

Post-Adoption Donations: A Growing Market

According to Mark Penn, CEO of Burson-Marsteller and author of *Micro Trends*, pets are replacing children as companions of choice in American households. Over the past 15 years, there has been a decrease in the number of households with children while there has been a dramatic increase in the number of households with pets. As a result, today's pet product industry is larger than the toy, candy, and hardware industries. To further put this into perspective, many American pets today enjoy a higher standard of living than most of the world's *human* population.

In every industry (for profit or otherwise), understanding the demographics and emerging trends within your target audience is critical to success. For animal welfare professionals, a studied look at the pet owning community can help your organization anticipate changes in the adopter *and* donor markets, affecting your ability to adopt out more pets and generate necessary donations.

Lacking the financial and human resources to survey this community has historically been a barrier to animal welfare organizations gaining this competitive edge. However, as a PetPoint user you have unparalleled access to powerful surveys and reports to help you tailor your community outreach efforts. Until now, gaining access to the type of research PetPoint provides was usually cost prohibitive; for example, the American Pet Products Association charges thousands of dollars for the information PetPoint offers partner organizations at no charge. Moreover, the APPA National Pet Owners Survey draws from a significantly smaller pool of pet owners, with only a total 2,695 returning completed phase two surveys (of which only 1,050 were dog or cat owners)[1] compared to over 6,400 completed surveys in our recent [2012 Adopter Survey](#) from PetPoint.

Wall Street analysts are looking to Pethealth's monthly [PetPoint Reports](#) and more recently, the 2012 Adopter Survey, to identify industry trends affecting their own reports and the pet industry as a whole. You too can use this information to gain credibility for your organizations within your local business environment and as a tool to leverage sponsorships and other beneficial programs through these same companies.

According to *Micro Trends* and confirmed by the 2012 Adopter Survey, the organization's largest pet adopter survey to date, the average pet product purchaser is female, between the ages 24 and 45 and approximately half have a household income greater than \$60,000. **Nearly 60 percent of new pet adopters surveyed indicated they bought pet supplies at the point of adoption.** Among those who did not purchase products, 15 percent said there was nothing available to purchase. Moreover, 90 percent of all respondents indicated it was "important" or "very important" to know they were giving back to animal welfare when purchasing pet supplies.

Engaging new pet adopters to purchase at point of adoption can be an extremely powerful tool to deepen the "client" relationship and build downstream revenues for your organization. Adopters *want* to support your organization! All you have to do is show them how.

For those organizations with onsite retail, [ThePetangoStore.com](#) shopping partnership can help you compete in price and selection where your own retail falls short (10 percent of adopters who did not make a purchase at point of adoption cited "they did not carry the brand(s) I was looking for" as the reason). For organizations without an onsite retail location, giving your new pet adopters the opportunity to shop online at a computer kiosk through [ThePetangoStore.com](#), or simply encouraging adopters to support your organization by shopping from The Petango Store from the comfort of their home can be a great way to establish the "donor-purchaser" relationship.

With 10 percent of the value of pet supply purchases through [ThePetangoStore.com](#) donated back to your organization, developing this resource will improve your ability to extend and maintain a relationship with adopters, and allow you to build a secondary donation/revenue stream. As a PetPoint organization, we are happy to provide online and onsite training for your frontline staff around messaging [ThePetangoStore.com](#) and maximizing the opportunity it provides.

In 2012, we are rolling out white-label online store programs in select markets. These websites will have the look and feel of your organization's brand and online presence without the responsibility of technical maintenance or order fulfillment. These branded pages will help give you a piece of the growing \$40 billion market in pet food and supplies. For more information or to request your organization be placed on our waiting list for a white label store contact your Regional Director or myself.

[1] Based on 'methodology and sample' for 2009-2010 APPA National Pet Owners Survey

Did you know?

Anyone can shop at ThePetangoStore.com but *only* PetPoint organizations are eligible to receive donations; link ThePetangoStore.com to your "Wish List" to earn when your supporters purchase pet products and supplies on your behalf or take advantage of our [weekly discounts](#) and receive money back when you purchase for your own organization!

Through ThePetangoStore.com Shelter Donation Program, 10 percent of pet product purchases and \$1 for every medication is donated to a PetPoint organization of the shopper's choice.

Sincerely,

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