



Set your organization up for success in 2013

Connie's Weekly Newsletter

Carving out time to build strategic plans, create Key Performance Indicators and develop budgets is a challenge in the world of animal welfare, yet all of these are integral to the success of a healthy organization. Although not many will jump at the chance to create one of these documents, I can't stress their importance enough if you are looking to grow your organization.

Strategic Plans

Your organization's strategic plan maps out long-term activities – the timeline can range from one year to 10 years, but usually averages five years in the future.

By identifying your organization's direction, it's easier to get people onboard to make decisions that work towards a common goal. You must first understand your organization's current position and how you came to this point. Next, list your goals and objectives so you know specifically where you want to go as an organization. Finally, you have to outline different ways in which you can reach your goals and objectives.

As part of your strategic plan you should consider developing Key Performance Indicators.

Key Performance Indicators (KPIs)

KPIs are financial and non-financial metrics used to quantify objectives to reflect the strategic performance of an organization. KPIs provide a greater understanding of key business drivers, which ultimately allows for effective time and financial investments. They gauge and help control the present state of your business. If you are unsure where to start, research ideas through trend reports such as PetPoint's monthly data reports or annual reports of peer organizations. Examples of commonly used KPIs are revenue growth, adoption growth and live release rate.

As a best practice, make sure your KPIs are crucial to your organization's success and are measurable. Once KPIs have been defined, they must be clearly communicated across the organization. With clear goals and all departments relying on the same benchmarks, you may soon realize greater internal efficiencies throughout all areas of your organization.

In parallel to your strategic plan and KPIs, you also need an annual budget in place.

Annual Budget

The budget is your blueprint to financial success and oversight into your organizations financial health. Generally, financial budgets are planned for one year. Some planning cycles take up to six months, which can result in outdated data by the time the plan is operational. Shorter budget cycles help keep data up-to-date and relevant. By applying best practices and leveraging technology, leading organizations have been able to create planning cycles quickly, allowing for sufficient time and resources to meet objectives.

One program that can significantly increase revenue and should be included in your budget is the Petango Food Subscription Program. This program is available to both your adopters via integrated online subscription into PetPoint itself and for your supporters directly via the Petango Store.

Home delivery of pet food is fast becoming a way of life for pet owners. The revenue for your organization is \$30 per subscription in year one and for adopters that renew their subscription into year two, we will pay you an additional \$15.

With the increased popularity of free cat adoption programs, organizations are seeing a drop in overall adoption revenue. In 2011 average adoption fees for cats declined 3% for those less than one year of age and 11% for those more than one year old. 2011 also saw average adoption fees for dogs less than one year old increase 3% year over year, but remained even with 2010 for dogs more than one year of age. With average adoption prices for dogs in 2012 running at between \$86 and \$124 and average adoption prices for cats running between \$39 and \$69, the \$30 represents an adoption fee increase to your organization of nearly 30% for dogs and 55% for cats without your adopter having to pay for that increase. Additionally, that increased revenue generated through the pet food program is money that would go straight to your bottom line.

A second benefit to the food subscription program is to offset the new expenses that are being passed on to organizations due to changes in shelter feeding programs. Our pet food subscription service provides a buffer to counter the financial pinch that may come from the end of pet food samples to adopters and changes to bulk purchase incentives being passed on to your organization.

Did you know?

Pethealth recently launched its pet food subscription service. Here's an example of how the service can benefit your customers and your organization:

An adopter signs up for a food subscription service for her newly adopted kitten "Delilah." When she gets home, she decides to order an additional food subscription service for her dog "Tucker." If the adopter continues her subscriptions for a year, here's the potential donation to your shelter:

\$30 for Delilah's subscription + \$15 for Delilah's first year of subscription

\$30 for Tucker's subscription + \$15 for Tucker's first year of subscription

Total Donations = \$90

For more information, contact me or your regional outreach director.

Sincerely,

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