



Kitten Season

Connie's Weekly Newsletter

As I sit in my office watching the snow coming down, it is hard to believe that spring is here. As many of you know with spring comes “Kitten Season”, and gone are the days when you had empty cat cages and the time to get projects done. Soon you will all be faced with the added pressure of managing your daily workload, while providing the necessary care for your charges.

When I was employed in shelters I always struggled with the reactive nature of our environment versus the need for a more strategic approach. The start of kitten season seemed to always mark our transition to reactive mode, and the end of being able to really control our work environment. Here are some general tips that may be useful in helping keep your organization focused on strategic business initiatives;

1. Experiment with increasing the price of your cat and kitten adoptions and building value messaging into the adoption of your cats and kittens. No-fee cat adoptions have been proven to work short-term, but long-term they are affecting your ability to message the value of the important intrinsic value of cats. Free adoptions can also cause total adoptions to drop once this program is no longer available often forcing continued dependence on this very tool. Consider putting together a package of products that adopters must have, such as a litter box, scoop, toy and flea preventative, along with your cat adoption packages to help justify and support the increase in adoption fees.
2. Use foster-to-adopt programs for kitten adoptions so that the fragile kittens don't have to be in your shelter. Build foster-to-adopt adoption sites on your website with PetPoint support, displaying the location of animals as “in Foster.” Central Oklahoma Humane Society, a PetPoint organization, uses foster homes exclusively to support over 4,000 adoptions annually. They also have a great rehoming program on their website. See how they do it at www.okhumane.org.
3. Test the scheduling of intakes to manage the flow of incoming animals. Offer free “Spay the Mom” programs (as long as the relinquisher schedules an appointment with you to relinquish the kittens, allowing you to schedule those kittens for surgery and or foster at the time of intake). Scheduling and pending your intakes are features in Enterprise and are both tools that you can use to manage your incoming animals. With pending intakes you can create and manage a waitlist of animals that will need to come back into the shelter.

PetPoint Enterprise, our more robust, affordable fee-based program has many benefits including custom kennel cards and reports, and advanced scheduling. Here are a few tips for our existing Enterprise partners;

1. Now is the time to create cat and kitten centric kennel cards (since our cats spend so much time sleeping). Consider having volunteers take action photos of the cats and incorporate those photos into your kennel cards.
2. Create VIP kennel cards and Cat of the Week kennel card programs, partnering these programs with post-adoption veterinary programs.
3. Make sure that your location management program is fully operational in Enterprise and USE it. It will make inventory and handling of large numbers of animals a breeze.

If you are not an Enterprise organization and would like to learn more about the many benefits, please contact us for a demo. Adding Enterprise is seamless from your user's perspective, and adds even more value and efficiency to your PetPoint program.

If you have your own tips that have worked for you to get ahead and stay ahead of the busy season, please email me or call me as I would love to share your success stories with our family of PetPoint organizations.

Did you know?

You could win a trip for two just for being a PetPoint partner! PetPoint's two contests, ***PetPoint 2000*** and ***24PetWatch in Vitre 2013***, will each grant two lucky people from the winning organization a trip of a lifetime. [Click here](#) for contest updates and how you can participate.

Sincerely,

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