
Super Adoption: Finding Homes Hundreds at a Time



by Nikki Sharp
No More Homeless Pets in Utah
Best Friends Animal Society

About Best Friends

Best Friends is working with you – and with humane groups all across the country – to bring about a time when there are no more homeless pets.

The sanctuary at Angel Canyon, in the Golden Circle of southern Utah, is home, on any given day, to about 1,500 dogs, cats, and other animals from all over the country. Many of them need just a few weeks of special care before they're ready to go to good new homes. Others, who are older and sicker, or who have suffered extra trauma, find a home and a haven here, and are given loving care for the rest of their lives.

Best Friends manages a model No More Homeless Pets campaign, with shelters and humane groups statewide, to ensure that every healthy companion animal that's ever born can be guaranteed a loving, caring home.

And Best Friends reaches across the nation, helping humane groups, individual people, and entire communities to set up spay/neuter, shelter, foster, and adoption programs in their own neighborhoods, cities, and states.

The work of Best Friends is supported entirely through the donations of our members. Through the generous hearts and hands of people like you, we can ensure that animals who come into the care of Best Friends will never again be alone, hungry, sick, afraid, or in pain.

About No More Homeless Pets

Best Friends is working with people and humane organizations nationwide to bring about a time when there will be no more homeless pets. The No More Homeless Pets section of our website contains information about the nationwide No More Homeless Pets campaign. It offers current news, information on events and model programs, and practical how-to resources on a variety of topics – from advice on what one person can do to in-depth manuals for grassroots humane groups. For more information, visit our website at www.bestfriends.org.

In our home state of Utah, we have begun a program to bring an end to the killing of homeless animals in the state by the end of 2005. This cooperative effort involves animal welfare groups, animal control, veterinarians, and animal lovers across the state. We're happy to share our blueprint with people in other communities. For more information on No More Homeless Pets in Utah, visit www.utahpets.org.

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You can help hundreds of people fall in love in your community.



How? Well, in Salt Lake City, the No More Homeless Pets in Utah campaign sponsors Super Adoption Fairs. A Super Adoption is a cooperative effort where multiple animal groups get together to adopt out a substantial number of animals in a limited period of time, in a fun, festive atmosphere. In Salt Lake City, these events have drawn as many as 13,000 people and the result has been good new homes for as many as 600 animals in a single weekend.

“More than 15,000 healthy, adoptable animals were euthanized in Utah in 1999, simply because there were not enough homes for them,” said Gregory Castle, president of NMHP in

Utah. “An adoption event such as this one has the potential to save hundreds of lives, if families will choose to adopt instead of getting their dogs and cats from pet stores and breeders.”

In addition to bringing as many as 1,000 pets for adoption to the event, the Super Adoption events feature live music, tasty food and drinks, clowns, face painting and other activities for the kids. The Big Fix mobile van and veterinarians are on hand to neuter animals and check out the health of adopted pets. Professional groomers and dog trainers volunteer their time to provide tips and offer demonstrations.

This publication is not a definitive guide to organizing and carrying out a Super Adoption; rather, it is a collection of sample materials and tips from Super Adoptions that we have been involved in. We hope that these samples are helpful to you in planning your own Super Adoptions.

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Getting Sponsors

Super Adoptions are very expensive events. It is imperative that you get corporate sponsors to help foot the bill. Here are some tips:

1. Sell the event as a partnership between their business and your organization.
2. Outline clearly the benefits to their organization:
 - Will they get logo recognition?
 - Will they get microphone mention?
 - Will they have a booth?
 - Will they be mentioned on radio ads?
 - Are there other special perks?
3. Have three categories in which a corporation can donate.
4. Keep them involved in the days leading up to the event.

See the “Partnership Opportunity Statement for Sponsors” (page __) and the “Letter of Agreement with Sponsor” (page __) for more information on working with corporate sponsors.



Getting Groups and Shelters to Participate

Here are some tips:

1. As soon as you know the date and location, send out a letter announcing the event to the shelters and groups and inviting them to participate.
2. Give them a deadline for notifying you of their intent to participate. This is critical because your design layout will be based upon how many groups and animals you will be expecting to attend the event.
3. Select the group organization chairperson (see “Job Descriptions”) carefully. The coordinator of the groups has a tough job. He/she need to be in regular contact with all the participating groups. You don't want groups showing up not knowing what is going on. Even with the best attempts, unfortunately there are always those groups who will show up very confused.
4. Send all groups a written policy at least two weeks before the Super Adoption. Review it with all groups/shelters before the event. (See the “Participation Requirements” starting on page __.)
5. Many shelters/groups will assume it is somebody else's job to clean up after them. Let them know this isn't the policy.
6. Try to get the groups/shelters to commit for the full event. It is a lot easier to have one layout vs. multiple layouts to accommodate everybody's individual schedules.
7. Groups/shelters may show up with very few volunteers. Try and have extra volunteers to assist them. The groups with the most volunteers tend to have the best adoptions.

Choosing a Location



We used a PETSMART parking lot where two interstates intersect. The advantage of this location was that it was very visible and thousands of cars passed by the site daily. This location was also adjacent to a Costco, which is usually packed on weekends. The advantage of having the event at a PETSMART was that most adopters purchase the necessary items for their pet immediately following the adoption. Many people believe it would be better to have the event in a park; in Salt Lake City, however, we would have sacrificed visibility for atmosphere.

Tips for choosing a location:

1. Look for a location with high visibility.
2. Look for a location with great local name recognition – people know where it is without having to ask for directions. (In Salt Lake City, everybody knows where the PETSMART is.)
3. Look for a location that will allow you to do a multiple-day event. (There are parks that will only issue a permit for a one-day event.)
4. Look for a location with a lot of available parking. (Our location had lots of parking; however, we had 4,000 people attend and those spots went quickly!)

5. If you plan to have the event in a parking lot and use tents, it would be better if you found a parking lot that allows stakes in the ground. Otherwise, the tents will have to be secured with water barrels. Also, you will have to make sure there aren't parking lights or other obstacles in the parking lot.
6. There are usually fewer permits to obtain when you do an event on private property rather than public property.

Acquiring Permits

There are many city/state regulations that need to be adhered to in order to get the permits to hold your event. Regulations vary according to city and state. Be prepared to spend a few hundred dollars to get all your permits. Most likely, you will need some or all of the following:

1. **Mass Gathering Permit.** To get this permit, you will probably need to show that you will have an EMT on duty, port-a pots (wheelchair accessible), and insurance.
2. **Zoning/Traffic Permit.** You need to prove that you will have enough parking spaces (including handicapped) and that your event is not happening in a residential area or blocking any major access roads.
3. **Temporary Business License.** Nonprofits have to obtain one but usually don't have to pay a fee.
4. **Fire Department.** You might have to fulfill requirements for tent arrangements, fire extinguishers in tents, and exits in tents. (We were inspected twice during one event to determine if we had fulfilled requirements and were complying with recommendations for changes.)
5. **Food Handlers' Permit.** Will be required for anybody handling unpackaged foods.

SUPER ADOPTION EVENT SUMMARY

To all our wonderful volunteer chairpersons: Welcome! We are very excited to have you on our team. To begin, here's a brief synopsis of the Super Adoption.

Pre-Event: Prior to the event, brochures and posters are developed and distributed, sponsors are secured, public service announcements are produced and submitted, radio spots are recorded and aired, print advertising is designed and distributed, press releases are written and submitted, permits are secured, animal groups are organized and informed, and volunteers are secured and trained.

The Event: On the day before the first day of the Super Adoption, the setting up for the event will occur. Tents will be erected and kennels and cages will be built. The vendors, booths, stage, registration table and decorations will be set up so as to maximize the attractiveness and effectiveness of the Super Adoption.

On the morning of the first day of the Super Adoption, the groups will be able to set up with their animals. Volunteers will assist with getting groups and animals to designated areas. A registration/information booth will have event experts on hand to orient participating groups with maps to their location. Schedules for event activities and adoption applications will also be distributed at this booth. This central table will also be the nucleus where the public and participating groups can come with questions and concerns. Spanish interpreters can be requested from this location, as well as the services of an EMT. Literature and information on the No More Homeless Pets campaign will be available here, too.

The Super Adoption will last for three days. During this time, the public will be invited to interact with the hundreds of animals available for adoption. They will have the opportunity to speak with experts on pet care, training, and adoptions. The variety of experts on hand will help people find the pet that will fit best into their family. Kennel runs will be available for people to get better acquainted with the dogs. These runs will also serve to introduce dogs for tests on compatibility.

The spay/neuter mobile unit will be present at the event. The unit will spay/neuter all adopted animals that were not previously fixed. Consequently, all animals will be able to go home with their new family on the day they are selected. Literature on the procedure for spay/neuter and Utah's pet overpopulation will be distributed at this site.

While visitors are making up their minds about which pet would be best suited to be the new member of their family, there will be entertainment and food to enjoy. They can relax and enjoy the music and adoption frenzy. Once the difficult decision has been made and the adoption finalized, a photographer will be present to capture the momentous occasion.

After the Super Adoption: All participating groups will report on their adopted animals to the registration table. A press advisory will be sent out to announce the final adoption number for the No More Homeless Pets in Utah Super Adoption. Money owed to NMHP for any spay/neuters performed will be tallied and paid. The site is torn down and the park is left clean and spotless. Thank-you notes are sent. A questionnaire to participating groups on improvements to be made is sent.

GOALS FOR SUPER ADOPTION

1. Secure \$25,000 in sponsorship.
2. Distribute posters and flyers in a timely and organized manner.
3. Provide tons of PR, such as listings in community calendars, PSAs on local radio and TV stations, coverage in local newspapers, and live remotes during the event.
4. Recruit 100 volunteers and use them effectively.
5. Ensure that all groups are organized and have a good time.
6. Ensure that the atmosphere is festive and the area is attractive.
7. Provide quality entertainment throughout the event.
8. Make sure food and drink are available throughout the Super Adoption.
9. Ensure that no animals are stolen and that they are minimally stressed during the event.
10. Adopt out 600 animals.

SUPER ADOPTION TIMELINE

February

- 28 Complete the orientation for the event

March

- 1 Produce adoption forms
Establish Super Adoption committee
Receive insurance document
Reserve tents
Become oriented to the event location
Meet PETsMART manager
- 4 Hold first chairperson meeting
Outline a budget for event
Receive permission to hang banner over State Street
Send out first event announcement
- 15 Secure list of sponsors
Determine which businesses need to be on advertising materials
(T-shirts, flyers, posters, newspaper ads)
Notify site logistics chair which businesses will need a booth at event
- 18 Obtain list of participating groups/shelter from partner development
Determine where we will obtain food
Secure emcee
- 22 Send permits to required agencies (mass gathering, zoning, fire department)
Secure EMT
Rent port-a-pots
Hire security agency
Secure all bands/entertainers
Reserve sound system
- 29 Receive all T-shirts, flyers, posters
Begin distribution of flyers and posters
Determine layout of event
Produce draft of group positioning at the event
Finalize policies/procedures and review them with group organization chair
Rent generator

(continued)

April

- 5 Recruit groomers and obedience trainers from PETsMART
- 12 Meet with representatives from all area PETsMARTs
 - Meet with emcee
 - Finalize liners for radio
- 19 Fax notice of event to all community calendar newspapers
 - Send participation packets out to all groups
 - Send PSAs to all radio stations
 - Recruit volunteers for event and assign jobs to them
 - Complete cage cards
 - Put up signs on telephone poles
- 20 Begin pre-promotion
- 26 Put up banner over State Street
- 27 Begin classified ads
 - Begin radio PSAs
- 28 Begin newspaper ads
- 29 Hold last chair meeting prior to the event

May

- 1 Set up tents for event
- 2 Set up decorations
 - Get cash for payment station
- 3 Generator and port-a-pots delivered
 - Pick up helium tank
 - Super Adoption begins
 - Do live remotes of event
- 4 Do live remotes of event
- 5 Tear down the event
- 6 Do final cleanup
 - Take down State Street banner and signs
 - Return generator and helium tank
 - Port-a-pots picked up
- 13 Send thank-you notes
 - Hold wrap-up committee meeting and party
 - Enter adoption information into spreadsheet

SAMPLE LETTER TO ADOPTION PARTNER

February 20, 2002

Dear Adoption Partner,

It may seem hard to believe, but it is time to start gearing up for the Salt Lake Super Adoption again! This year, the dates for the three-day adoption festival will be Friday, May 3, Saturday, May 4, and Sunday, May 5. I would like to officially invite you to be a part of the 4th Super Adoption organized by No More Homeless Pets in Utah.

As many of you know, this adoption event has helped Utah's rescue groups and shelters adopt over 1,400 animals into loving, permanent homes. We have been very pleased with the results from the past Super Adoptions, and we are working hard to make this event the best yet!

I have enclosed a simple form pertaining to your participation in this event. Please fill it out and send it back to me via fax or mail as soon as possible. This is a preliminary form to help us start planning. The deadline for definite confirmation of your participation will be March 20.

This is going to be a SUPER event and I am looking forward to working with you! We will be keeping in very close contact with your rescue group as we get closer to the Super Adoption. You will receive details on general policies and procedures as well as any other pertinent information as the time draws nearer. If you have any questions, please feel free to contact me via telephone or e-mail (see below).

Sincerely,

Stephanie Hiemstra
Partner Development Director
No More Homeless Pets in Utah
324 South 400 West, Suite C
Salt Lake City, UT 84101

(801) 364-0370 phone
(801) 364-0374 fax
stel2h@utahpets.org

PARTICIPATION REQUIREMENTS FOR THE SUPER ADOPTION

Location: PETsMART, 1830 South 389 West,
Salt Lake City, Utah

Dates: Friday, May 4, 3–7 pm
Saturday, May 5, 10 am–7 pm
Sunday, May 6, 10 am–5 pm

Pre-Event Setup

1. There will be two cat tents and three dog tents housing the dog kennels. These tents will be set up a couple of days before the Super Adoption.
2. Groups are welcome and encouraged to bring their cat cages anytime after Thursday at 2 pm to set up. (Have all cat cages labeled prior to dropping them off. Please keep the label to a tag. Also, remember that some of your cages might need to be lent to a group coming from a long distance!) If you can bring your cages on Thursday, it will really help Friday, Saturday, and Sunday to run more smoothly.
3. You will be assigned cat cages and dog kennels prior to the Super Adoption. Please keep in mind that cage assignments will change daily. If you are late to the event, you risk losing your kennel space to another group.
4. Please check kennel signs before placing your animal in one.

Event Check-In

1. On each day that you are participating, you must check in at the Information Booth.
2. You may unload your animals only after you have checked in.
3. At check-in, you will be shown your adoption booth assignment, dog kennels and cat cage space. You will also pick up the schedule of events and review the adoption procedure.

Event Check-Out

1. You must check out at the end of each day.
2. All of your cages and kennels must be clean before you can check out.
3. We ask that you not leave until the end of the day, when the event is scheduled to finish. (It is distracting to have people packing up while the event is still going on.)
4. There will be a \$50 fine for any group that does not both check in and check out each day. This is not an attempt by NMHP to make money, but rather an incentive to help us keep 28 rescue and shelter groups organized. Please respect this policy!

Spay/Neuter Policy

1. All animals must be spayed/neutered before leaving the Super Adoption with their adopter. This includes juveniles. Unfortunately, every group has a different policy regarding spaying and neutering, and we are unable to accommodate everybody's individual policy. For an event this size, we need to standardize this policy as much as possible. However, we have set up a partnership with the Humane Society of Utah Clinic, which has agreed to steeply discount their prices for the week prior to the Super Adoption. We will have our mobile clinic, The Big Fix, onsite to ensure that resources are available to you so it will be easier to comply with this policy.
2. The Humane Society of Utah (HSU) is staffed to perform safe high-volume spay/neuters on animals over eight weeks old. They will offer the procedures at reduced rates for the week leading up to the Super Adoption. You will need to call ahead for an appointment: 261-2919, ext. 230.

Their prices are as follows:

- \$15 cat neuter
- \$25 cat spay
- \$25 dog neuter, up to 50 lb.
- \$35 dog spay, up to 45 lb.
- (Ask for prices for larger dogs)

HSU will do vaccinations at 50% off for the groups participating in the Super Adoption. Please call for prices. To control public abuse of these special rates, notify HSU of the group the animals are affiliated with and who will be dropping them off and picking them up.

3. The Big Fix, a mobile spay/neuter unit, will be available to perform surgery Saturday and Sunday during the event. Prices are as follows:

- \$15 cat neuter
- \$25 cat spay
- \$35 dog neuter
- \$45 dog spay

The cost of the procedure will be charged to the group, not the adopter, and will be deducted from your adoption check.

Mobile Unit Spay/Neuter Schedule:

- Friday adoptions: Will be held to be fixed on Saturday; pick-up for animal will be 6 pm
- Saturday adoption before 2 pm: Will be fixed that day with pick-up at 6 pm
- Saturday adoption after 3 pm: Will be fixed Sunday with pick-up Sunday at 6 pm
- Sunday adoption before 3 pm: Will be fixed Sunday with pick-up at 6 pm

If you have an unfixed animal that is adopted during the final two hours of the Super Adoption, then the group has to provide a free spay/neuter with the adoption. An appointment will be made at the Humane Society of Utah for the following week. NMHPU will follow up on compliance with this matter.

Vaccinations will be available through the mobile unit ONLY for animals also being spayed/neutered. (Groups, not the adopter, will be charged for vaccinations, which will be deducted from the adoption

check.) The cost of vaccines will be: \$5 rabies shots, \$10 cat combo, \$10 cat leukemia, and \$10 dog combo.

Vaccination Policy

All animals must have proof of at least one round of vaccinations. For cats, FVRCP is required; for dogs, DHPP is required.

Rabies shots are highly recommended but are not required. If the rabies shot has not been given by the adoption agency, the adopter must be notified in writing that a rabies shot is required by law and indicate a date by when the shot must be given.

Payment Policy

1. The payment for the Super Adoption has been standardized: \$65 for a cat, \$75 for a dog.
2. There will be one payment station that No More Homeless Pets in Utah will be running.
3. We will be accepting cash, credit or check.
4. NMHPU will retain 5% of the adoption cost to help with offsetting the expense of the Super Adoption.
5. Groups will be given a check two weeks following the Super Adoption, once all the accounting is completed.
6. Groups will be responsible for obtaining the money from any adopters whose checks have bounced.

Adoption

1. The adoption application has been standardized. This one-page form was based upon input received from a variety of groups. The form is printed on a carbon-copy form.
2. All groups will perform their own interviews.

3. All groups will use their own contractual agreements.
4. If an animal is returned, the group is responsible for accommodating that animal. There is a space on the adoption application form for you to write in your group name and phone number of your agency. The phone number of your group on the adoption application form is required.
5. The cat adoption areas and the dog adoption areas are scattered; therefore, there needs to be an interviewer from your group for each area. The cat adoption area is in the cat tent and the dog adoption area will be in booths outside of the dog tent.
6. When an application is approved, the word “Maddie” needs to be written beside “cw,” which stands for code word and lets the payment people know that the adoption was in fact approved.
7. The adopters need to be sent to Payment without the pet and with all three adoption application forms (white, pink and yellow).
8. Once the adopters have paid, they will bring the paperwork back and then claim their pet. (Look for a PAID stamp before handing over the animal.) No More Homeless Pets in Utah will have kept the yellow copy.
9. The group will then keep the white copy, and the adopter will keep the pink copy as a receipt of payment.
10. Send them with their pink copy to the “Train with Praise” and the “Nutro” booths to claim their free adoption packets and free starter food.
11. The adopter will need to have the pink copy in order to leave the event with an animal.

PETSMART Paper Work

1. PETSMART has a form that needs to be filled out by the adopter.
2. For adopters to get their free adoption bag with all the coupons, they need to have the form filled out.
3. Forms will be turned in at the Training Table Booth.

Volunteers

1. All groups need to come with volunteers.
2. Please have one volunteer for every dog kennel or, at the very least, every two dog kennels. Volunteers will be responsible for getting animals out of their cages* and for keeping cages clean. You will have significantly greater success with adoptions with more volunteers and the event will be less of a mad-house.
3. Volunteers need to check in at the volunteer sign-in area and pick up an identification badge. (All participants need to have a name tag.)
4. Volunteers who are walking dogs should also wear a button so that the public knows the animals are available for adoption. Bandanas will be provided for the dogs and they must be worn at all times.
5. Volunteers will assist the public in getting the cats out of their cages.

*The public should not be the ones taking the animals out of the cages.

Stage/Entertainment

1. We will be showcasing animals every hour.
2. We will have obedience trainers at the event. Please use their services as much as possible.
3. We have bands scheduled throughout the event. Please let us know if the volume is disturbing your animals.

Grooming

1. Groomers will be doing regular demonstrations in the grooming booth. They will also do free nail trimmings and consults with all adoptions. Please use their services.

2. PETsMART is willing to perform free groomings on animals to get them ready for the Super Adoption. Take advantage of this service so the animals look beautiful! Please call the following phone numbers to make an appointment. You aren't limited to the number of animals you can bring, but you need to make an appointment.

Orem: 224-0360

SLC Canyon Rim: 487-2130

Redwood Road: 965-1691

Layton: 543-0291

Riverdale: 392-0307

SLC 2100 South: 466-0337

What You Need to Bring for Your Animals

1. Dog/cat food and dishes.
2. All dogs and cats up for adoption need to be wearing a collar and identification that states the group the cat/dog is affiliated with.
3. Leashes: A slip leash needs to be provided by you for all puppy/dog adoptions. Also, please provide loan leashes for the public to walk the animals.
4. Proof of vaccinations for cats/dogs (see vaccination section).
5. A travel crate for dogs/cats that will be in holding. The holding crates for cats should be large enough to hold the cat as well as a small litterbox.

Please note: Approximately 250 animals will be up for adoption at any given time. Therefore, with the goal to adopt 600 animals, many will be waiting for a space to become available. We expect quick turnover; however, all groups need to be prepared with appropriate equipment for their pets during that waiting period.

6. All groups will need to provide a cat-carrying case for all cat adoptions. You can order cardboard carriers through C. Specialties at 1-800-234-5330.
7. No animal under eight weeks of age can participate in the Super Adoption.

ADOPTION APPLICATION

Name: _____

Address: _____ City: _____ Zip: _____

Phone: (home) _____ (work) _____ E-Mail: _____

1. Are you at least 18 years old? Yes No ID or driver's license number: _____

2. Do you own or rent your home? If you rent, landlord's phone number: _____

3. Who are you adopting this pet for? _____

4. How do you plan to keep your new pet confined to your property? Check all that apply:

In the house Kennel or crate Fenced yard Tie-out chain Garage Patio area Outside dog run

Other (explain): _____

5. Where will the pet be kept during the day? _____ night? _____

6. List prior pets and why they are no longer with you: _____

7. Please list all other members of your household and their ages: _____

8. What other pets do you currently have and how many? Dogs ___ Cats ___ Other _____

9. Are your current pets spayed or neutered? Yes No

10. What is the name of your veterinarian? _____

11. Do you plan on having your cat de-clawed? Yes No

12. What training methods do you plan on using? _____

13. How do you plan on transporting your pet? _____

14. Current name of pet you wish to adopt? _____

15. Is it a dog or a cat? _____ Approximate Age: _____

I understand that this is an adoption, not a sale, and that pet adoption agencies reserve the right to postpone, refuse or rescind any adoption. I certify the above information to be true and understand that any false information may result in cancellation of the adoption.

Signature: _____ Date: _____

Would you like to make a donation of \$1.00 to No More Homeless Pets in Utah? Yes No

Counselor Signature: _____ Pet is spayed or neutered? Yes No

Group Name: _____ Phone: _____ cw _____

Type of payment? Cash Credit Check Check number: _____

Amount paid: _____ Payment note: _____

Shelter/Group—white (top copy), No More Homeless Pets—yellow (middle copy), Adopters—pink (back copy)

A Partnership Opportunity for [company name] with No More Homeless Pets in Utah

Cost to [company name]: \$5,000

[company name] Benefits:

Radio

- [company name] will receive radio promotion on all 50+ radio spots:
KRSP 103.5 FM. Media Audit: Age 35-44, second in Salt Lake media market
KXRK 96.3 FM. Media Audit: Age 18-34, first in Salt Lake media market
KSF1 100.3 FM. Media Audit: Age 35-44, first in Salt Lake media market
KQMB 102.7 FM.

Newsprint

- [company name] will receive logo recognition on all newsprint:
Salt Lake Tribune and *Deseret News*: Sunday main news, 4/29/01, 4-column x 16" B&W
City Weekly: 4/26/01 and 5/3/01, JR-page, 4-color (circulation 65,000)

Event Signage

- [company name] will receive 3 positions of prominent signage at the event:
stage, entrance, adoption tables
- [company name] will have its logo on 300 posters throughout Salt Lake City
- [company name] will have its logo on 15,000 flyers
- [company name] will continue to have its logo on www.utahpets.org

Event Participation

- [company name] will receive a booth measuring 10' x 10'
- [company name] will receive microphone mention 10 times a day for 3 days
- [company name] will have its logo on 300 T-shirts to be worn by adoption groups at the event

Other Possibilities:

- Have all 600 dogs at the Super Adoption wear [company name] bandanas
- Give coupons for [company name] services with all adoption kits

LETTER OF AGREEMENT WITH SPONSOR

Between: NO MORE HOMELESS PETS IN UTAH and [COMPANY NAME]

This letter is to confirm our understanding of the terms and objectives of our engagement and the nature and limitations of the value and services [COMPANY NAME] will provide No More Homeless Pets in Utah, hereafter known as NMHPU, and the nature and limitations of the value and services NMHPU will provide [COMPANY NAME].

1. [company name] will provide NMHPU \$5,000 cash in one installment by May 4, 2001, for the Super Adoption event.
2. [company name] is responsible for staffing and providing signage/banners for their 10' x 10' booth at the Super Adoption at all times.
3. [company name] will provide NMHPU 3 banners for event signage by April 27, 2001.
4. NMHPU will provide [company name] sponsor mention on all radio rotations, specifically, on KRSP (103.5), KXRK (X-96), FM 100, KQMB (102.7).
5. NMHPU will provide [company name] logo recognition on 500 display posters to be hanged throughout the Wasatch Front in a variety of local retail outlets.
6. NMHPU will provide [company name] logo recognition on the NMHPU website www.utahpets.org.
7. NMHPU will provide [company name] logo recognition/couponing opportunity on 20,000 flyers.
8. NMHPU will provide 3 positions of signage at the Super Adoption. One position of signage will be on stage, one at the entrance, and a third in a position of prominence.
9. NMHPU will provide [company name] a 10' x 10' booth at the Super Adoption. This will include an 8-foot table, skirting and 2 chairs.
10. NMHPU will provide [company name] microphone mention 10 times a day over the 3-day Super Adoption Event.
11. NMHPU will provide [company name] logo recognition on all newspaper ads (*Salt Lake Tribune* and *Deseret News*, April 29, and *City Weekly*, April 25 and May 2)
12. NMHPU will provide [company name] a follow-up sponsorship report detailing the Super Adoption event.

NMHPU appreciates the opportunity to be of service to you and believes that this letter accurately summarizes the significant terms of our engagement. If you have any questions, please let me know. If you agree with the terms of this engagement as described in this letter, please sign the enclosed originals and return a copy to NMHPU.

Very truly yours,

Nikki Sharp
No More Homeless Pets in Utah
Special Events Coordinator

[company name] Signature

Title

Date

NEWS RELEASE

No More Homeless Pets in Utah

Contact: Gregory Castle (801) 364-0370
cell phone (801) 557-4052
Temma Martin (801) 364-0370
cell phone (801) 953-8876

May 1, 2001

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FOR IMMEDIATE RELEASE

Your New Pet Could Be the Lucky One-Millionth: A Thousand Smiling, Whiskered Faces Looking for Super Homes

The largest gathering of adoptable animals ever held in the state will take place May 4, 5 and 6 during the No More Homeless Pets in Utah Super Adoption. Over 1,000 cats and dogs from more than two-dozen shelters and rescue groups will be purring and wagging their tails in the PETsMART parking lot at 389 West 1830 South in Salt Lake City during the event.

The animals will be available Friday, May 4, from 3 to 7 p.m.; Saturday, May 5, from 10 a.m. to 7 p.m.; and Sunday, May 6, from 10 a.m. to 5 p.m. "PETsMART tracks the number of adoptions performed nationally through their in-store Luv-A-Pet Centers," said Temma Martin, media specialist for No More Homeless Pets in Utah. "They anticipate that their one-millionth adoption since their Luv-A-Pet Centers were launched will take place during this landmark event."

Dogs, cats, puppies and kittens of every breed, age, color and size will be waiting to meet their new families. As many as a quarter of the animals taken in by shelters are purebreds, so potential adopters can expect to find dozens of different breeds to choose from. Adoption fees are \$65 for cats and \$75 for dogs. All animals are spayed or neutered and up-to-date on shots.

The event will also feature live music throughout the weekend, Cinco de Mayo treats, clowns, face painting and other activities for the kids. Veterinarians will be available to check out the health of adopted pets, professional groomers will provide tips, and dog trainers will offer demonstrations.

- more -

Sponsored by Maddie's Fund and Best Friends Animal Sanctuary

No More Homeless Pets in Utah, 324 S. 400 W., Suite C, Salt Lake City, UT 84101

(801) 364-0370, www.utahpets.org

The first Super Adoption, held in the fall of 2000, resulted in the adoption of nearly 400 animals. Since spring is a more popular season for families to bring a pet into their lives, this event is expected to be even more successful. "More than 15,000 healthy adoptable animals were euthanized last year in Utah, simply because there are not enough homes for them," said Gregory Castle, president of NMHP in Utah. "An adoption event such as this one has the potential to save hundreds of lives, if families will choose to adopt instead of adding to the number of animals in shelters by supporting businesses that sell pets." The large volume of adoptions anticipated this weekend will help No More Homeless Pets in Utah exceed its goal of increasing animal adoptions statewide by 3,000 this year. Meeting the goal is necessary for NMHP in Utah to continue receiving grant money from Maddie's Fund, the \$200 million foundation dedicated to ending the euthanasia of homeless pets.

Administered by Best Friends Animal Sanctuary, No More Homeless Pets in Utah has received \$1.3 million to support adoption and spay/neuter efforts in Utah. If the group meets its goals of 3,000 additional adoptions and 21,000 additional sterilization surgeries statewide each year, Maddie's Fund will grant \$8 million over a five-year period toward the cause of eliminating euthanasia in Utah by 2005. More information about NMHP in Utah or about the Super Adoption is available by calling 1-866-UTAH PETS or by visiting the website at www.utahpets.org.

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NEWS RELEASE

No More Homeless Pets in Utah

Contact: Gregory Castle (801) 364-0370
cell phone (801) 557-4052
Temma Martin (801) 364-0370
cell phone (801) 953-8876

September 18, 2001

* * * * *

FOR IMMEDIATE RELEASE

Hundreds of People to Fall in Love This Weekend

Fall Super Adoption Aims to Find Loving Families for 700 Homeless Pets

Salt Lake City – Ahh, Fall, when a young pet’s fancy lightly turns to thoughts of love. In truth, pets are all about love no matter the season. And, at a time when our nation has been collectively focused on tragedy, many of us are reflecting on the comfort our pets bring us in difficult times, and how much those close to us, both two- and four-legged, contribute to our lives. For people who do not yet have a pet, or for those who may want a second pet, the Fall Super Adoption is a good opportunity to bring a new source of love and happiness into their lives. More than 1000 rescued cats and dogs from dozens of Utah’s animal shelters and rescue groups are gearing up to use their canine and feline wiles on potential adopters during the Fall Super Adoption. The "feel-good" event of the season will take place this weekend in the PETsMART parking lot at 389 West 1830 South in Salt Lake City. The event is part of the No More Homeless Pets in Utah campaign.

The animals will be looking for love on: Friday, September 21, from 3-7 p.m.; Saturday, September 22, from 10 a.m. to 7 p.m.; and Sunday, September 23, from 10 a.m. to 5 p.m.

Dogs, cats, puppies and kittens of every breed, age, color and size will be waiting to meet their new families. As many as a quarter of the animals taken in by shelters are purebreds, so potential adopters can expect to find dozens of different breeds to choose from. Adoption fees are \$65 for cats and \$75 for dogs. All animals are spayed or neutered and up-to-date on shots.

"More than 15,000 healthy adoptable animals were euthanized in Utah in 1999, simply because there are not enough homes for them," said Gregory Castle, President of NMHP in Utah. "An adoption event such as this one has the potential to save hundreds of lives, if families will choose to adopt instead of getting their dogs and cats from pet stores and breeders."

- more -

Sponsored by Maddie’s Fund and Best Friends Animal Sanctuary

No More Homeless Pets in Utah, 324 S. 400 W., Suite C, Salt Lake City, UT 84101

(801) 364-0370, www.utahpets.org

The event will also feature live music throughout the weekend, tasty food and drinks, clowns, face painting and other activities for the kids. Veterinarians will be available to check out the health of adopted pets, professional groomers will provide tips, and dog trainers will offer demonstrations.

The first Super Adoption, held in the fall of 2000, resulted in the adoption of nearly 400 animals. The second, held in May of 2001, saw nearly 600 animals find homes. The goal for this weekend's event is 700 adoptions, a feat that Temma Martin, Media Specialist for No More Homeless Pets in Utah, believes can be accomplished. "In light of last week's tragedy, I think that many people will be inspired to save the lives of these deserving dogs and cats. It's a chance to do something good in the world, something that has value. And they'll also get years of love from their new pet."

The large volume of adoptions anticipated this weekend will help No More Homeless Pets in Utah exceed its goal of increasing animal adoptions statewide by 3,000 this year. Meeting the goal is necessary for No More Homeless Pets in Utah to continue receiving grant money from Maddie's Fund, the \$200 million foundation dedicated to ending the euthanasia of homeless pets nationwide.

Administered by Best Friends Animal Sanctuary, No More Homeless Pets in Utah received \$1.3 million from Maddie's Fund last year, and \$1.8 million this year to support adoption and spay/neuter efforts in Utah. If the group continues to meet its goals each year, Maddie's Fund will grant \$8 million over a five year period toward the cause of eliminating euthanasia in Utah by 2005. More information about No More Homeless Pets in Utah and about the Super Adoption is available by calling 1-866-UTAHPETS or by visiting the website at www.utahpets.org.

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NOTICE FOR COMMUNITY CALENDAR

No More Homeless Pets in Utah is sponsoring its first spring Super Adoption, May 4-6, under the big tents in the PETsMART Parking Lot, 389 W. 1830 S. Adoption hours will be Friday, 3 to 7 p.m.; Saturday, 10 a.m. to 7 p.m.; and Sunday, 10 to 5 p.m. As many as 1,000 animals from shelters and rescue groups around the state will be on hand that weekend looking for new homes. Cats and dogs of every breed, age, color, and size will be available. This event not only features an abundance of animals, but also live music, activities for the kids, grooming and training demonstrations, and festive Cinco de Mayo treats.

Come fall in love with a new four-footed family member and choose from the largest gathering of hopeful homeless pets ever to assemble in our state. Help us achieve our goal of eliminating euthanasia, which can only happen when every animal has a loving home. For more information on the Super Adoption, check out the website at www.utahpets.org or call the toll free number: 1-866-UTAHPETS.

EXIT SURVEY

Please help No More Homeless Pets in Utah find homes for more pets!

1. How did you find out about the Super Adoption? *(Please check all that apply.)*

<input type="checkbox"/> Postcard in the mail <input type="checkbox"/> <i>Standard Examiner</i> display ad <input type="checkbox"/> <i>Standard Examiner</i> classified ad <input type="checkbox"/> <i>Clipper</i> display ad <input type="checkbox"/> Other newspaper (please specify): _____ <input type="checkbox"/> Radio ad on: <input type="checkbox"/> KSOP <input type="checkbox"/> KRSP <input type="checkbox"/> Other _____	<input type="checkbox"/> From a friend <input type="checkbox"/> Banner (where?) _____ <input type="checkbox"/> From a rescue group or shelter <input type="checkbox"/> TV (specify the TV station) _____ <input type="checkbox"/> Website: www.utahpets.org <input type="checkbox"/> Another website: _____ <input type="checkbox"/> Flyer (where?) _____ <input type="checkbox"/> Just walking or driving by <input type="checkbox"/> Other (please specify) _____
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2. Did you come to Super Adoption intending to adopt a pet? Yes No Maybe

3. Did you adopt a pet today? No Yes If yes, what kind? Dog Cat Puppy Kitten
 If yes, from what rescue group or shelter? _____

4. How many dogs and cats do you currently have at home? Dogs ____ Cats ____ None
 Where did you get your current pets? Shelter Humane Society of Utah Breeder
 Pet store Rescue group Friend Newspaper As a stray
 Other _____
 Are they spayed or neutered? Yes No Some of them
 If not, why not? _____

5. Where would you be most likely to obtain your next pet? Shelter Humane Society of Utah Breeder
 Pet store Rescue group Friend Newspaper As a stray
 Other _____

6. Your age: 18–25 26–35 36–45 46–55 56–75 75+

7. Your gender: Male Female

8. Your annual income level: \$0–\$20,000 \$21,000–\$40,000 \$41,000–\$60,000
 \$61,000–\$80,000 \$81,000+

9. How many children live in your household? ____

10. Which of the following best represents the level of education you have completed?
 Less than high school Completed high school Completed some college
 Completed undergraduate college Completed some or all graduate studies

11. How many times did you visit a veterinarian in the past year? ____

To enter a drawing for free merchandise for you or your pet, please give us the following:

Name _____ Address _____
 City _____ State _____ Zip _____
 Phone _____ E-mail address _____

SAMPLE JOB DESCRIPTIONS

CORPORATE SPONSOR CHAIRPERSON

Function:

To encourage corporate sponsorship in order to conduct a more successful adopt-a-thon.

Responsibilities:

1. Find 20 corporations that represent our target demographics (women between the ages of 25 and 55).
2. Determine a profile pitch for these corporations.
3. Meet with graphic designer to develop template for corporate sponsorship.
4. Meet with marketing directors of corporations.
5. Secure sponsors up to five weeks before the event.

PUBLIC RELATIONS CHAIRPERSON

Function:

To devise and implement an event publicity plan (for both pre- and post-event). Distribute copies to fellow committee members.

Responsibilities:

1. Organize and coordinate all PR-related duties.
2. Contact media and publications. Prepare and distribute news releases. Create a timeline for publications. Make sure event is listed in newspapers and community event calendars.
3. Clip all printed releases and/or mentions and keep in file.
4. Coordinate release of PSA with event chairperson two weeks before.
5. Make sure all press releases get delivered to all local newspapers statewide.
6. Buy classified ad to run one week before the event.
7. Send out press advisories 24 hours before the event.
8. Compile a list of those media agencies who provided coverage and send thank-you notes at the end of the event.
9. Attend biweekly meetings with special events coordinator and chairpersons from other committees.
10. Schedule interviews on radio/TV and for newspaper articles.

Goal:

1. To have the event mentioned in television, newspaper and radio media outlets statewide.

DISTRIBUTION CHAIRPERSON

Function:

To develop and implement a successful plan for distribution of all No More Homeless Pets Super Adoption publicity materials, such as posters, flyers, door hangers, signs, etc.

Responsibilities:

1. Develop a distribution list that includes the names and addresses of locations where materials are to be distributed.
2. Contact each distribution location before you arrive to get permission and a contact name. (It may be more effective to go in person than to call.)
3. Assign approximately 10 locations to each volunteer in a vicinity that is convenient for the volunteer to distribute flyers and posters. Make sure to keep volunteers well-supplied throughout the weeks leading up to the event.
4. Determine a target area and recruit three people to post signs two weeks before the event.
5. The first distribution of flyers and/or posters should occur five weeks before the event and continue up until the day of the event.
6. Monitor and track each distribution location to ensure flyers and posters are well-stocked.
7. Attend biweekly meetings with special events coordinator and other committee chairpersons.
8. After the event, send thank-you notes to the appropriate people and businesses.

Goals:

1. To keep flyers and posters well-stocked at all locations.
2. To maintain weekly communication with all volunteers dispersing information.
3. To increase distribution area to include every major community in the target area.
4. To have 20 people assigned to help distribute all advertisements.

VOLUNTEER CHAIRPERSON

Function:

To coordinate all volunteers and volunteer groups so they can provide effective help for other chairpersons during the event.

Responsibilities:

1. Contact groups to solicit involvement (e.g., high schools, university social clubs, church groups, and military groups).
2. Ensure that all chairpersons exceed the number of volunteers they have requested by at least 20%.
3. Use a spreadsheet to keep track of where you're placing volunteers and the time slots you are placing them in. Spreadsheets will be reviewed three weeks in advance.
4. Ensure that all chairpersons have their volunteer requests in by a specific deadline. Volunteers should be contacted initially at least one month before they are to perform their tasks. Several follow-up calls should be made to ensure that they are aware of their commitment.
5. Act as a main point of contact during the three-day event for volunteers and groups participating. (You may need several assistants to help with this.) Be accessible for answering questions and solving problems that may arise during the Super Adoption.
6. Request a booth from the site logistics chairperson.
7. At the booth, have a volunteer sign-in sheet with name, address and phone number so you can keep track of who shows up each day, and to make thank-you notes easier.
8. Make name tags for the volunteers.
9. Make sure all volunteers sign the waiver form.

Goals:

1. Secure 120 volunteers for the super adoption.
2. Have all volunteers active throughout the event.

SITE LOGISTICS CHAIRPERSON

Function:

To manage the physical aspects of the Super Adoption. To coordinate all committee efforts to see that the Super Adoption goes smoothly with an organized, efficient setup and thorough cleanup.

Responsibilities:

1. Obtain all necessary permits from the city (site map, insurance documents, health department permits, mass gathering permits, zoning permits, and special event permit).
2. Coordinate with retail outlets. Supply them with site maps and general setup times as well as any other information that may impact their business.
3. Coordinate with volunteer chairperson and let him/her know how many volunteers are going to be needed for initial setup and takedown.
4. Secure services of EMTs. Check with city to determine the required number.
5. Obtain price estimate (or ask for donation) and rent communication system (e.g., walkie-talkies) so key staff are able to communicate on the weekend of the event.
6. Hang sponsor signage, coordinate with developmental officer about where signs will be positioned throughout the event.
7. Oversee cleanup and signage removal from all areas and make sure signage is returned to appropriate businesses.
8. Rent a security guard to protect setup for nights and during the hours of the event.
9. Design layout of the event and create a map positioning all groups, along with stage, food and entertainment. Make sure to position food vendors in compliance with fire codes.
10. Arrange rental equipment, including booth staging, lighting, fire extinguishers, tables, chairs, and scaffolding, and port-a-pots.
11. Attend biweekly meeting with special event coordinator and committee chairpersons.
12. Send thank-you notes to appropriate persons as soon as possible after the event.

Goal:

1. Have all permits secured 30-45 days prior to the event.

EVENT PROGRAM CHAIRPERSON

Function:

To arrange and coordinate the entertainment schedule and script for the weekend of the Super Adoption so there will be a festive atmosphere for the event.

Responsibilities:

1. Create a schedule of events for the Super Adoption. You will be responsible for all that's happening on the main stage and in the crowd, including emcee and live remotes.
2. Keep in close contact with the site logistics chairperson regarding how the setup and flow of the event are coming along.
3. Stay within the budget for entertainment purposes.
4. Maintain contact with the group organization chairperson to set designated times that groups will have the stage for activities such as "Pets of the Hour."
5. Collaborate with developmental officer to determine the amount of microphone mentions promised to each sponsor.
6. Secure a celebrity emcee.
7. Secure all entertainment, bands, face painters, clowns, etc. Put together some type of children's activity, such as a scavenger hunt.
8. Develop and write the script for each day. A few days before the event, review the script with the emcee of the main stage.
9. Meet biweekly with special events coordinator and chairpersons from other groups.
10. Rent PA system for the event (or get one donated).
11. Secure a photographer and videographer. Discuss with them what you want them to focus on.
12. Send thank-you notes to all entertainers and emcees following the Super Adoption.

Goals:

1. Secure enough bands and other entertainment to ensure that there is continuous entertainment.
2. Make sure to strategize for amplifier placement to control volume at the event.

GROUP ORGANIZATION CHAIRPERSON

Function:

To manage rescue groups so they know and follow procedures when participating in the adopt-a-thon.

Responsibilities:

1. Establish contact with all rescue groups, notify them of date of Super Adoption, and keep records on those planning to participate.
2. Keep rescue groups informed of the rules and regulations for participating in the Super Adoption. (Be diplomatic but firm.)
3. Determine the number of animals each rescue group is planning on bringing to the Super Adoption.
4. Provide written information to the groups at least two weeks in advance of setup (including take-down instructions). Follow up with phone call to determine if they have received the information.
5. Determine if any groups require any more volunteers for participating in the Super Adoption and contact volunteer chairperson if a rescue group will require assistance for participation and setup.
6. Work with site logistics chairperson to determine the best assignment space for each rescue group.
7. Determine if any group is bringing animals that have special needs that need to be provided for during the Super Adoption.
8. Provide adoption application forms to all groups.
9. Provide a list of participating groups to the registration table for check-in purposes.
10. Attend biweekly meetings with special events coordinator and chairpersons from other committees.
11. Provide thank-you notes to all participating groups at the end of the Super Adoption.
12. Attend event follow-up meeting to discuss improvements for the following year.

Goal:

1. Organize rescue groups so as to maximize adoption potential.

RESPONSIBILITIES FOR DOG-TENT CAPTAIN

1. Check that booths have the correct sign placement for the groups that will be using the space that day.
2. You will have the number of kennels for each group before they arrive. Assign kennels to groups based on the number allocated to them that day.
3. Make sure all cages have cage cards with group assignment before the groups arrive.
4. Make sure all cages have information cards filled out on the adoptable dogs.
5. Make sure there are several hand sanitizers secured to the cages.
6. Oversee that groups are reinforcing hand-disinfecting in between the public handling of different animals.
7. Enforce the policy that all dogs wear the [company name] bandanas.
8. Enforce the policy that all volunteers – whether they are NMHP volunteers or the group’s volunteers – wear a button when taking a dog out of the kennel.
9. Collect adoption applications of all refused adoptions.
10. Act as the contact person for groups with questions and/or requests.
11. If it appears that a group is struggling, assign a NMHP volunteer to assist them.
12. Make sure all groups have cleaned out their cages before they check out.
13. Act as a mediator between groups and the public.
14. Enforce the policy that all adopted dogs must leave on a leash.
15. Enforce the policy that the public does not take dogs out of the kennels.
16. Do not let the groomers sit idly by – encourage groups to have animals taken out for grooming and nail trimming.
17. Notify the event program chairperson if there are any dogs that would be especially good to highlight during the remote or if there are any special ones for the emcee to promote.
18. Notify the onsite veterinarian if any dog appears to be sick or unhealthy or if the public has any questions about an animal’s health needs.
19. Notify the EMT if there is a person who needs medical attention.
20. Notify the volunteer station if more volunteers are needed.
21. Administer checkout cards when groups meet criteria. (No groups can check out early unless there are unusual circumstances.)