Barriers & Solutions: Field Trips & Sleepovers

* Dogs might not be on adoption floor when someone wants to adopt them
	+ Set expectation that participants will keep phones on and bring them back if this happens
	+ Schedule field trips when shelter is closed
	+ Steer them toward other dogs
* Management hasn’t completely bought in
	+ Show them the cost analysis
	+ Discuss research with them
	+ Show Maddie’s Fund’s best practices
* Staff & volunteers have fears
	+ Use your own experience to help them get more comfortable
	+ Compare outings to adoptions
	+ Be transparent
	+ Remind them of the alternative
	+ Have good SOPs
	+ Get support from upper management
	+ Show them the data
	+ Strategically meet with staff in groups of 3-5 to talk about it face to face
		- Talk about transition
		- LISTEN
		- Keep staff informed (who went where, etc.)
		- If staff have favorite dogs, send them out
	+ Ask management to give a pep talk
		- Explain why the program isn’t solely foster
			* Impacts and benefits behavior staff, caretakers, etc.
* Volunteers aren’t on board
	+ Town hall meeting
		- Present data, program logistics, etc.
	+ Write about it in volunteer newsletter/email
	+ Gameify it- create some kind of fun competition
* Staff are judgmental of community
	+ Review organization’s mission statement
	+ Workplace culture agreement
* You need help to run the program
	+ Ask volunteer coordinator for referrals of volunteers who can help you
	+ Send an email to volunteers to recruit
	+ Tap your most reliable fosters individually
	+ Talk with high schools, training facilities, colleges, etc.
		- National Honor Society- needs volunteer hours
		- May be able to get college credit, reference letter
* Participants only want to take easy dogs
	+ Create top picks
	+ Have program staff/volunteers discuss the neediest dogs and the matching process with participants
* Nervous about not having volunteer training
	+ Online training
	+ Have current volunteers do training
	+ Have a kiosk in shelter where people can do online training
* Swag is expensive/can’t afford supplies
	+ 4Imprint.com - easy, fast, cheap
* Grants from local Community Foundation
	+ Get bulk donation of bags and have the logo printed on
	+ Business sponsorships
	+ Recruit a graphic artist to volunteer & create program logo
	+ Maddie’s Fund’s Innovation Grants
	+ Amazon Wish List
	+ Max & Neo: get Adopt me leashes and collars at cost
	+ PetSafe has a donation program
	+ Subaru gives out portable bowls in some areas
	+ Ask Tito’s Vodka for sponsorship
* Liability/Insurance issues
	+ Start program small with only current volunteers to test logistics, then grow (pilot program)
	+ Ensure participants are read and/or printed any information on behavioral issues
	+ Have your waiver read and edited by a lawyer
		- Recruit lawyer to volunteer pro-bono
* Need help with marketing
	+ Ask volunteers to post program announcement on NextDoor
	+ Make a flier & have volunteers post
	+ Meetup.com
	+ Post on your personal page and ask for help sharing
	+ Create an open social media group where fosters can post about pets for potential adopters & community
	+ Ask specific influencers to try out the program (mayor, owner of coffee shop, city or county’s marketing department)
* Marketing staff aren’t on board with promoting program
	+ Get support from upper management
	+ Guerrilla marketing: ask volunteers & fosters to post on their own social media, Nextdoor, etc.
	+ Draft text for post and ask them to edit (saves them time)
* Finding volunteers to help run the program is a problem
	+ Ask fosters/volunteers individually
	+ Seek out teens/college student who need service hours
* Finding participants is a barrier in rural areas
	+ Check with church groups, 4H, etc.
	+ Press release
* Transportation is a major barrier in the city
	+ Partner with a taxi/transport company
	+ Use adoption van to bring dogs to a central meeting location close to walking areas, like a park
	+ Doobert.com
	+ Ask volunteers to help transport dogs