



New Years Resolutions

Connie's Weekly Newsletter

With the start of the New Year, individuals are focusing on losing weight and getting in shape and organizations are looking at how they can keep a tight rein on expenses. I thought it would be a good time to look at how your organization can focus on increasing revenue during the winter months and looking at decreasing expenses at the same time.

Resolutions can offer many opportunities for the public to support your organization while at the same time helping themselves, their pets and a great cause.

Here are a few tips on bringing in much needed revenue:

Fitness based dog training classes:

If your organization offers obedience classes, now is the time to take advantage of the public's interest in making resolutions. Offering a class that focuses on both fitness for the dog owner and training for the pet is a great way to capture some of those folks that make resolutions.

Recycle Program:

Look into opening a can/bottle recycling plant located at your shelter or nearby. Humane Society of Mohawk Hudson in Menands, NY has been very successful with this program, bringing in thousands of dollars and increasing traffic to their shelter.

Microchip Campaign:

Create a "Resolve to microchip your pet in the New Year" campaign. Hold events or have a drop-in microchip service for the winter. This is a great way to draw animal lovers to your facility during the slower months of winter. Sales of microchips to the public are a very profitable way to raise money for your organization. The average retail price charged by organizations is \$25.00 representing almost a 300% profit. ***High margin revenue is achieved through Pethealth's affordable microchip pricing and its superior product, all part of Pethealth's 24PetWatch Microchip Program.***

Here are a few tips on saving money:

Monitor Energy Consumption:

Use automatic light switches and automatic setback thermostats to save energy costs. Shut your computers down when not in use, especially during weekends. If you have many rooms in your facility, use heat sensing lights to prevent energy waste.

Use Laptop Computers:

Use laptop computers for you and your employees as much as possible as they consume 90% less energy than standard desktops.

Keep An Eye On Office Supply Usage:

Do a quarterly evaluation of supplies and order only if needed. Maintaining an accounting system for office supplies so that nothing is misused can cut down on costs. Buying supplies like ink for printers online can often save you a bundle.

Insurance for your Business:

There will be a number of expenses you encounter with your business, one of which is insurance. Be sure to research this ahead of time to determine what type of insurance you need and just how much coverage to get. As with any insurance, you should shop around and compare rates. Also, check to see if you are eligible for any discounts. ***Did you know that Pethealth can quote your insurance for your building, volunteers and even workmen's compensation?***

Contracting with Outside Vendors:

Review all the services that you currently pay outside vendors to handle for you, you may be able to handle those services yourself. One organization paid a cleaning service \$600 per month to clean the office and bathrooms. At the same time the organization was cutting hours from its employees. As it turned out, two of the employees were willing to take over cleaning duties in exchange for the extra hours of work. This small move wound up saving almost \$400 per month.

Purchasing Programs:

Now is a great time to do price comparisons of your commonly purchased products! ***Pethealth will be launching a new purchasing program for all of our PetPoint organizations that will give users the ability to purchase supplies for their organization and products that can be sold in retail stores, all at deep discounts.***

Sincerely,

Connie Howard
Director Animal Welfare Relations
Pethealth Inc.
Office: 1-866-630-7387 ext 617
Mobile: 1-720-459-0959
Email: connie@petpoint.com