt out more than 5,000 pets into the community each year and have recently added a Pet Resources Center, providing food, supplies, rehoming support and information on low-cost veterinary care, to help keep pets in the home and out of the shelter system. Our foster care program currently supports, on average, 300 pets in foster care at any given time, and we're hoping to expand our capacity to provide more intensive lifesaving care to neonate kittens and puppies in 2022.

## Greatest Challenges

- In 2021, the number of pets in our care varied from 200-500 cats and 500-900 dogs based on time of year and the age of intakes.
- Though we have implemented new contracts with partner municipalities that limit the number of animals they can bring into the shelter at once and encourage progressive field services, we still receive an average of 30 stray pets every single day.
- Veterinary care is one of our biggest challenges. For the large majority of 2021 we did not have a full-time vet on staff so we were left working with a patchwork of visiting vets. In addition to this localized challenge, many private practice vets in our area are not taking on new clients and with nearly 24% of the community living below the poverty line, most veterinary care options are not financially feasible.
- We do have one new facility (opened in 2016) but the large majority of our dogs are still housed in our old facility, which has primarily outdoor, covered kennels. In such a warm climate outdoor kennels are not typically a concern, but we do have a few cold snaps during January-February in which we plea out as many dogs as we can to temp foster, wrap the kennel pods in tarps and provide enough heat to take the edge off the chill.

## Tag us on Social Media!

- Facebook: [@pvastx](#)
- Instagram: [@pvastx](#)
- Twitter: [@pvastx](#)
- Tik Tok: [@palmvalleyanimalsociety](#)

## Find Pets in Need of Transport

- Our pets most urgently in need of placement are posted [here on our website](#).
- We post new pets in need of transfer daily in our Facebook group, [PVAS Partner Group](#)
- We also send daily emails to fosters and transport partners introducing pets who need placement. If you aren't on our transport email list, contact us at [rescue@pvastx.org](mailto:rescue@pvastx.org).

## Information for Transport Partners

- All animals are vaccinated with age appropriate vaccines upon intake. We are unable to provide rabies vaccines on intake due to no veterinarian on staff, however if a health certificate is required we utilize visiting veterinarians for such and are able to provide a rabies vaccination at that time. All animals receive dewormer, flea prevention, and heartworm prevention (if applicable). Dogs receive heartworm testing upon intake, or when age appropriate. We are unable to ensure that all pets are spayed/neutered prior to transport due to the lack of veterinarian resources.
- We transport all animals in airline carriers. If we are transporting we request that the receiving agency provide their own carriers at the meeting location. If we transport animals via air transport we seek donated carriers prior to the transports because we know the crates will not be returned to us. We never want a carrier to be the obstacle preventing an animal leaving our facility to a receiving partner.
- Our process is not complex. We ask that you complete an on-line application, provide your 501c3 documentation, and 2 references, at a minimum. We then ask you to join our [PVAS Partner Facebook group](#) so you can see our daily urgent pleas as well as our email group where we post animals in need throughout the day. We also work with groups when we know we are doing in state and out of state transports. For those transports we can provide working lists that provide information on animals available, length of stay, medical, and behavioral. We do have enrichment occurring at both locations so we are able to do dog/dog testing when requested.

## Transport Options

- [Pilots N Paws](#)
- [Doobert.com](#), an online software platform custom-built for animal rescuers: "It's like a combination of Match.com specifically for animal shelters and rescues to find new partners, and then a volunteer Uber for getting the animals where they need to go."
- Find more options on [Best Friends Animal Society's website](#)
- We are able to provide a list of resources for local transportation that often are able to be paid to add animals to their regularly scheduled transports.

## Other Ways You and Your Supporters Can Help

- Like us on social media!
- Tag us in transport posts and posts about pets who were transferred from us!
- We're always in need of airline crates and carriers of all types for pet transport. If you're picking pets up here, please bring your own with you, and if the transport is returning to PVAS, we'd love any you can send on the return trip!
- Have a surplus of donations? Bring some along on your transport pickup or send some back on the return trip! You can see the items we need most on our [Amazon wish lists](#).
- Interested in doing a donation drive or a larger-scale event to help us? Contact [info@pvastx.org](mailto:info@pvastx.org) for help.

# Why is This So Important?

- Common scenario: the large dog plea
- How to examine our programs to expand how many lives we can save?
- Keep trying new things, we can always improve.



# Analyze Data & Rally the Troops

- How are your fosters finding you?
- Why are your current fosters signing up?
- How many fosters do you need, and for what types of pets?
- How can you motivate them to sign up?
- Areas of your town/city that are not regularly reached through adoption?
- How many visitors are being turned into adopters?



Cincinnati Animal CARE Fosters



Amanda Graus

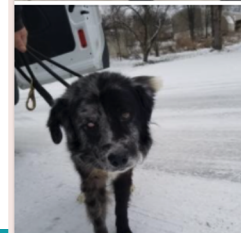
Admin · Yesterday at 12:03 PM · 🌐

We're looking pretty slow today! We need 3 more dog fosters to come!

We had so many cuties come in overnight & have already had 4 strays come in today before even open. Below are some of them in need! -6 kennels currently, and we need to get back in the positives!

**Mater:** Mater is an adorable, young black lab! He came in with another small dog and was friendly with the finder & everyone here! Who can foster this sweet boy to help us with space?

**Peeka:** Peeka is an adorable retriever... [See more](#)



Maddie's  
Fund



# Pull Out All the Stops



- Remove barriers- hint: not just policies, processes can also be barriers.
- Respond immediately
- Keep them engaged




# Level Up Knowledge Throughout Organization

- Regular cross training, foster, adoption staff, behavior, observe playgroup, shadow shifts.
- Behavior Terminology document
- Monthly webinars, library of behavior resources
- Role play- how to talk about unique behaviors.



# Pet Marketing Review



 **Memphis Animal Services**  
Yesterday at 11:00 AM · 🌐

Eros #MASA10628 busted out of the shelter over the weekend for a fun-filled foster field trip! Here's what his field trip chaperone said about their time together:

"Eros had a lot of fun on his field trip! Our first stop was Hollywood Feed. He checked out a LOT of toys but kept gravitating to the bones and rawhides. Although he had his eye on what appeared to be a brontosaurus leg, I talked him into something more size-appropriate.

After getting his "munch" on, we headed to Shelby Farms! As we made our way around the lake, he made sure to get lovings and snuggles from everyone he could. Like, he LIVES for snuggles. Men. Women. Kids. Everyone who stopped got some.

I wasn't sure what would happen when we came upon some ducks, but my guy was completely chill. He was perfectly content just to stand there and watch them swim!

By the time we made it back to the Jeep, he was pretty beat, but not so much to stick his head out the window to people watch.

Eros really is one of the sweetest, well-behaved dogs I've ever been around. He didn't bark at other dogs (or anything for that matter).

He did well on the leash, and he handled riding in the car like a champ. The only thing this love bug needs now is a lap to lay in. 🥰"

If you're interested in fostering, adopting, or rescuing 2-1/2-year-old, 58 lb Eros, email [mas@memphistn.gov](mailto:mas@memphistn.gov) or meet him at the shelter anytime during our daily visiting hours of 12-4 pm.

- Get to know your pets
  - How do they behave outside the shelter?
  - What are volunteers and fosters saying about them?
  - What can you do to increase the likelihood of their adoption or foster?



**Maddie's  
Fund**

# Pet Marketing Review

## Bud

[Domestic Short Hair](#) •

Young • Male • Large • Buff / Tan / Fawn, Tabby (Buff / Tan / Fawn)


### About

COAT LENGTH  
Short

HOUSE-TRAINED  
Yes

HEALTH  
Vaccinations up to date, spayed / neutered, special needs.

PREFERS A HOME WITHOUT  
Other cats, dogs, children.

 *Petfinder recommends that you should always take reasonable security steps before making online payments.*

### Meet Bud

Stop overlooking this wonderful cat! A 2011 leftover kitten, Bud is still active and curious despite his bowing knees. His antics are amusing and he and is the only one left homeless of his litter of 8, given names of beer.

## Pets' online profiles

- Complete with photo, bio, video?
- Is anything missing?
- Pet with longer stays- does anything need to be updated?

## Social media

- Are you utilizing social media as much as you can?
- Have all pets with longer stays been featured recently?
- Are you talking about foster as much as adoption?



Maddie's  
Fund



# Keep them Moving: Adoption Strategies

- You can plan an event, any time
- Not just waived or reduced fees- giveaways, spin a wheel, food trucks, free tickets, borrow ideas
- Space crisis resource checklist- create an SOP



Maddie's  
Fund

# Keep them Moving: Matchmaking

- Cat Concierge: volunteers have a basic boiler plate to help potential adopters
- “Unicorn foster squad”- Gateway
- Dallas Matchmakers
- Excellent customer service is key- adoption counselor training. First impressions!
- Post adoption feedback survey, and

## CAT CONCIERGE

Didn't find your purr-fect match today?

Let our Cat Matchmakers provide you with free expert help finding the cat of your dreams!



The APA! Cat Matchmaker Team is here to help you find your next feline family member!

Tell us what you're looking for and our expert matchmakers will provide free, personalized service to make a love connection!

Means needs a follow up response	Means followed up recently	"Category" key/terms: Age: kitten (<6 mos), juvenile (6 mos-1yr), adult (1-7 yrs), senior (7+ yrs), black, white, orange, brown, blue, Siamese; Temperament: kid friendly, cat friendly, dog friendly, playful, cuddly, lazy, quiet, female; Special: declawed, hypoallergenic, special needs, FeLV, pair, other					
Date of Request	Date Responded	Wait Time (Days)	Name of Client	Category of Request	Notes on Request	Cats Recommended	Did Client Adopt?
11/6/2019	11/7	0	Jill Gonzales	Dog Friendly		Lady Lumps, Mildred, Buddy, Clarissa, Fluff, Swirly, Emerald	

# Word of Mouth Recruitment

- Ask for their help
- Give them examples of ways to share
- Provide incentives



Top fan

Okay, they NEED you.

It is so cold outside!! These pups stay in the shelter for at least 72 hours before they are able to be adopted. This is the case UNLESS you sign up to foster and then they can come home with you! Short term or long term. Both are needed. I have fostered 7 different pups with this organization and the reward is absolutely priceless.

Please, PLEASE consider signing up. We have a wonderful foster team and providing a safe and warm home, helps the pups become more adoptable and frees up space for other intakes. They are critically over capacity and need people to sign up.

Foster: <https://cincinnatianimalcare.org/get-involved/foster>



CINCINNATIANIMALCARE.ORG

Become a Foster Parent Helping Shelter Dogs and Kittens in...

Like · Reply · 20h



Maddie's  
Fund

# Separate Marketing and Adoption Counseling



Maddie's  
Fund



# Urgent Posting Tips



Maddie's  
Fund

# Advanced Recommendations

- Comprehensive recruitment plan
- Targeted recruitment
- Post boosting

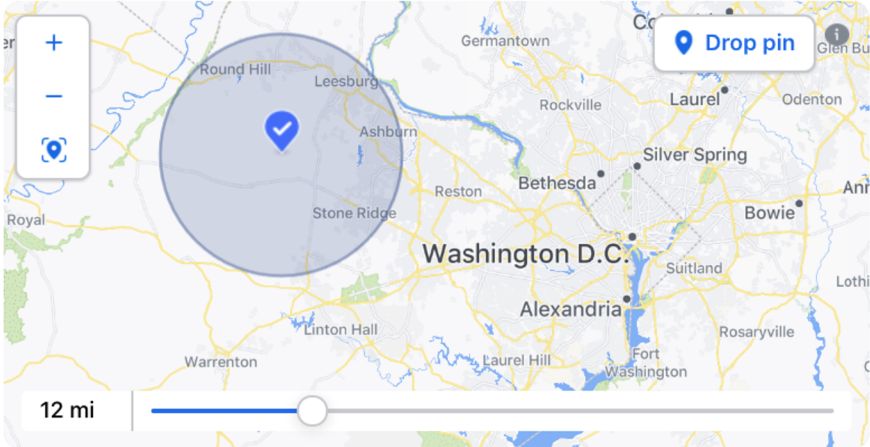
**Edit audience** ✕

Locations

Type to add more locations

United States

(39.0116, -77.6842) + 10 mi ✕



12 mi

**Detailed Targeting** ⓘ

Detailed Targeting

Add people who match at least one of the following

Browse →

Interests

Pets ✕

Suggested for you



Maddie's  
Fund

# Checklist Takeaways

☐ Clare



Maddie's  
Fund