



## New Donations through [ThePetangoStore.com](http://ThePetangoStore.com) Pet Food Subscription Program

### Connie's Weekly Newsletter

In April 2012, Pethealth Inc. conducted the 2012 Adopter Survey of new pet owners who adopted during March 2011 through March 2012, the results of which are available to you and all our PetPoint partners on the [PetPoint Reports page](#). The purpose of this survey was to determine if the purchasing behavior of new pet adopters differs based on adoption location (i.e. onsite versus a satellite retail site) as well as the affect of rising gas prices on online purchasing behavior.

Over 6,400 respondents completed the survey of which 20% said their adoption experience was positive and 74% said it was *very positive*, a firm indication that your organizations are doing great work. Furthermore, 90% of respondents indicated it is either important or very important to give back to their local animal welfare community when purchasing pet food and supplies. As adoption gains momentum as the preferred method of new pet acquisition, your organization's relationship with its adopters will carry increasing value and these positive relationships will translate to your bottom line. One way you can tap into this relationship is through [ThePetangoStore.com](http://ThePetangoStore.com).

According to this survey of your adopters, 36% would be interested in the convenience of a "standing" pet food order, meaning the routine delivery of pet food on a recurring cycle they can choose. This statistic identified for us the opportunity to develop a pet food subscription and donation program for our partner animal welfare groups by integrating PetPoint and [ThePetangoStore.com](http://ThePetangoStore.com). Through this development, your organization can offer new pet adopters a recurring pet food subscription *at the point of adoption* via PetPoint and [ThePetangoStore.com](http://ThePetangoStore.com) that also generates a \$35 donation back to your organization (and another \$15 if the subscription remains active for one year).

As with any new program, I pitched this idea to my friends and family who overwhelmingly indicated it had never occurred to them they could purchase pet food online. One family member said, "I have my diapers shipped to my house but it never occurred to me that I could set up online food orders for my dogs. How can I sign up?"

This sentiment was echoed in the survey, with 64% of adopters indicating they had never purchased pet food online. However, 69% of adopters went on to say they would purchase online if a portion of the purchase price was donated to an animal welfare organization of their choosing.

Adoption counseling has become increasingly streamlined with key messaging worked in to ensure successful adoptions and one area of discussion you already cover is nutrition, including the food you provide at the shelter and the products your adopter can access at the time of adoption. Integrated with PetPoint in the Outcomes-Adoption page, you can coach your new pet adopters on proper nutrition and seamlessly, easily sign them up for a food subscription at the point of adoption. [ThePetangoStore.com](http://ThePetangoStore.com) will process a credit card payment without you ever having to leave PetPoint, and you need never worry about credit card security as our own secure system will handle the process. Furthermore, if your organization participates in a shelter feeding program, such as those offered by Hill's or Purina, [ThePetangoStore.com](http://ThePetangoStore.com) pet food subscription program makes it easy for you to promote those products by listing them at the top of the pet food options!

The emergence of this program is also timely. Nearly 87% of your adopters indicated rising gas prices were a concern in their households and 43% said a price of \$4.00-4.50/G would be enough to limit trips to their pet supplies retailer. In many parts of the country we are now exceeding or hovering at this price, making pet food subscription a more attractive option, especially coupled with charitable giving to the

organizations that created their positive adoption experiences. With free shipping on orders over \$49, ThePetangoStore.com pet food subscription is a money-saving option for any pet-owning household.

As an Executive Director of two different animal welfare agencies I learned quickly that if you don't ask you will not receive and people want to be part of your fundraising efforts. This program is a win/win for you and your adopters. All of the pets leaving your shelter have to eat and who better than your organization to be able to receive ongoing donations from the food they must purchase for their pet?

#### **Did you know?**

**ThePetangoStore.com pet food subscription and donation program will impact your Adoption Outcome process. Learn how with an [informational webinar](#) and check out our [online documentation](#).**

**This new functionality is already in use among Enterprise-licensed organizations and also those participating in the Hill's and Purina pet food programs. The roll out for all other organizations is TBD so stay tuned!**

Sincerely,

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