

Fee Waived Cats 101

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Fee Waived Cats 101

By the end of this session you will have:

- Heard the idea that started it all
- Learned about the Fee Waived research
- Seen the results of a Fee Waived promotion
- Received some tips if you decide to give it a try



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Free Cats!



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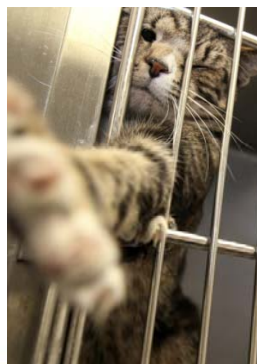


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FREE CATS

- Idea developed at Wisconsin Humane Society in Milwaukee. They observed the public acquiring most cats:
 - Free roaming in community
 - From 'Free to good home' ads
 - Friends and neighbors



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Concerns by shelters...

- If people did not pay they would not value the cat... giving it away...
- How can we afford to drop our adoption fee?



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Addressing the concerns

- If we can decrease the length of stay we can decrease the cost per cat. NACA assumes a minimum of \$13 per day (this is low for most shelters) decrease LOS by 7 days, savings of over \$90.
- WHS supplemented lost income by increasing kitten prices and driving adopters through the store – to buy the right litter, toys etc – increasing likely success.



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And What About the Adopters?

- What about the adopters perceived attachment and value toward a cat obtained for free?



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Fee waived vs Fee paid

- Study conducted at the Animal Refuge League in Westbrook, Maine
- A Meet Your Match™ shelter
- Had a fee waived promotion for several months
- Surveyed adopters from 2 groups:
 - Paid an adoption fee for cat (fee paid)
 - Did not pay an adoption fee (fee waived)



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All adoption matching processes stayed the same...



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Lexington Attachment to Pets Scale (LAPS)

- Validated scale to assess a guardians attachment.
- 23 questions – scale 1-4
 - strongly agree
 - somewhat agree
 - somewhat disagree
 - strongly disagree



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Some of the LAPS questions

- My cat means more to me than any of my friends.
- Quite often I confide in my cat.
- I believe that cats should have the same rights and privileges as family members.
- I believe my cat is my best friend.
- Quite often, my feelings toward people are affected by the way they react to my pet.
- I love my cat because he/she is more loyal to me than most of the people in my life.

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Two additional questions:

- 1) I believe that the shelter from which I adopted my cat perceives cats to be valuable, and
- 2) I would return to the shelter in the future to adopt another animal.



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Results

- No significant difference in the LAPS score between the two groups
- No significant difference in the 2 additional questions related to the shelter



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RESULTS

- Length of stay in shelter significantly reduced for the Fee Waived group
- Number of cats adopted significantly increased during the Fee Waived Promotion



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Thoughts?
Questions?

Um, yes...I have a question



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CERTIFIED PRE-OWNED CATS

\$0 DOWN, 0% FINANCING, NO PAYMENTS!
Cats one year and older. Limited time only. Donations gladly accepted.

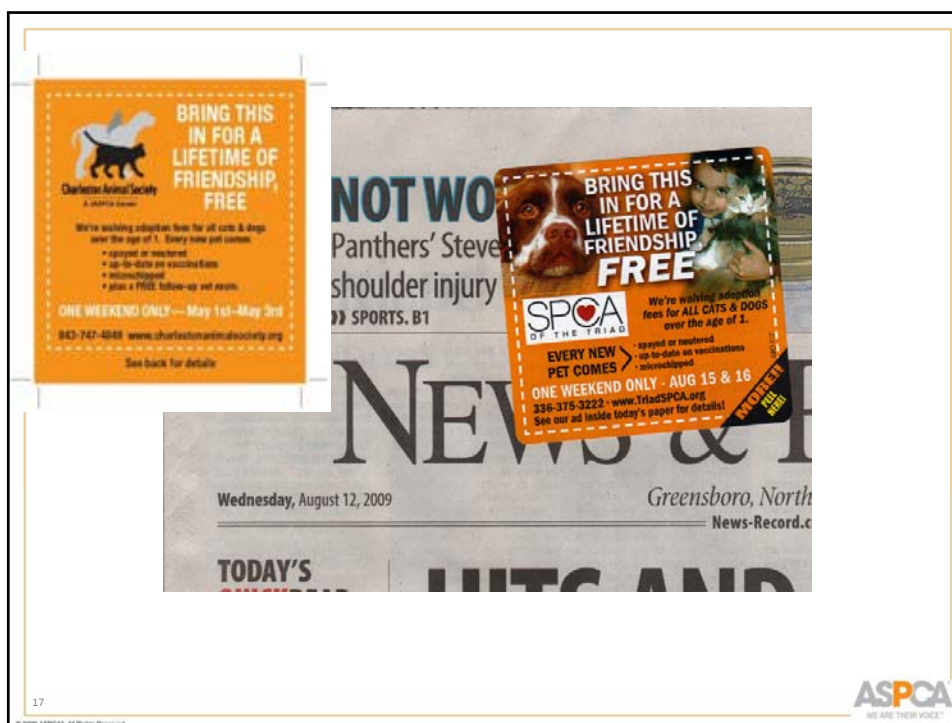


- **Sacramento SPCA**
 - 8201 Florin Perkins Road, Sacramento
 - (916) 363-PETS
 - www.sspca.org
- **City of Sacramento**
 - **Animal Care Services**
 - 2127 Front Street, Sacramento
 - (916) 808-PETS
 - www.ci.hypsacramento.org/generalservices/animal-care/
- **Sacramento County**
 - **Animal Care & Regulation**
 - 4290 Bradshaw Road, Sacramento
 - (916) 369-PETS
 - www.saccountyshelter.net

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Charleston's Feline Frenzy Data

Performance Indicator	Prior Month Weekend Total	Adoption Campaign Weekend Total	% Change
Total Visitors	96	703	632%↑
Total Adoptions	20	150	650%↑
Cats Adopted	2	108	5300%↑
Kittens Adopted	1	16	1500%↑
Dogs Adopted	7	12	71%↑
Puppies Adopted	10	14	40%↑
Adoption Revenue	\$1,985	\$4,572	130%↑
Donations On-Site	\$426	\$763	79%↑
Gift Shop	\$387	\$771	99%↑

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Homeless Animal Day



- Matched adoption fee of “free” cats from family, friends & streets
- Nat. Council on Pet Population & Survey:
77% of cats already in homes were “free” (34% strays, 43% from friend/family)
- Cats 1 yr and up \$0, kittens \$25

	Sat pre	Sat of	Sat post	Total	Adopt Rev	Retail Rev
08	18 ¹	18 ¹	18 ¹	43	\$540	\$84
09	18 ²	62	18 ²	89	\$550	\$217
		+377%		+107%	+2%	+158%

¹ \$25 cats and \$50 all month

² \$505 adoption revenue, \$148 feline retail revenue

\$745 adoption revenue, \$103 feline retail revenue



1.

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What other questions might you have?



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Want to give it a try?

Here are some tips we've learned along the way...

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Involve staff, board & volunteers

- Gather your team & watch this webinar together
- Explain the 'why' behind your future promotions
- Answer their questions
- Help them feel involved & get excited
- Point them to additional fee waived resources at aspcapro.org
- Think of the lives saved and celebrate!



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Have plenty of cats!

- Determine who's part of your promotion –
 - all felines?
 - over 6 months?
 - over 1 year?
 - Clearly mark those cats for the public
- Have new cats ready to re-fill cages as cats get adopted



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Have plenty of adoption counselors!



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Ramp up your spay/neuter schedule

- Cats go home the same day, whenever possible
- Resident cats spayed/neutered in advance
- Fosters too!
- Can you enlist additional vets for your clinic or in the community to help you gear up?

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Get the word out!

- Let the media in on the news....well in advance with a press release or bigger splash

- Tell your staff, volunteers, board...well in advance

- Fine tune your message and share with staff and volunteers

- Get it on your website, Facebook page



BLOG

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Be a Good Neighbor

- Inform other agencies of your fee waived plans in advance
- Offer to take their cats when you run low
- Invite them to join in to have a community-wide fee waived event

Please disturb!

Hello neighbor, if you ever need...

let me know!

Your neighbor,

☐ Knock between _____ and _____

☐ Call / Text _____

☐ Email _____

Brought to you by ASPCA and County of Clark

Can I borrow?

Hello neighbor, if you have...

let me know!

Your neighbor,

☐ Knock between _____ and _____

☐ Call / Text _____

☐ Email _____

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Collars and tags!



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Courtesy of NOAA, Stanwood, WA

Data Helps Tell Your Story... remember Charleston?

Measure the before

Performance Indicator	Prior Month Weekend Total
Total Visitors	96
Total Adoptions	20
Cats Adopted	2
Kittens Adopted	1
Dogs Adopted	7
Puppies Adopted	10
Adoption Revenue	\$1,985
Donations On-Site	\$426
Gift Shop	\$387

Measure the after

Performance Indicator	Adoption Campaign Weekend Total	% Change
Total Visitors	703	632%↑
Total Adoptions	150	650%↑
Cats Adopted	108	5300%↑
Kittens Adopted	16	1500%↑
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Gift Shop	\$771	99%↑

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Save lives and Celebrate!

What are your questions?

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Visit <http://challenge.aspcapro.org/webinars>

Coming Attractions:

Starting a Mobile Spay/Neuter Program – June 9

Help the Media Tell Your (Challenge) Story – June 22

I Just Want to Go Home! Return to Owner Strategies that Work – June 29