

# Reimagining Your Pet Adoption Program



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# Ground rules for today...

This is a Safe Place and Judgment Free Zone!



We all care about saving animals... it's not a competition



Everyone has areas for improvement... no stone throwing



Yes, change is scary... but be open to new ideas



Be honest... don't be afraid to talk about your challenges

What do we mean by making  
adopters feel welcome?



# Open Call!

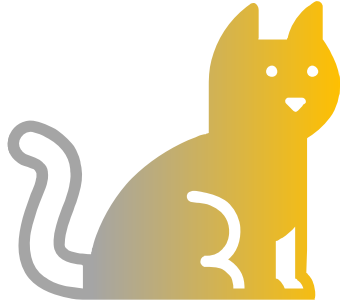


What do you suspect may be some policies or cultural practices at your organization that make adopters feel unwelcome or unable to help save lives?

What are the downsides to an unwelcoming adoption experience?

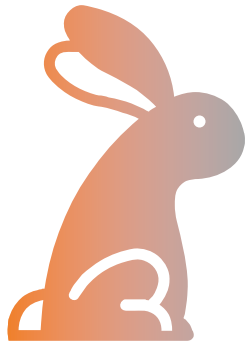


# How can you make adopters feel welcome?



## **CULTURE**

- Pro-people personalities
- All kinds of people care about animals
- Stop with the what ifs
- Avoid insider lingo



## **POLICIES**

- Formalize good customer service expectations
- Rethink restrictions
- Send more animals home
- Don't demonize returns

# Deep dive into restrictions

 Who can adopt out animals (staff, volunteers, fosters)

 What animals can go home

 What homes animals can go to

Who is actually the  
“perfect adopter”?





# Change is scary!

**How can you get buy in?**

 “Trail basis” is your new best friend!

 Data is your new second best friend!

 Implement adoption follow up tomorrow

Let's go back to that open call!



Questions?

Thank you!