



Organize Your Very Own Microchip Clinic

Connie's Weekly Newsletter

The summer holidays are by far the busiest and most frustrating time of year for many pet owners and animal lovers alike. According to 24PetWatch call center statistics, in past years, lost pet calls have increased by a staggering 50% over the 4th of July holiday. The crowds, the outdoor activity, and all of that celebratory noise, including fireworks, lead to hundreds if not thousands of lost cats and dogs, even accounting for the highest percentage of missing dogs all year.

Benefits of holding a microchip clinic include:

- Earn revenue for your shelter & goodwill in your community.
- Save more lives through proper identification.
- Learn, plan and execute a well-organized event.
- Leverage the power of the MiniChip and the color pink by helping to raise awareness for the causes that your organization supports, including local charities.

Here is what one organization had to say about the benefits of holding a microchip clinic:

"We hold microchip clinics at all our sites to give people a convenient and affordable way to get their pets chipped. The Animal Humane Society recorded 4,210 lost pet reports in 2012. Of that number, only 717 were reunited with their owners," said Kathie Johnson, Director of Animal Services at the Animal Humane Society. "We use these clinics and advertising on our website to educate people on the importance and value in having a microchip implanted, and that their chances of finding him/her significantly improve if s/he is microchipped. The microchip clinics are well attended and have been an extra source of revenue for each of our locations. Historically we have held a clinic once a month at each of our five sites. Beginning July of 2013, we will have two clinics at each site every month."

Get started by holding a microchip clinic in your community.

Planning:

- Outline your objectives: What are the goals? Community awareness, revenue or a combination? Is there an opportunity for a sponsor to help in the investment of purchasing the 24PetWatch chips for you?
- Identify microchip clinic location, date and hours, and determine pricing for the service. Remember to think about a covered location for inclement weather if outdoors. Set aside at least a 2-4 hour window for the event.
- Check state laws. Does your state require a Veterinarian to be present on-site?
- Order microchips and promotional materials – 24PetWatch provides marketing materials for your event at no charge, just ask your Outreach Representative or order online in the shelter section in the bottom corner on www.24petwatch.com.
- Does the location have Wi-Fi? If so, you can go ahead and register the microchips online using PetPoint or EVE, and bring tablets or laptops to allow multiple people to register chips. If the location doesn't provide Wi-Fi make sure to have plenty of paper registration forms and clip boards.
- Determine the cost you will charge for services and payment types you will accept.
- Promote your event through your social media presence, local media and fliers, ideally as early as 4 weeks in advance.
- Secure your staff and volunteers! Depending on your goals, arrange at least 4 people (this is based on just a microchip initiative):
 - 2 Staff dedicated to the actual microchipping of the pet
 - 1 individual dedicated to payments and paperwork
 - 1 staff member can answer questions about microchipping and hand out clipboards for advanced form fill out

Microchip Clinic Supply List:

- Directional signs to post at cross streets near event and leading to event
- Microchips, injectors and latex gloves
- Tables and chairs, and a tent if inclement weather
- First Aid supplies
- Poop Bags – for clean up
- Pens, preprinted registration forms and clipboards
- Designated holder for completed enrollment forms
- Camera – take pictures of the clinic to use for future promotional pieces and for any social media!
- Marketing materials – promote other shelter events, needs or adoptable animals
- Treats or free toys for well behaved pets

Event Date:

- Have your staff and volunteers arrive early to set up the clinic and organize supplies, including set up of directional signage.
- Have a meeting with your microchip clinic team to review process and assign responsibilities, like who is chipping and who is working the table.
- Create different stations in order to keep the line moving. Have extra volunteers on hand in case additional help is needed to manage the line or they could talk about your organization while owners wait.

Follow Up:

- Review all paperwork and ensure everything was completed as needed.
- Follow up with staff and volunteers to find out what worked and what could be improved upon.
- Why not get a head start and plan your next microchip clinic?

Protecting the pets in your community during the summer months can be easy when owners have the proper identification, including a microchip and external ID tag for their pets. A microchip clinic can be an excellent revenue generator for your shelter, with most organizations recognizing the high volume of income expected to come from running these clinics and budgeting accordingly. Help save lives in your community with more successful reunions.

Call 1-866-630-7387, select option 4 to order microchips and marketing materials to get started on your next event!

Did you know?

With our busy summer season fast approaching, ensure your organization stocks up on microchips and MiniChips, which will earn more entry ballots towards our **24PetWatch in Vitre 2013** contest, sponsored together with Allflex. [Click here](#) for contest updates and how you can participate.

Sincerely,

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