

Where's it AT with OVERLOOKED CATS?



Delaware Animal Rescue Conference, May 2016

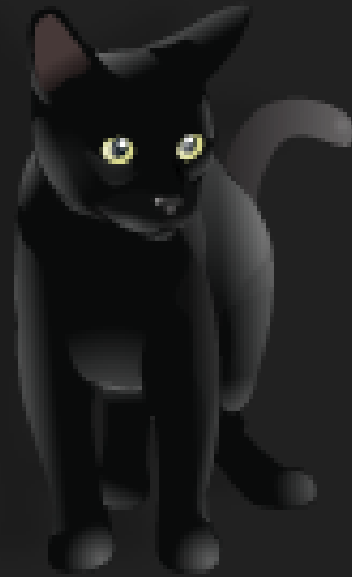


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What is an Overlooked Cat?



Why are they important?

- Taking up space needed by other animals
- Daily cost of care, staff time
- Plug up foster homes
- Health or behavior decline (especially in caged setting)



Commonly Overlooked Cats



We are all Overlooked!



Black or dark in color



Obese



Seniors



Unattractive



Medical problems



Crabby



Independent

The Inventory Pencil

NEW CATS!

OVERLOOKED
CATS!



“Sharpening” the Pencil



STEP 1: WHO ARE THESE CATS?



Any Group Can Have Them!

- Whether your organization is large or small, sheltered or foster-based, cats can end up with long-term stays
- Tracking the long-time cats is critical!



Using Length of Stay

In Care Inventory

Date Generated: Apr 4 2012
 Regions:
 Shelter Location:
 Animal Type: Cat
 Date From:
 Date To:
 Due Date Out: 4-Apr-2012

Adoption

Animal Id	Type	Name	Status	Breed	Color	Sex	Age	Days	Physicallocation
711612	Cat	George	Available for Adoption - Offsite	Himalayan	Chocolate Point	Male	6 Years 3 Weeks	30	Rochester Hills PetSmart
712684	Cat	Jesse	Available for Adoption - Offsite	Domestic Longhair	White	Male	7 Years 1 Week	16	Roseville PetSmart
712716	Cat	Rebecca	Available for Adoption - Offsite	Domestic Short Hair	Red Shaded	Female	9 Years 1 Week	16	Roseville PetSmart
712776	Cat	Cloye	Available for Adoption - Offsite	Domestic Short Hair	Grey	Female	8 Years	15	Roseville PetSmart
713121	Cat	Tommy	Available for Adoption - Offsite	Domestic Short Hair	Orange Tiger	Male	1 Year	11	Roseville PetSmart
713189	Cat	Marley	Available for Adoption - Offsite	Domestic Short Hair	Grey	Male	1 Year	11	Roseville PetSmart
711296	Cat	Ping Pong	Available for Adoption - Offsite	Domestic Short Hair	Black	Female	1 Year 4 Weeks	34	Taylor PetSmart
711754	Cat	Steve	Available for Adoption - Offsite	Domestic Short Hair	Black	Male	2 Years 2 Weeks	28	Taylor PetSmart
707437	Cat	Skipper	Available for Adoption - Offsite	Domestic Short Hair	Brown Tiger	Female	4 Years 2 Months 3 Weeks	16	Chesterfield PetSmart
710066	Cat	Jasmine	Available for Adoption - Offsite	Domestic Longhair	Black	Female	4 Years 1 Month 2 Weeks	51	Chesterfield PetSmart
712428	Cat	Olivia	Available for Adoption - Offsite	Domestic Short Hair	Tortoiseshell	Female	3 Years 1 Week	20	Chesterfield PetSmart
712454	Cat	Mavis	Available for Adoption - Offsite	Domestic Medium Hair	Black	Female	4 Years 2 Weeks	20	Chesterfield PetSmart
712770	Cat	Tommy	Available for Adoption - Offsite	Domestic Short Hair	Orange Tiger	Male	6 Years	15	Chesterfield PetSmart
713234	Cat	Francine	Available for Adoption - Offsite	Domestic Longhair	Black	Female	4 Years	9	Chesterfield PetSmart
43121	Cat	Rocky	Available for Adoption - Offsite	Domestic Longhair	Grey	Male	2 Years 1 Week	11	Dearborn PetSmart
710032	Cat	Tara	Available for Adoption - Offsite	Domestic Short Hair	Black	Female	2 Years 6 Months	51	Dearborn PetSmart

Divide into Groups



WATCH LIST



ACTION LIST



OVERLOOKED LIST

Weekly Report

OVERLOOKED CATS

CATACTION LIST for 8/28/2012: (40+ days) Marketing to promote via Facebook and Twitter, Pet of the Week, etc.!

ID number	Name	Special Adoption	Location	# days in system	Outcome	Media, etc.
718397	Mink		RH	99		
719770	Savannah		Detroit	85		In Foster
700940	Charlotte		Berman	78		Returned adoption; Taken to PetSmart
721961	Angel		Berman	63		
716746	Chloe	✓	PetSmart Dearborn	62		Taken to PetSmart
722186	Joyce		PetSmart Dearborn	61		NO PHOTO; Taken to PetSmart
722231	Mini Mouse	✓	Berman	61		Taken to PetSmart
722145	Squirt		RH	61		

Color Code Report

COLOR KEY:

Juvenile

Senior

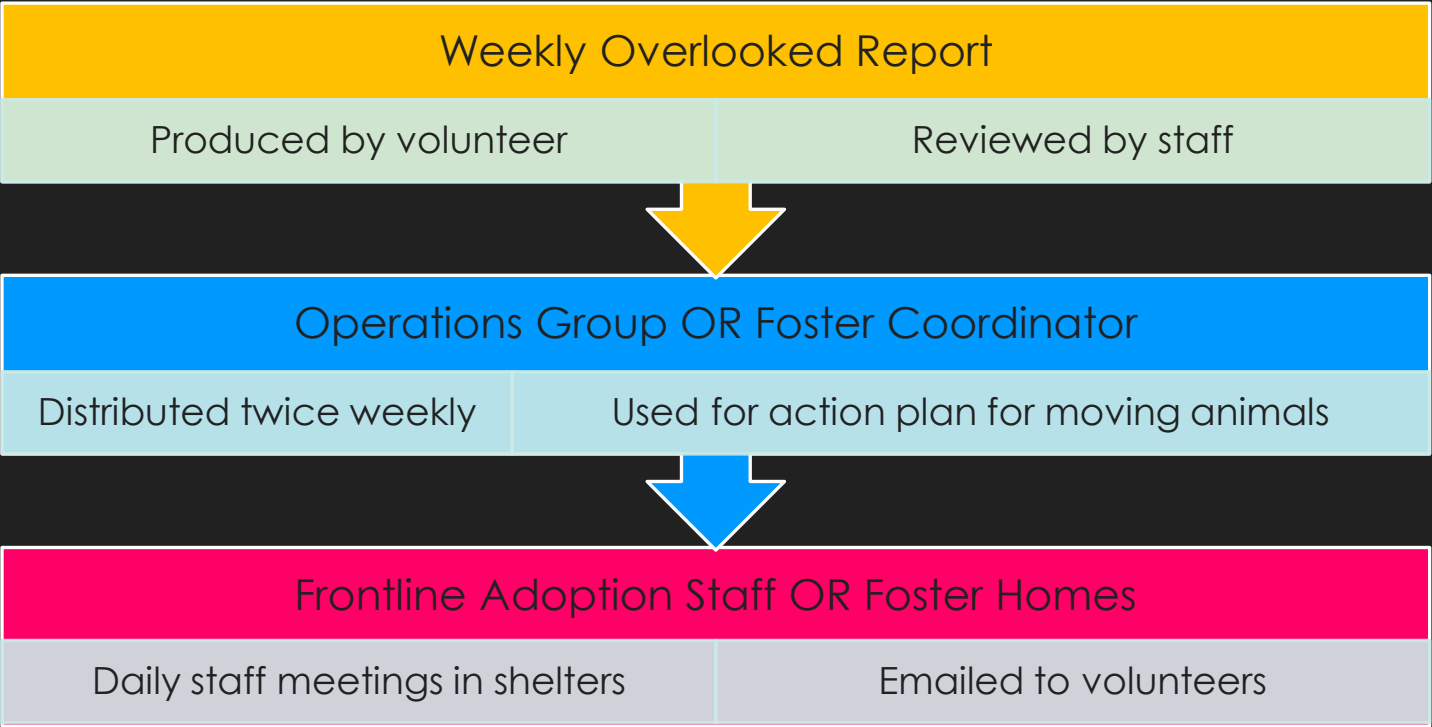
No photo

Adopted

No Longer Available



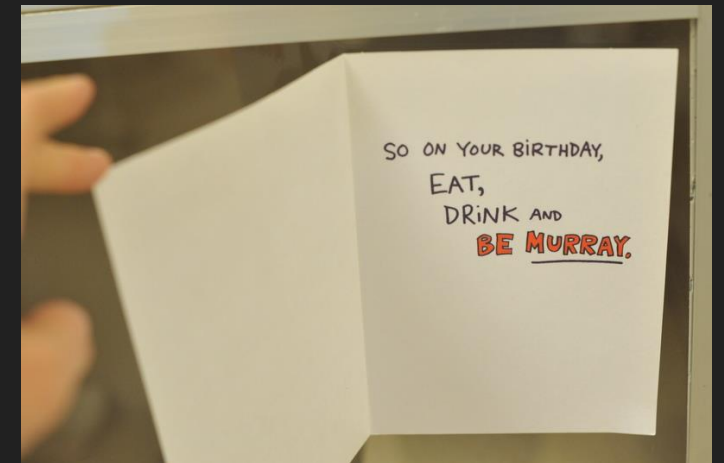
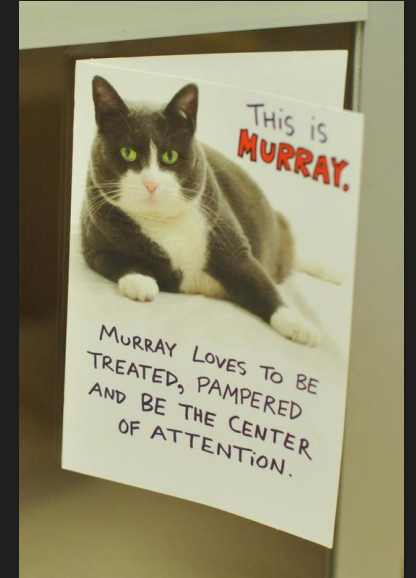
Information Flow



KNOW the Overlooked!

- Adoption point people must **KNOW** which pets have been in the system the **LONGEST**
- Staff and volunteers take steps to promote these pets to adopters
- Reward creativity: signs, cat condo in lobby, collars, bandanas, buttons, cards!

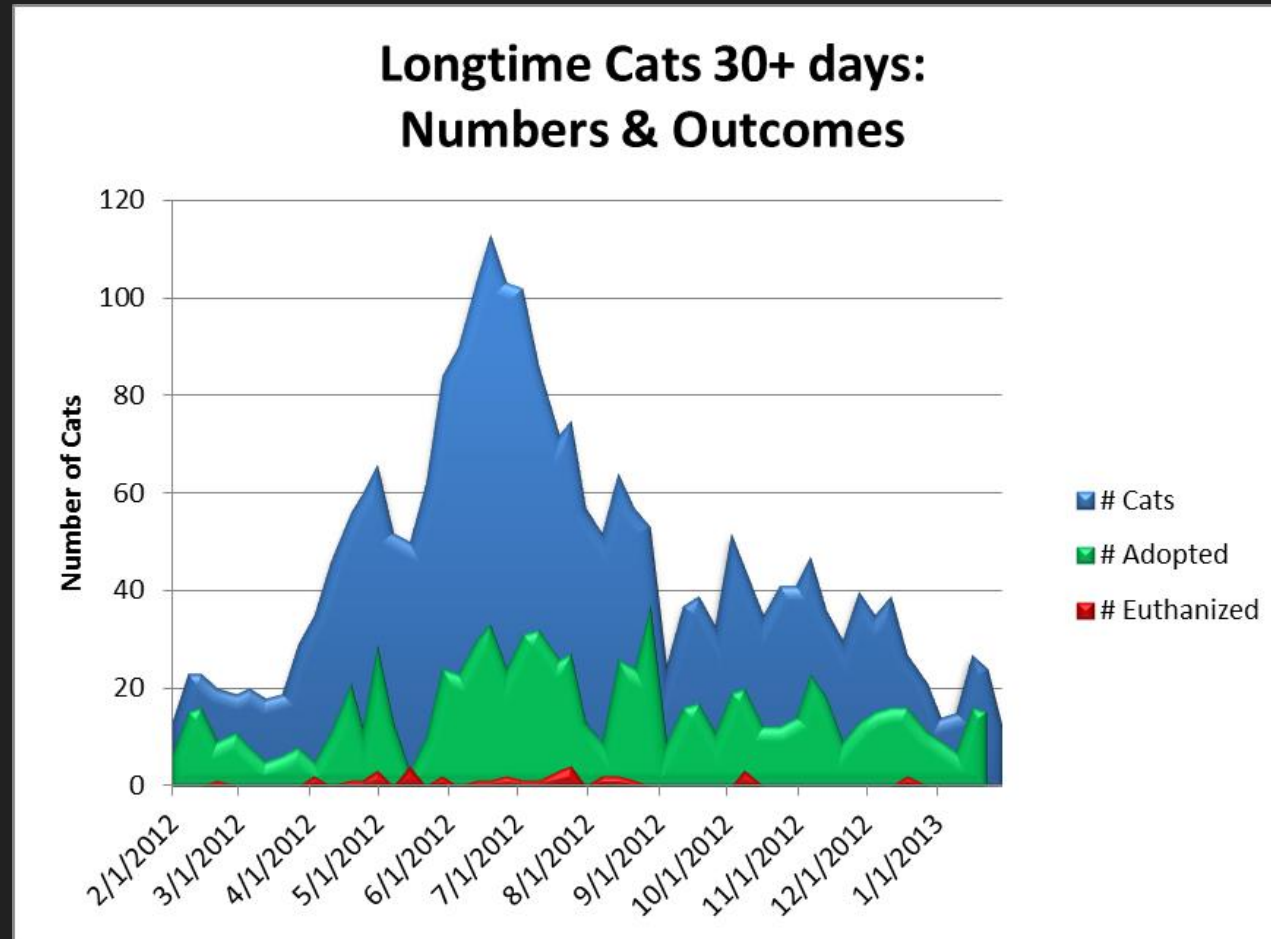
ADOPTED!



#1 Overlooked This Week



Track your Overlooked Cats!



TAKE ACTION!



Send offsite



Bright collar



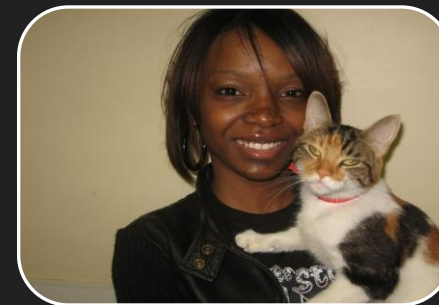
New photo & write-up



Social media



Overlooked web page



Pet of the Week

Focus on the Individual!

SENIORS: Vet check-up; blood panel; free year of insurance

CAT-TENS: Great in offsite settings NOT next to 8 week olds

CHUBBIES: Special diet plan and bag/canned food; scale

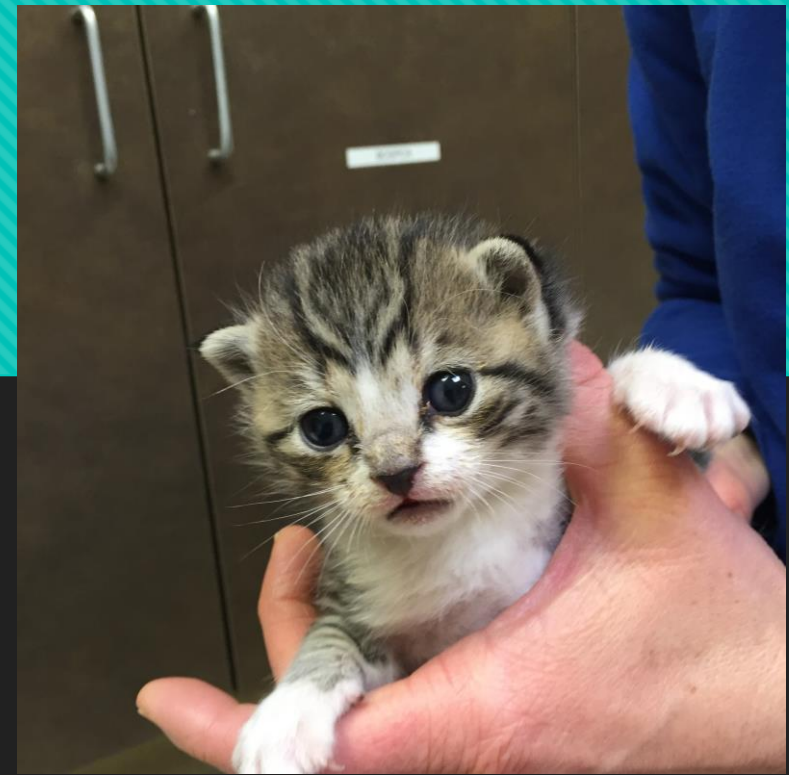
UNUSUAL: Highlight kinked tail, crossed eyes, tipped ear, extra toes

SYMPATHY: Really sad story, injury recovery, hospice or final year care

SNOBBIES: Display in lobby, out of sight of other cats; office foster

INDEPENDENTS: “Decorative” label; not needy; like living with an adult versus a child

SHY: office foster; adopt-from-foster home; Where’s Waldo?



Cool Cats!

Greets at front of cage

Drinks with paw

Orange tabby females

Chatty catty

Double jointed tail

Fetches toys

Rides on your shoulder

Plays well with polite dogs



Move Cats Around!

- Cat vs. dog adoptions: People search for dogs, but SEE a cat, GET a cat!
- Overlooked cats need to be seen by new eyes
- Offsite adoptions can be highly successful
- Strive to have multiple adoption locations for cats



Add Personal Zing

- Bright collars can draw attention to overlooked cats
- Beastie Bands or buy bright collars on clearance
- Perfect time to get the cat used to a collar and tag!
- ALL black cats should have a bright collar!



Market Effectively

- Photo on card
- Great name
- Age and price
- Simple bullets:
 - Litterbox trained
 - Vaccinated and spayed
 - Bouncy and playful
 - Saucy diva
 - Used to be a bar bouncer
 - Cushion tester

Available for Adoption

My name is **Melinda**

 Species: Cat Sex: Female
Breed: Domestic Shorthair / Mix Sp/AR?: Yes
Color(s): Brown / Black Declawed? No
Age: 05 year(s) 00 month(s) 00 day(s)



Wow – how things can change! One day you're living a quiet life with your owner, the next day you're sharing a big room with a lot of other kitties. Let me explain: my owner (make that "former owner") developed medical issues and couldn't keep me and the other cat that I lived with. Am I happy about these changes? Not at all, and it's going to take me a while to get back to my sunny self, so in the meantime I hope you'll excuse me if I don't seem friendly. But enough about that - let's concentrate on the good things. I'm a gorgeous four-year-old brown tiger girl, spayed, negative for FIV and feline leukemia, and up-to-date on my shots. I have a round face, green eyes, a white muzzle and a lovely soft coat. I'm doing my best to adjust to this new situation (hey, people - change is hard!) and I look forward to a home where I can settle in, feel secure, and get back to a normal cat life. I'm ready to fall in love with a new person – could that be you?

Adoption Donation: **\$20.00**

All small animal adoptions include a 60-day money back guarantee. Health is spayed/neutered and microchipped. Male cats are neutered and females are spayed/neutered as well.

Admission Number: **A19328922** Intake Date: **3/24/2016**

Re-write, Re-photo

- A new set of good photos can make a pet appear “new” online
- Take a new approach with the write-up at the same time: avoid the generic, use humor, bring out a special quality or sad story
- Time to add video is NOW!
- Instagram is a GREAT place to post a “personality” photo and comment



Get Social!

- Use your organization's Facebook page, blog, Instagram, Twitter to promote Overlooked cats
- Pick a cat a week
- Update through adoption—fans will be following cat's progress
- Include original story (why cat is with you)



What's in a Name?

Cultural names: Hispanic, Indian, Muslim: cat name lists on the Internet

Match to holidays or events: Presidential candidates; sporting events; movie stars

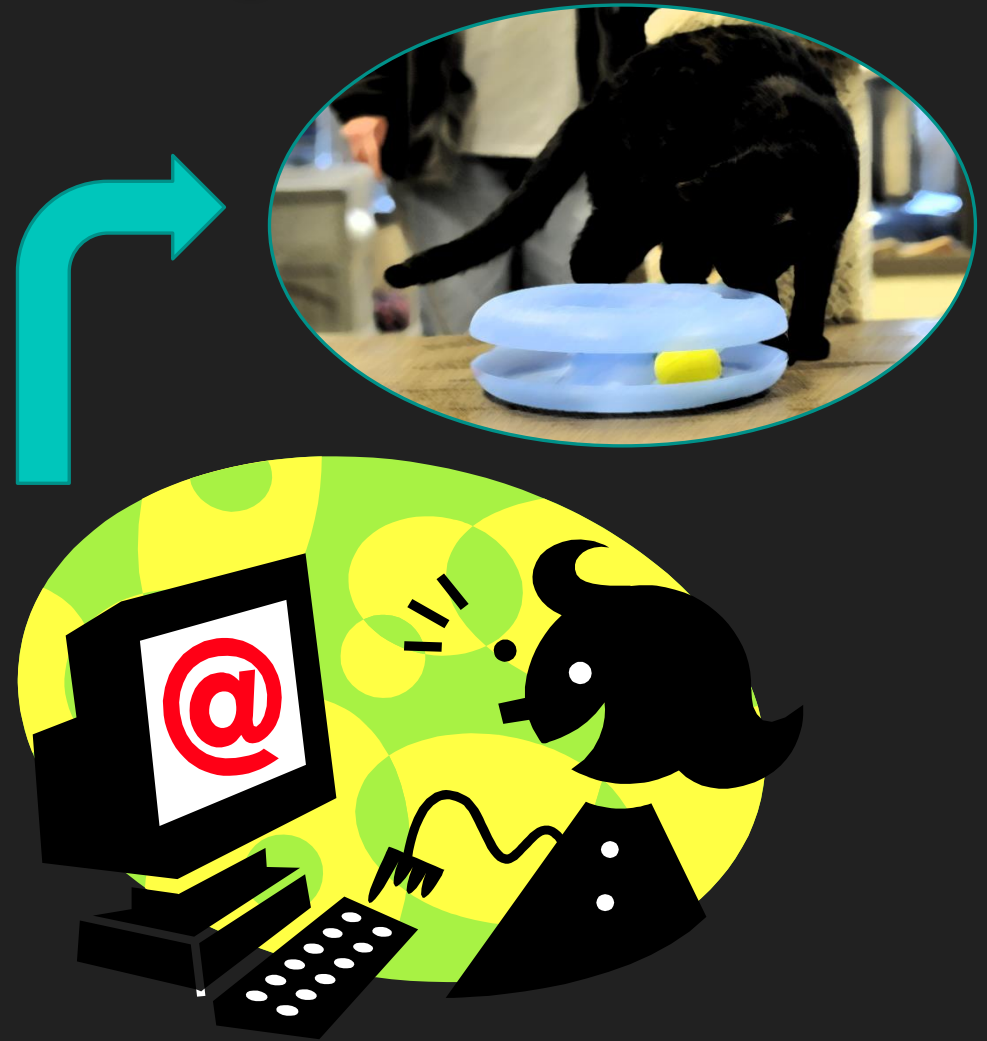
Human names versus "pet" names

Avoid the REALLY common cat names?



Dedicated Web Page

- Overlooked cats featured on a dedicated page of your website
- Compelling stories:
 - Found lost by a kind person (vs. stray)
 - Rescued by our emergency van
 - Given up by an owner due to family health issues



search site

SEARCH

HOW YOU CAN HELP

- ▶ Adopt
- ▶ Donate
- ▶ Shop
- ▶ Take Action
- ▶ Volunteer

PET RESOURCES

- ▶ Behavior Assistance
- ▶ Pet Parenting
- ▶ Surrendering an Animal
- ▶ Veterinary Care
- ▶ Lost and Found

LEARN ABOUT US

- ▶ About MHS
- ▶ Events
- ▶ Locations and Hours
- ▶ News
- ▶ Partners

OUR PROGRAMS

- ▶ Adopter Support
- ▶ Cruelty Investigation

Overlooked

Pets

Overlooked Pets

Help these longtime residents find a home

 Like 25

 Tweet 0

 Share 6

Whether they are senior pets, have a disability, or simply have been overlooked, some animals need your help so they can find a home.

Clifford

Friday, December 28, 2012



Bianca

Saturday, December 22, 2012



Lilac

Thursday, December 20, 2012



Inter
take

\$



F

MHS



Slash the Price!

- Scan the competition
- Two for \$100 kittens
- Seniors \$25
- Overlooked cats \$20 or FREE!
- Have a sale when you **NEED** a sale
- Build into the budget
- Raise extra funds to support



Email Tag Lines

Linda Reider | Executive Director
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PO Box 277 | Lahaska, PA 18942
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www.bcspca.org

Rescue, Re-Home, Reach Out!



Jazzy is patiently awaiting a home at our Quakertown Adoption Center! She is one of BCSPCA's longest time residents, having been with us for 45 days. If you know someone who would give this loving kitty a good home, please call us at (267) 347-2794, or better yet, visit Jazzy in person at 60 Reservoir Road, open for adoptions at noon seven days a week.

Assign Actions to Groups



CATWATCH LIST

- Send offsite if possible or move to other locations; eye-catching collars



CATACTION LIST

- Re-photo; new write-up; promote via social media, Pet of the Week



OVERLOOKED CATS LIST

- Overlooked Cats web page with new write-up; reduce price; email tag line; sign on cage

Accountability

- Overlooked pets are **WAITING** for our actions to bring results
- Praise actions taken!
- Hold managers accountable if ball is dropped
- Provide enough resources
- Let all adoption staff **AND** volunteers know!



How's That Working For You?

○ Running Total of Overlooked Cat Adoptions:

1,055 overlooked cats adopted in the first 16 months

○ Percentage Adopted Weekly:

Total adopted / total overlooked

○ Length of Stay Longest-term Cat:

220 days at start of our program, in 16 months dropped to 76 days



CELEBRATE!

- **Milestones**
 - **Big numbers**
 - **By location**
- **Let adopters know**
 - **The “overlooked adoption bell”**
 - **Intercom**
- **Let donors know**
 - **Newsletter**
 - **Board report**
 - **Online**



Final Thoughts on **Overlooked** Cats:



PREVENT by fast-tracking cats to adoption

ELIMINATE mandatory holding

CAT ADOPTIONS are not money makers

EXHIBIT strays and unneutered

TRAIN cats to engage with adopters

SAME DAY adoptions for events and shelters

SPEEDY adoptions for foster based cats

GUARANTEE or your money back

