

California Adopt-a-Pet Day



In 2024:
5,471 Spay/Neuter Surgeries!
3,529 Free/Low-Cost Vet Services
2,884 Adoptions!



2024 Adopt-a-Pet Day

56 animals adopted



Our Reach

We Reach **1 Million** Engaged Animal Lovers in
1 Month

20,000 Unique Monthly Web Visitors

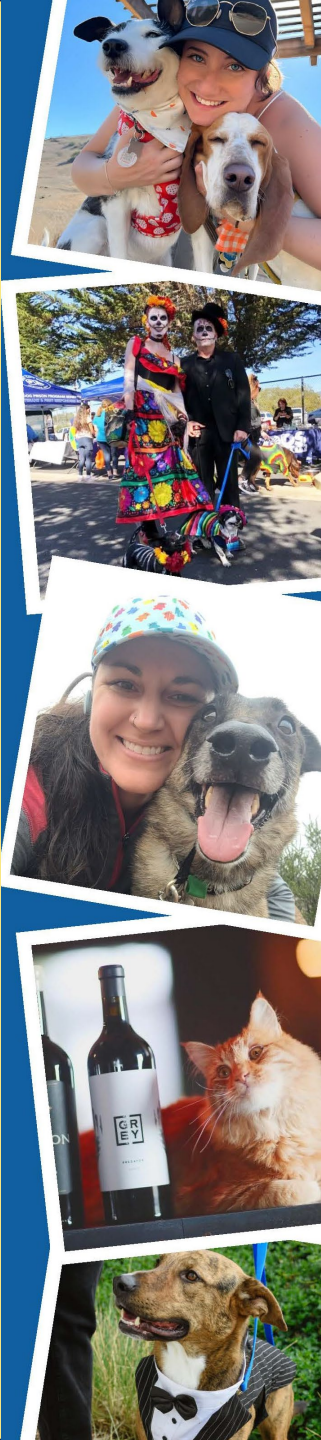
30,000+ Email Subscribers

105,000 Reached on Social Media

209,500 Monthly Ad Impressions

300,000+ Reached in Monthly Media Coverage

704,400 Weekly Media Visit Impressions



Adopt-a-Pet Day Marketing Strategy

- Take advantage of the paid advertising and marketing supplied by CalAnimals
- Utilize our own channels:
 - Press Release (send 2!)
 - Email to supporters (include adopters, volunteers and clinic patients)
 - Social Media Posts (scheduled and dynamic)
 - Physical fliers posted around shelters and clinics



Intake, Foster and Medical Prep

Goal: all animals are available by
day before



Operations Prep!



Staff Support

All hands on deck!



Volunteer Support

Provide a variety of opportunities

Advanced planning, scheduled shifts and day-of meeting



Adopt-a-Pet Day

Day of Strategy

- **Be Prepared:**

- Animal Photos
- Updated Kennel Cards
- Expedite Morning Cleaning
- Staff Lunches Completed By Opening
- Spot Checks



Adopt-a-Pet Day

Day of Strategy

- **Open to Public:**
 - Established Shelter Flow
 - Waiting Areas For The Public
 - No Enrichment Appointments
 - Clear Time Limits For Dog Interactions
 - Additional Adoption Processing Stations
 - Take Adoption Photos!



After the event

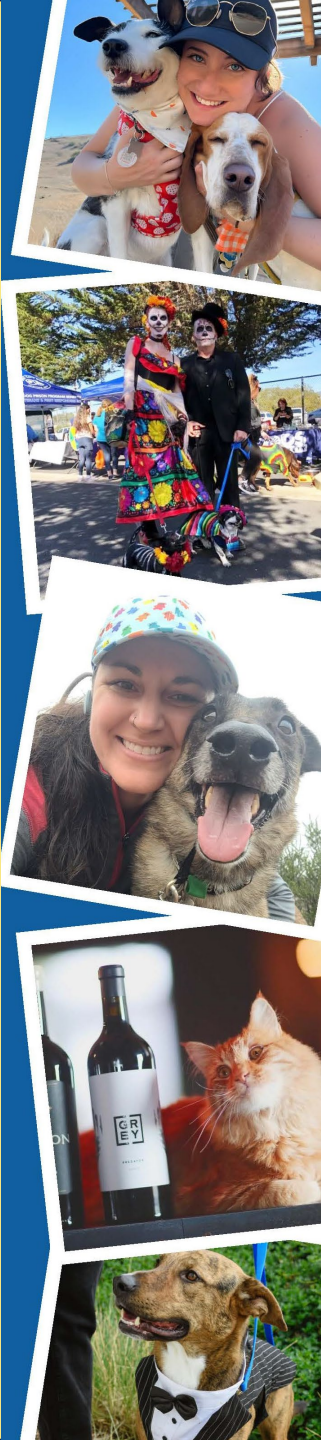
- Share your success!
- Follow-up with your adopters



Top Tips

For a successful Adopt-a-Pet-Day:

- **Effective marketing – YOU know your audience best**
 - **Volunteer support established well in advance**
 - **All animals altered and medically cleared**
 - **Compelling animal photos**
- **All paperwork and supplies ready to go the day before**
 - **Onsite social media promotion**
 - **Make it fun!!**



Questions?

THANK YOU!!
Looking forward to June 7th!





California Adopt-a-Pet Day

VENTURA COUNTY ANIMAL SERVICES



Ventura County Animal Services · Follow

May 31, 2024 · 🌐

It's almost here! 🐾 We will open at 1PM in Simi Valley & Camarillo for free adoptions. All available pets are on vcas.us/pets.

It may be a busy day, so we definitely recommend making an appointment at vcas.us/adopt @ 9AM. Walk-ins also welcome, though appointments receive priority.

GETTY



CALIFORNIA TO CELEBRATE ADOPT-A- PET DAY ON SATURDAY



KTLA 5 News

May 31, 2024 · 🌐

Californians can adopt a pet for free on June 1 in honor of the state's first Adopt a Pet Day.
<https://trib.al/tzRhv29>

👍🐾 42

22 shares

About Us

- 850,000 residents
- 8,000 annual animal intake
- 400 volunteers
- 300 animal population
- 80 staff
- 8 city contracts
- 2 dedicated media personnel



MOE

Reach

- **TOTAL REACH** 495,000
 - **Facebook** 47K
 - **Instagram** 25K
 - **TikTok** 10K
 - **Twitter (X)** 4K
 - **Next Door** 351K members
Next Door agency account.
Apply at: go.nextdoor.com/ca-en-publicservices
- **Website** 30,000 unique monthly web visitors.
- **Email list** 28,000 email addresses



Planning Meeting

Gather department leads (admin, kennel, clerical, medical, etc.)

- 1. Adoption Process** Walk through the process.
- 2. Vacation Blackout** All staff on deck.
- 3. Volunteer Support** Specific jobs. (Include a greeter.)
- 4. Foster Families** Foster families to bring their animals.
- 5. Spay & Neuter** Are animals ready to go home?
- 6. Food Vendor** Suggest an ice cream truck!



Advertising

- Press Release
- Social media blasts (tag partners) & Next Door
- Email
 - Ask elected officials to issue e-blast
 - Ask city/county partners to issue e-blast
 - Email past adopters
- Local media
 - Ask to highlight a pet
- Ask volunteers to spread the word.



Countdown Clock on Website



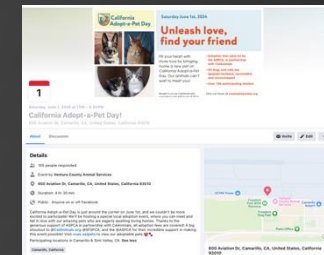
Website/vinyl banner



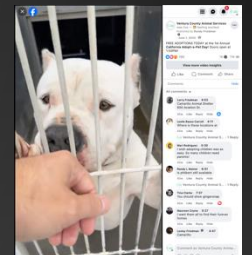
Flyer



Facebook Event



Live stream



Content Creation

- Simple images.
- Create a frame and fill with animals.
 - FREE
 - Event date
 - Event time
 - Event location
 - Dual branding



Event Prep

- Decorate
- Live stream
 - Day before
 - Morning of



Event Prep

- Provide Enrichment



Day of Event

- Get staff involved
- Track adoptions



Day of Event

- Post on social throughout the day
- Share adoption photos



abifr._ joined

extreme_green_cleaning_ joined

alicia.carmona.963

alwaysroomfordessert.22 joined



49 ADOPTIONS!

30 Dogs 1 Rabbit
17 Cats 1 Turtle



Thank you to [CalAnimals](#), [ASPCA](#) and [SFSPCA](#) for organizing an amazing state-wide pet adoption event!

Event Wrap-Up

- Share the success
- Thank organizers & sponsors
- Meet with program leads to review event. Pros and cons.



TIPS

- TIP #1: Create an event committee.
- TIP #2: Start prepping early.
- TIP #3: Don't try to do everything you've seen here today.



Questions?



**California
Adopt-a-Pet Day**

See you June 7th!



Promoting Your Event: California Adopt-a-Pet Day

Alexander Craig, ASPCA
Senior Manager, Media & Communications





Topics Covered

1. Shelter Resources
2. Sharing the News
3. Sample Timeline
4. What to Prioritize

Shelter Resources

“You Know Your Audience Best”

Visit CAAdoptAPetDay.org for resources including:

- Logos
- Poster/Flyers/Banners/Signage
- Social Media Templates
- Photo Prompts
- Newsletter GIFS
- Pre-Event Media Advisory Template, Talking Points



Engaging Local Media

Media Advisory & Pitching

Opportunities vary based on your local media market, use media advisory template to alert journalists and producers

Broadcast

Local television stations in your area may have space to highlight specific animals who will be available on the day

Media Preparation

Before pitching, identify a spokesperson who is available for any interviews and animals with compelling stories

Informing Your Audience

Social Media & Website/Newsletter

Leverage your existing audiences, share the news about your upcoming event early so folks can hold the date, consider fun social media promotion using templates



How to Effectively Communicate with Media

Be Conversational	Take Pauses
Keep your tone informal and your pace natural and relaxed	Creates time for audience to digest, understand, contextualize, and attach relevance
Eliminate jargon, and when talking about complicated concepts, explain them slowly and clearly	Creates critical time for speaker ideation and precision
Maintain excitement and enthusiasm. Fight the 2pm slump!	Enables the speaker to isolate and reinforce a key message: “(Pause, then)... "Ultimately, this statewide event will place thousands of animals into loving homes.”

TV and In Person

EYE CONTACT

Deliver your responses to the reporter or anchor, not to the camera or audience.

POSITIONING

- **If standing**, stand up straight with your feet locked in a comfortable position.
- **If sitting**, sit up and keep your hands above the table.

Skype/Zoom

EYE CONTACT

Deliver your responses to the computer/phone camera, not to a face.

Best to focus on only (1) the camera and (2) your notes.

POSITIONING

- Position yourself so that your head and shoulders fill most of the frame.
- Your background should be professional or neutral, not distracting
- Put a light source in front of you, (illuminating you), not behind you (casting you in shadow).
- Blur backgrounds are discouraged

DISTRACTIONS

Close other computer programs (Outlook, Workchat, web browser) and put away your phone.

Sample Timeline

May 5, 2025

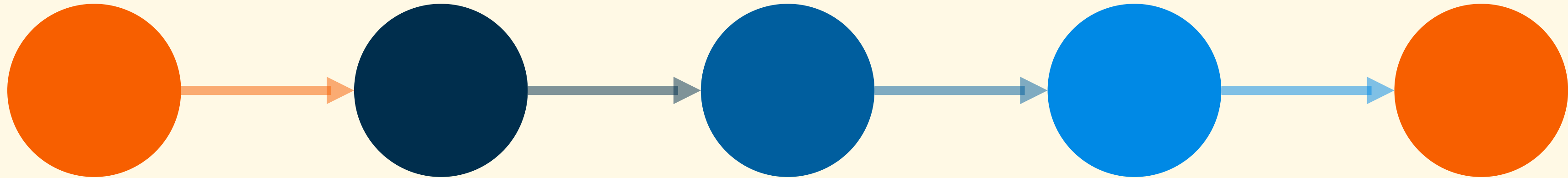
Shelter registration **deadline** to sign up for this year’s event.

Week of May 26

Distribute **media advisory** using the provided template to your local media after the holiday weekend.

June 7, 2025

Today is the day! Consider a **social media livestream** inviting the public.



Week of May 5

Start informing your audience about the event via **social media**, **newsletter** , and your **website** , access shelter resources.

Week of June 2

Continue posting on **social media** and consider another **newsletter** reminding your audience about the event, re-issue local **media advisory** on June 6 or event day.

“Top Three” Promotion Tactics

1

**Send media advisory to
local media**

2

**Post on social media and
share on website /
newsletter**

3

**Post flyers in your local
community to spread the
word**

