

AMERICAN HUMANE

Spring 2009 Volume 26.1

# PROTECTING ANIMALS

*Helping animal shelters be the best they can be!*

TOUGH TIMES –  
GREAT MARKETING  
GETS YOUR WORD OUT  
pg. 3

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NOW ACCEPTING...RABBITS –  
WHAT YOU NEED TO KNOW pg. 14



AMERICAN  
HUMANE

*Protecting Children & Animals Since 1877*

# "WEATHERING THE STORM"



You hear it on the news, you feel it in your pocketbook. The nation's economic crisis is everywhere. And, as President Obama said, everyone either has been affected or knows someone who's been affected. Times are tough, and animal welfare organizations are not immune.

American Humane's member shelters likely feel the strain all

businesses feel during this time — tightening budgets and rising costs. But shelters have an additional hardship: meeting the needs of members of their communities who are also feeling the crunch. More foreclosures mean more potentially displaced animals. And more financial struggles mean more people not being able to care for their pets and looking to shelters to find their animals a second chance.

Weathering this storm will not be easy, but we know it can be done. Hunkering down and facing adversity is a skill that's inherent to those in the animal welfare field. And while the next few years will be difficult as America pulls through this turmoil, we professionals in the animal welfare field will do what we've always been able to do: stretch our resources and make things happen for the good of the vulnerable animals in our care. We will do more with less.

In this issue, we provide many resources to help you do just that. We share low-cost, easy-to-implement ways to improve your marketing and public relations and boost your credibility and donations. We highlight one shelter that has had tremendous success in reducing surrenders. And we show you the ropes to becoming the marketing and public relations expert for your shelter.

Also in this issue, we detail important information on accepting and caring for rabbits. And we've added a new feature, a spotlight on an American Humane Red Star Animal Emergency Services™ National Responder.

It is our hope, as always, that you find the articles useful in doing the vital work you do each day.

Through these tough times, American Humane — as your professional organization — will do everything we can to be a resource and partner for you.

Sincerely,

Debrah Schnackenberg  
Vice President, Animal Protection Division



## AMERICAN HUMANE

*Protecting Children & Animals Since 1877*

### PROTECTING ANIMALS

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# RECESSION- PROOF YOUR SHELTER'S MARKETING AND PUBLIC RELATIONS

## Six ways to stay the course in tough economic times

Times are tough. Cutbacks are everywhere. And although animal welfare organizations are used to making every dollar go as far as possible, it's necessary to work even harder in today's challenging environment.

The following are six tips to keep your marketing and public relations efforts going strong — despite the economic downturn.

### NO. 1 TAKE STOCK OF WHAT YOU'RE DOING

Lisa Pedersen, CAWA, chief executive officer at the Humane Society of Boulder Valley in Boulder, Colo., recommends first evaluating how your shelter is advertising in terms of what you're paying for versus what you truly need. She notes that print ads are often the first to go when the

budget is down. At Boulder Valley, workers evaluate what the purpose of their advertising is. "When times are tough the message is more about action versus awareness," she says.

For Pedersen, the marketing rule of thumb is to track results. Boulder Valley has tracked coupons and has evaluated foot traffic after announcing a sale at its thrift shop. If everything is tracked, you can better analyze your options for making cuts, says Pedersen.

"You have limited dollars, so you want to make sure you get the best bang for the buck," she explains.

Katherine McGowan, CFRE, director of development and community relations at Asheville Humane Society in Asheville, N.C., warns, though, that if you cut paid advertising, you still need a plan

to reach your audience. "You're not able to control the message as well, but you still have to get it out to the constituents," she says. But fortunately, there are other low-cost ways to connect with your community.

### NO. 2 COLLECT THOSE EMAILS

Boulder Valley reports having great success with email advertising. "We work hard to collect email addresses from donors, volunteers, adopters and people bringing in lost-and-found animals. We've been able to build a healthy list," says Pedersen.

The trick to creating and implementing effective email campaigns is the right software. To avoid spamming or overloading a regular email system such as Microsoft Outlook, Boulder Valley first used Constant Contact®. The

shelter eventually outgrew Constant Contact and sought a more robust system that incorporated fundraising objectives, Kintera®. Many animal welfare organizations, including American Humane, report good results with Convio®.

No matter what system your shelter chooses, collecting emails has to be part of your strategy, advises Pedersen. Staff and volunteers take every opportunity to collect email addresses. In addition, Boulder Valley includes an opt-in feature on its website. “It becomes a ripple effect, creating a wider network of individuals you can connect with,” says Pedersen.

Pedersen advises shelters to look within their own networks of board members, volunteers and local businesses to identify who has the interest and expertise to help with email marketing or other areas. Creating and leveraging relationships in the community can be a key step toward success.

For Boulder Valley, one relationship resulted in a local advertising agency donating its services to create an email template. Now that the template has been created, it is just a matter of updating text and the subscriber list to maintain consistent communication with constituents. Further, the template is designed to continue the branding — the look, logo and feel — of Boulder Valley, so the email is easily identifiable and a great marketing tool.

“Using the template, staff can get the message out easily — the vehicle is already there,” says Pedersen.

### NO. 3 USE THE MEDIA

It doesn't cost anything to pursue a relationship with the media and partner with them. Pedersen recommends that shelters build awareness and use relationships with the media to spread their message.

Asheville Humane also looks to the media to help advance its mission. “We've found the media to be very receptive,” says McGowan. “They love animals and want to help.”

Recently Asheville Humane partnered with local media sponsors for the “Save A Life” Campaign, a community-wide effort to eradicate unnecessary euthanasia by 2012. Through the campaign, the shelter worked with the community's spay/neuter clinics, feral cat groups, other rescues and kennel clubs, as well as the sheriff's department and animal control, to save animals' lives. To promote the event, media sponsors were sought to offset expenses, and willingly got involved.

“They want to make a difference,” says McGowan. “By having an established relationship with the media, you can go to them and say, ‘Our donations are down, we're

getting more animals in. Can you help?’ You can have that dialogue.”

McGowan says, through events like the “Save A Life” Campaign, the community sees a professional approach from the shelter that increases its credibility. In turn, if a shelter is seen as a credible, organized, responsive organization, the media will help and serve as advocates.

“The media is more dialed in to your mission and the result is more exposure. Third-party endorsement from the media is phenomenal,” she says.

## “DONORS WANT TO HEAR ABOUT THE SUCCESS.”

— LISA PEDERSEN  
HUMANE SOCIETY OF  
BOULDER VALLEY

But remember, it's a two-way street.

“You need to be a resource for the media person, as well,” adds Pedersen. “It's imperative to be responsive to media calls, answer their questions, and if you don't have the answers, get back to them and follow through. You have to become their expert resource.”

Further, it's important to keep in mind that it's about keeping the media in the loop so that there's a mutual partnership.

Pedersen also advises that if your shelter is placing an ad with a publication's advertising department about an upcoming event, it's a good idea to let your contact at the news desk know what you're up to. “Get to know them, and build that relationship,” she says.

### NO. 4 MAXIMIZE YOUR WEBSITE

For Boulder Valley, the shelter's website serves as a huge portal to the community. Boulder Valley offers real-time adoption online, giving people a chance to not only see animals but also complete paperwork before even entering the shelter.

Pedersen explains that it is important to update the site regularly. “Keep your site updated, don't make it stagnant,” she says. “Make sure it stays dynamic so that people have a reason to come back over and over.”

### NO. 5 KEEP TELLING ANIMALS' STORIES

In all your marketing — newsletters, e-newsletters, in-shelter materials, advertisements — it's always a good idea to tell animals' stories in compelling ways so they resonate with adopters and donors.

“Donors want to hear about the success,” Pedersen says. “Shelters should report back to the community about what they are doing with the support, so that donors have a reason to reinvest.”

“When times are tough, it's not about just saying what your needs are, it's about telling what the dollars and volunteer hours that have been donated are able to achieve,” she adds.

An important part of this is to tell the animals' stories — a proven approach at Boulder Valley. Pedersen reports that Boulder Valley's newsletters containing stories highlighting the beginning, middle and end of an animal's experience at the shelter result in greater donations than the newsletters that do not contain such stories.

McGowan at Asheville Humane agrees, and states that the best rule of thumb is to photograph pets in engaging ways. "Do that consistently and animals will speak volumes," she says. She also believes it's important to tell the story of an individual animal and how the pet came to be at the organization.

In telling an animal's story, McGowan implores shelters not to skimp on the quality. Quality photos start with a quality camera, she asserts.

McGowan advises buying a high-quality digital single-lens reflex (SLR) camera. Unfortunately, animals are difficult to photograph, and too often shelters struggle with taking good pictures because they're just not using adequate equipment. A good camera can help staff take those challenging photos, capture great images, and let the photos speak for themselves. "It's that little animal face that attracts donors, volunteers and adopters," she says.

Once you've taken the pictures, McGowan advises to get them on your website as soon as possible: "Animals sell themselves." At Asheville Humane, workers accomplish this with the help of volunteers. The volunteers work in teams of two — one to hold the animals and one to take

photos. The teams are trained to crop, adjust and post photos as the animals are brought in.

## NO. 6 MAKE PARTNERS IN THE COMMUNITY

Another low-cost marketing tactic is to reach out and see what kind of help is available in the community. Partners can come in all forms, and a great partnership doesn't have to cost anything. For example, the Asheville Humane Society reached out to the University of North Carolina – Asheville Marketing Department. The goal: Define the Asheville Humane Society audience and determine how to best target it.

"We asked them to do a qualitative and quantitative marketing analysis of our true demographics and how to best reach them," says McGowan.

The result was good for all. "Students got to work with a real-world organization, and the shelter benefited. Everybody won."

Are finding such partnerships that easy? For the Asheville Humane Society, this opportunity just involved finding out who the marketing professors were and sending them an email.

"I think the mistake we [animal welfare professionals] make is that we don't seek help. If you ask someone to help, chances are they're going to help and they're excited about it," says McGowan. "It's gratifying for them because the work they do is really going to save animals."

She recommends that you not be afraid to reach out — but do it respectfully, with an understanding of people's time. "We wrote an email and scheduled a meeting. We were professional and appreciative." ■

**"I THINK THE MISTAKE WE [ANIMAL WELFARE PROFESSIONALS] MAKE IS THAT WE DON'T SEEK HELP."**

—KATHERINE MCGOWAN  
ASHEVILLE HUMANE SOCIETY



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# RESPONDER SPOTLIGHT

# RED STAR ANIMAL EMERGENCY SERVICES™



## EMANUEL MACIEL — PART OF AMERICAN HUMANE'S RED STAR FAMILY

Emanuel “Manny” Maciel has been working with animals since 1989, first for the Animal Rescue League of New Bedford, Mass., and now for the city of New Bedford. During his recent career, he prepared himself for animal response and rescue by undergoing training and getting certified. So when Hurricane Katrina hit and American Humane and the Humane Society of the United States called on him, Maciel was ready.

Since Katrina, Maciel has been an in-demand responder. In last year alone, he arrived at the flooding scenes in both Illinois and Iowa, and was on the scene following the onslaught of Hurricanes Gustav and Ike in Louisiana and Texas. As a team lead, Maciel has learned a lot with every response: “You never see the same thing twice. I’ve been doing this for years, and each call is different.”

Maciel’s favorite part of responding to disasters is the family feel of the Red Star team. “When you arrive, it’s like you’re reconnecting with your family. It’s a caring atmosphere, like a brotherhood or sisterhood,” he explains.

While Maciel says the most difficult part is being away from his own family during a response, he finds comfort in joining his responder family. There is an inherent risk in



the work, but he says it’s satisfying to know he’s with quality rescuers who know what they’re doing, and for whom safety is a priority.

“My goal and American Humane’s goal is to get to those animals and to report back in one piece,” he says. “We’re there for the same reason. We’re there to get it done.”

Maciel respects his fellow responders and the entire American Humane Red Star team for their dedication and compassion. “It takes an all-around good person to do the work we do,” he acknowledges.

Red Star Program Manager Tracy Reis knows Maciel is that all-around good person. “He is wonderful. We are privileged to have him on our team,” she says.

Because of the dedication and bravery of responders like Maciel, thousands of animals have been saved and reunited with their owners. And the reward for Maciel: “You come out feeling really good. After each response, it feels like you’ve been given a million dollars.”

Interested in becoming an American Humane Red Star Animal Emergency Services Responder? Get information and training dates at [www.americanhumane.org](http://www.americanhumane.org). ■

## FACTS ON MANNY

**Occupation**  
Director of Animal Control

**Hometown**  
New Bedford, Mass.

**Years with Red Star**  
4

**Number of responses**  
5

**Most vivid responder memory**  
Saving pigs during the blizzards in Colorado. “Nothing prepares you for that,” Manny laughs.

## SHELTER SPOTLIGHT

# SCHOOL'S IN SESSION AT OHIO SHELTER

The Montgomery County Animal Resource Center in Dayton, Ohio, has a lesson to teach.

And that lesson is in the teaching itself. The organization has found that a focus on ongoing training and education for staff, volunteers and the community has made the Animal Resource Center a true asset to Dayton.

### STATS

#### LOCATION:

6790 Webster St.  
Dayton, Ohio 45414  
[www.mcoho.org/animalshelter](http://www.mcoho.org/animalshelter)  
(937) 898-4457



#### FULL-TIME STAFF:

32

#### PART-TIME STAFF:

2

#### VOLUNTEERS:

400 — 200 of whom are on active status and average approximately 500 hours a month

#### ANIMALS HANDLED PER YEAR:

6,100 dogs, 3,050 cats and 250 other animals (e.g., wildlife)

#### YEARS IN OPERATION:

From 1981 to 2004 as Montgomery County Animal Shelter; changed name in 2004 to Montgomery County Animal Resource Center in conjunction with moving to its new facility

#### BASIC DEMOGRAPHICS OF

#### COMMUNITY SERVED:

Montgomery County is 461.7 square miles of rural, suburban and urban areas with an approximate population of 500,000. Approximate annual income of most families is \$41,846. The county seat is Dayton, and the county comprises 22 cities, nine townships and unincorporated areas.

#### SERVICES:

Animal control, stray dog housing, dog and cat adoptions, dog licensing, lost pet searches, humane education, vacation registration to provide added capacity to find pets if they become lost while on vacation with their owners, voluntary cat registration and a volunteer program.

#### ADOPTION FEES:

Dogs 6 months and older — \$131; puppies 5 months and under — \$156. Fee includes spay/neuter, basic veterinary exam, heartworm test, first set of vaccines, microchip and behavior classes.

Cats — \$60. Fee includes spay/neuter, basic veterinary exam, feline leukemia and feline AIDS testing, first round of vaccines, microchipping and voluntary cat registration for one year.

#### FUNDRAISING:

The shelter secures funding through the selling of county dog licenses, as well as external events such as IAMS Home for the Holidays, off-site adoptions at local PetSmart stores, a Pennies for Pets program involving donations from local elementary schools and a Giving Tree program featured at the community's hospitals during the holidays.

#### COMPUTER SYSTEM/SOFTWARE:

Novell GroupWise  
Oracle  
Kronos  
AS400, a mainframe-based system written by the county's data processing staff that is shared with other county facilities

**Montgomery County Animal Resource Center**



## SCHOOL IS THE RULE

As the largest companion animal shelter in the greater Dayton area, the Animal Resource Center has many virtues. The shelter has extensive humane education initiatives, participates with Petfinder.com to give adoptable animals more publicity on the Internet, offers on-site behavior classes for adopters and has a veterinarian on staff to provide care and treatment.

At the top of its list of best practices though is the center's emphasis on training. Center Director Mark Kumpf says training is something the center takes seriously — it is a continuing process that's geared toward the staff, volunteers and community.

For staff and volunteers, training is crucial to providing a safe and healthy working environment, he says. This leads to a reduction in lost time from injuries, illness or compassion fatigue and job burnout, to which most animal welfare professionals are prone. Training also helps keep staff and volunteers up-to-date on the policies and procedures and how best to help visitors and customers.

Bob Sexton, the center's animal care and control supervisor, adds more insight as to why training is so important: "Our profession has evolved, and continues to evolve, from the days of being 'dog catchers' to being professional animal control officers."

He says because of this evolution, training is needed not just for new hires but also for tenured employees.

"Employees at animal welfare agencies need to keep abreast, as laws change, best practices improve and

veterinary practices advance," says Sexton. He adds that training helps keep staff focused and in-tune with the changing needs of the profession.

Sexton says that animal welfare professionals are also considered "jacks of all trades." As such, workers have to be knowledgeable in all facets of operations and be able to convey that information to the citizens we serve. "We are educators, as well," he says.

To accomplish such a feat, training is imperative.

## THE TRAINING AGENDA

As part of the animal care training, staff members are taught to focus on the "mental aspect" of the animals during their stay. Staff members are trained to provide animals with exercise, love and a soft blanket in all cages. Staff and volunteers are also trained in disease management and animal care. This training directly contributes to the enhanced care the animals receive, which in turn drives the shelter's adoption rates and reduces its euthanasia rates, says Shelter Operations Supervisor Mick Sagester. Staff members are also trained as adoption counselors and pet behaviorists, which helps the overall mental well-being of animals at Montgomery County.

At the center, newly hired staff members receive approximately three months of in-house training. After that point, staff members receive approximately 120 hours per year of ongoing training.

Volunteers undergo training as well so that they can free up the staff's time for other duties. Once trained, staff and volunteers are then well-positioned to provide education and guidance to the adopters and animal owners in the community.

**"OUR PROFESSION  
HAS EVOLVED, AND  
CONTINUES TO  
EVOLVE."**

**— BOB SEXTON  
ANIMAL CARE AND  
CONTROL SUPERVISOR**

“We face the challenge that all pet owners do not have the knowledge they need to be good pet owners,” says Sagester. “We have an obligation to be the resource for the community when they need assistance with an animal question. We cannot do everything, but we should have the knowledge to send people in the right direction.”

Kumpf adds that training the public and adopters is the best way to ensure that animals are properly cared for and that the community’s needs are being met. They provide this training through obedience classes for new adopters that are included in the adoption fee, as well as through staff consultations, brochures, additional classes and online resources.

## BUILT TO TRAIN

Montgomery County Animal Resource Center is a 25,000-square-foot facility with a 100-person-capacity training room that is used by the immediate shelter and by animal welfare professionals through Midwest Ohio. At the facility, many national trainings are offered, including American Humane’s Shelter Operations School, Shelter Operations School for Managers and Euthanasia by Injection.

“We look at the programs that are available nationally and make them available to not only our staff but to others in the region,” Kumpf says. The shelter is currently working on bringing more training opportunities to the facility.

“We do not limit ourselves to any one organization. We invite all to attend and work with all to provide the training,” adds Sagester.

## TRAINED FOR SUCCESS

The effects of the trainings are evident. Montgomery County Animal Resource Center receives numerous compliments on how knowledgeable, courteous and helpful staff members are. And those are the staff — the animals are noticed as well. “Our adoption area receives numerous compliments related to how quiet and content our animals behave,” says Kumpf.

Kumpf says many of the center’s programs are being replicated by others in Ohio as well as nationally. The center has also received many requests to tour the facility. In fact, the center will be establishing tour dates so that it can accommodate all the inquiries. Kumpf says they also network with other organizations to see how best to offer training opportunities.

Sexton advises that shelters everywhere would benefit by offering training to their employees. “The employees will



bring back new knowledge or new ways of performing tasks. They should be given the chance to share this information with the whole organization,” he says.

With training and sharing, the organization will improve and grow. “Training will help prevent employees and the organization from becoming stagnant,” he says.

## POSITIVE SCORES

Montgomery County’s approach to training is welcomed and appreciated by the staff and volunteers. “They feel it is a way for them to better their people skills, as well as their animal care skills,” says Kumpf.

The training has led to excellent volunteers. “Our volunteers are some of our most productive employees,” Kumpf says. He notes that John Crouch, the volunteer in-house groomer, has been with the organization longer than many of the salaried staff, and that part of the shelter’s new location was designed with Crouch’s input.

Sexton agrees that employees of the Animal Resource Center relish training opportunities. “They see it not only as a means of bettering themselves, but also enhancing their job performances and furthering the mission of the Animal Resource Center.”

He adds that, as a result of training, the shelter has been able to improve operations, offer more services and improve the quality of care animals receive.

## GET MORE INFO

To learn more about Montgomery County Animal Resource Center’s training protocols, email [animalshelter@mcoho.org](mailto:animalshelter@mcoho.org).

To learn more about offering American Humane training at your organization, email [training@americanhumane.org](mailto:training@americanhumane.org). ■

**“WE HAVE AN  
OBLIGATION TO BE  
THE RESOURCE FOR  
THE COMMUNITY.”**

— MICK SAGESTER  
SHELTER OPERATIONS SUPERVISOR

# AND THE OSCAR GOES TO... THE ANIMALS



American Humane is the only organization authorized to monitor the safety of animals on the sets of movies, TV shows, commercials and music videos. Productions that make sure to have an American Humane Certified Animal Safety Representative™ on set, follow American Humane's *Guidelines for the Safe Use of Animals in Filmed Media* and keep animals safe on the set are awarded the famous "No Animals Were Harmed"® end-credit disclaimer.

As an animal advocate and expert in humane treatment, American Humane celebrated its own version of this year's Oscars, featuring releases that earned the coveted disclaimer. Without further ado, ladies and gentlemen, the Oscar goes to...

## BEST MOVIE MAGIC FEATURING AN ANIMAL



**The Dark Knight.** The film features a very dramatic sequence in which dogs attack a man and then are attacked themselves. Rest assured, no dogs were harmed. The production used a combination of techniques, including playing with the dogs, filming the dogs from various angles and using prop dogs, to achieve a realistic effect.

## MOST POIGNANT MOVIE ILLUSTRATING THE HUMAN-ANIMAL BOND

**Marley & Me.** If you saw it, you had to dig out some tissues. This movie shows that even an overly rambunctious dog is still a valued and important member of the family, and the loss of a companion animal is truly the loss of a friend.



## BEST BEHIND-THE-SCENES RESCUE STORY

### Beverly Hills Chihuahua.

According to Chris Obonsawin, American Humane's Certified Animal Safety Representative on the set of this film, one of the lead dogs that played Papi was a day away from being euthanized before a trainer discovered him in a California animal shelter. The dog now lives with the movie's head trainer. Many trainers find their animals at animal shelters. For example, trainer Frank Inn adopted a mutt from a California shelter in the 1960s. The mutt became Benji.



## BEST GROUP EFFORT TO PROTECT HORSES

**Appaloosa.** In Appaloosa, there is a scene in which men on horses cross a stream, then gallop up a ravine.



The Certified Animal Safety Representative on set, Ed Lish, explained that sending the horses through a stream, where sharp rocks or other dangers might be hidden under the water, would be against American Humane's *Guidelines*. The entire crew immediately jumped in to scour both the stream and the ravine to clear the way of debris and ensure safety and comfort for the horses.

## BEST RESCUE BY A SNAKE

**Indiana Jones and the Kingdom of the Crystal Skull.**

When Mutt grabs a vine to save Indy, who is sinking in quicksand, they find themselves grasping a snake. The production used a real python for some gentle "establishing shots," then brought in a prop substitute for the "real" action. ■



## PRE-OSCAR FUN

American Humane, in partnership with Tag the World, hosted a pre-Oscar red-carpet party in Los Angeles the night before the awards show. Celebrities and pets showed up to get reacquainted. Among them was Jonah, one of the nearly 20 dogs that played Marley in *Marley & Me*.

**Scott Porter from *Friday Night Lights* with Marley**



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## YOUR SHELTER NEEDS A MARKETING/PUBLIC RELATIONS EXPERT — COULD IT BE YOU?

It's one of the most important functions at a shelter, giving launch to advertising, promotions, community partnerships, rewarding customer relationships and, ultimately, the success of your animal welfare organization.

Great shelters and rescues know that marketing and public relations is not something to take lightly. Many organizations don't leave these functions to items on a task list, but make sure they hire a dedicated, professional marketing/PR expert.

But could that person be you? We talked to leaders of three animal welfare organizations to see what they look for in this important position.

### WHAT THE JOB ENTAILS

Marketing and PR are two distinct functions that often overlap and call on the same skill set. Marketing involves every single action your shelter takes to reach the public and promote your services. It's everything from posting a flyer, to handing out business cards, to placing an ad in the local newspaper. It involves exploring new ways to sell a product, and evaluating how effective each tactic is.

Public relations also entails selling. It is about getting your message out to the public through the media, events and any opportunity that heightens your organization's visibility. And it's about building relationships with the community and your local media so that your message is put forth consistently and effectively, every time.

### WALK THE WALK

It's a big role to fill. To do it right, it's important to know what you're talking about. Katherine McGowan, CFRE, director of development and

community relations at Asheville Humane Society in Asheville, N.C., advises budding marketing/PR people to get their hands dirty.

"Work in the shelter for several weeks before you even think about marketing it or promoting it," she says. She cautions workers that they don't have to clean cages every day, but that it's essential to get in there, do the work and be knowledgeable about the day-to-day operations of the shelter and staff.

Abigail Rosenberger, director of advancement at the Capital Area Humane Society in Columbus, Ohio, agrees. "The marketing/PR person has to have a grasp of the big picture. It's imperative to have an understanding of the organization's goals, priorities and needs."

Once you know the organization, it's time to let the passion show. When speaking to the public, marketing partners, other organizations, the press, donors, the board — essentially everyone you come into contact with — you need to be excited and able to articulate that excitement.

McGowan asserts, "You're basically a sales person for your organization. Your passion for the mission has to come across."

### HAVE YOUR DOGS IN A ROW

But while you're displaying your passion, it's important to stay organized, McGowan cautions, so you know where your information is and how to access it.

Rosenberger adds that it's important to be able to multi-task and maintain a flexible approach. In a phrase: Think on your feet, a characteristic offered by both Rosenberger and Lisa Pedersen, CEO of the Humane Society of Boulder Valley in Boulder, Colo.



According to Pedersen, when you're dealing with the media, you can get into challenging situations. The marketing/PR person has to know how to remain calm in crisis situations and to think on his or her feet — before speaking. Pedersen says that at Boulder Valley, marketing/PR candidates always participate in a mock interview. "I'm looking for someone who is clear on what they know and don't know, creates talking points and sticks to the two or three things that they want to get across," she says.

## REACH OUT

Another requirement Pedersen addresses is having a sense of your community. "Read the paper and listen to local news to know what things continually get attention and what people in your community are wanting. It will help you be able to reach out and engage with them," she advises.

She also recommends reaching out internally by talking to shelter staff, your executive director and your operations director: "Open your eyes and be aware of the issues and trends happening in your organization."

And, of course, good marketing and PR requires good people skills and the ability to connect.

To promote your organization, you have to feel comfortable reaching out to people. "You have to leverage those relationships," says Pedersen.

## SPEAK AND WRITE CLEARLY

Perhaps the most important quality for a marketing/PR professional is a clear and concise communication style. Good communication skills, both oral and written, are imperative, according to Rosenberg. At her shelter, candidates are often asked to complete an assignment to get a feel for their writing style, creativity and approach to a specific scenario.

Pedersen agrees that how one gets the message across is paramount. She adds, "Find your voice and be able to read and write clearly."

## MARKETING/PR OPPORTUNITIES 5 STEPS TO GET YOUR FOOT IN THE DOOR

1. Do a self evaluation. How are your people skills? How are your writing skills? Ask for feedback from your peers and friends about whether there are skills you could improve.
2. Get educated. Many communities have low-cost or free trainings available.
3. Find a mentor. Search your network for people who do marketing or PR professionally and ask to pick their brains about breaking into the field.
4. Work for free. Volunteer to work on a marketing or PR project or event. This kind of hands-on training won't cost your organization anything and will help you build your skills.
5. Do your homework. Study American Humane's *Operational Guide on Public and Media Relations*, available at [www.americanhumane.org/store](http://www.americanhumane.org/store). ■



Learn more at <http://americanhumane.dollardays.com/wholesale-pets.html>

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# NOW ACCEPTING... RABBITS

What Your Shelter  
Needs to Know to Care  
for This Third Most  
Popular Shelter Resident

## SO MANY RABBITS

There are approximately 6.2 million pet rabbits in the United States, according to the American Veterinary Medical Association. Sadly, thousands of these bunnies end up in animal shelters every year. Despite the many homeless rabbits available for adoption, according to the American Pet Products Association's 2007-2008 National Pet Owners Survey, only 8 percent of pet rabbits are adopted from animal shelters or rescue groups.

The American Rabbit Breeders Association currently recognizes 47 rabbit breeds. Many rabbits are mixed breeds and should be identified as such to potential adopters.

## REAL COMMITMENT

Be sure to counsel adopters on appropriate rabbit housing, care, handling and diet. People interested in adopting rabbits should understand that rabbits are best kept only indoors and that rabbit ownership is a 10-year commitment.

The average lifespan of a spayed/neutered house rabbit is 8 to 10 years, but can be as high as 13 years.

## PETTED PETS

Rabbits are prey animals — they do not like to be picked up or cuddled. However, rabbits do enjoy being petted on the face and head and will solicit human attention. Always pet rabbits in the same direction as their fur grows. Rabbits do not like to be patted or scratched vigorously. Rabbits will show contentment when being petted by tilting their heads upward, closing their eyes and grinding their teeth (the bunny “purr”).

## BUNNY MOVES

“Binky” is the common term for the acrobatic leaps and twists rabbits perform when they are happy. Rabbits often will run at full speed, jump straight up, and turn 180 degrees in the air. Rabbits thump their powerful hind legs when they are frightened or angry.

Rabbits are particularly susceptible to stress. When frightened, their instinct is to flee. When they are unable to flee, they will often kick violently.

## CHEWING

Chewing is a natural behavior in rabbits. Do not try to stop it. Rather, “bunny-proof” areas where they are allowed to run and direct the chewing toward appropriate items such as wooden chew blocks, cardboard boxes or old telephone books.

## SHOWING RESTRAINT

To restrain a rabbit for teeth trimming or ear cleaning, wrap it tightly in a towel, creating a “bunny burrito,” with just the head protruding. Keep the rabbit on the floor to prevent an accidental fall. For nail trimming, hold the rabbit on your lap in a reclining or semi-reclining position to give you easy access to the feet. Most rabbits will relax and go into a trance-like state when they are placed on their backs.

## MANICURES

Overgrown nails can cause discomfort, injury and bleeding. Trim rabbits' nails with cat nail clippers.

## PICKING UP AND HOLDING

To pick up a rabbit, place one hand under its chest and the other hand under its rear end, and carry it firmly against your body to prevent kicking. To catch a frightened or fractious rabbit, grab it by the scruff in the same way you would a cat. However, never lift a rabbit solely by the scruff. Always support the rear end with one hand while maintaining the scruff with the other hand. Never grab or pull a rabbit's ears.

## BEDDING AND LITTER

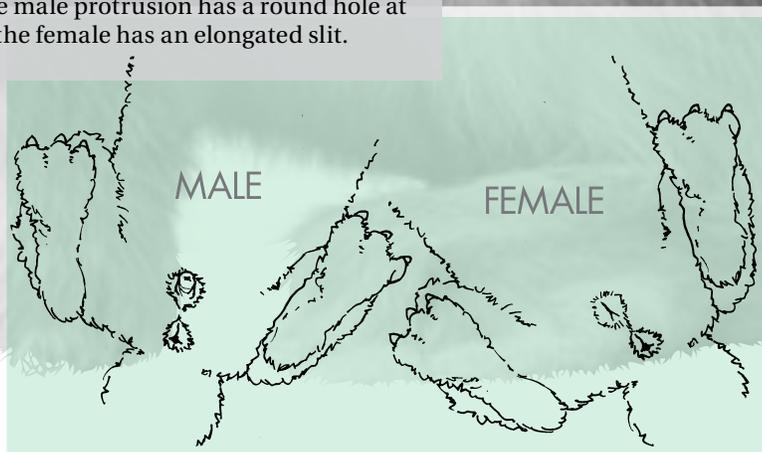
All rabbits should be given a litter box. Rabbits are fastidious and will generally use one specific area as a "bathroom." Never use wood shavings or cat litter. Cedar and pine give off phenols that can cause cancer and liver damage in rabbits. Litter and bedding made from recycled paper products or wood pulp like Yesterday's News® and Care Fresh® are recommended. Replace litter daily.

## EXERCISE

Ideally, rabbits should have a minimum of two hours of exercise outside the cage each day. A dog exercise pen at least two feet high can provide an adequate bunny playground. Let rabbits out one at a time unless they are a bonded pair. Have volunteers monitor bunny playtime. Rabbits also enjoy toys — a list of safe toys is available at [www.rabbit.org](http://www.rabbit.org).

## MALE OR FEMALE?

Male rabbits are called bucks and female rabbits are called does. To accurately determine the sex, first position the rabbit on its back. Using your thumb and forefinger, apply firm pressure on either side of the genitalia until the penis or vulva is fully exposed. Both male and female genitalia will protrude significantly and may look like a penis; however, the male protrusion has a round hole at the end, and the female has an elongated slit.



## HOUSING

Ideally, rabbits should be housed in their own room within the shelter. However, many shelters need to make space for rabbits in a cat room, lobby, office or hallway. Showcase rabbits in areas that have good visibility to adopters, but keep them away from barking dogs, prodding fingers and noisy high-traffic areas.

Never use wire bottom cages, as they cause pain and irritation to rabbits' feet. Stainless steel cat cages are also a poor choice because the ammonia in rabbits' urine permanently damages the steel. Cat cages also provide poor visibility; rabbits are more relaxed and social when housed in cages that afford them a 360-degree view. A good option is the traditional rabbit cage with a plastic bottom and detachable wire top section. Wire dog crates can be used for large rabbits. Cages should be a minimum of four times the length of the rabbit.

## HOUSE CLEANING

Spot-clean cages daily by replacing the bedding and litter and tidying up. For more thorough cleaning, remove the rabbit from the cage and use a mild detergent followed by a 1:32 solution of normal strength bleach for disinfection. Thoroughly disinfect cages between rabbits.

## BUNNY FIX

Spaying and neutering rabbits prior to adoption is essential. Like intact male cats, intact male rabbits will urine-mark by spraying walls and furniture. The urine of intact males has a pungent odor, which makes them less adoptable. Intact female rabbits have an extremely high rate of uterine cancer. According to [AnimalEmergencyCenter.com](http://AnimalEmergencyCenter.com), up to 80 percent of female rabbits will contract this form of cancer by age 7. Intact female rabbits also tend to exhibit territorial aggression, such as growling, lunging and biting.

## SICK BUNNIES?

Rabbits that are sneezing or have nasal or ocular discharge should be examined by a veterinarian as soon as possible. Unlike feline upper respiratory infection (URI) that is often viral, rabbit URI is often caused by *Pasteurella* bacteria. Although generally not contagious, rabbits with URI should be isolated.

## STAINING

Rabbits housed in dirty conditions or fed an improper diet will often exhibit fecal or urine staining. If the skin is also red and irritated, the rabbit should be examined by a veterinarian. Shaving the fur is not recommended, as rabbit skin is extremely thin and tears easily. To remove dried feces, bathe rabbits in warm water with a mild dishwashing detergent. Urine stains cannot be washed out, but will typically grow out within three months. Stains can make rabbits unappealing to adopters, so explain that they are not dirty, but merely stained. Emphasize that the bunnies will look beautiful soon!

## ANTIBIOTICS

Penicillin-type antibiotics, including amoxicillin and Clavamox®, should never be given to rabbits because they kill the normal intestinal flora, resulting in severe diarrhea, dehydration and death. The safest and most common antibiotics used in rabbits are fluoroquinolones, such as Baytril®. Antibiotics should always be prescribed by a veterinarian. Compounding medications into liquids is strongly recommended.

Administer liquid medications using the “bunny burrito” restraint technique and an oral dosing syringe.

## HEAD TILTING

Head tilt or “wry neck” is common in rabbits and can be caused by inner and middle ear infections; vestibular disease, a brain-stem disease common in old age; *Encephalitozoon cuniculi* infection, a protozoal parasite that infects the brain; and head trauma. Head tilt varies greatly in severity. While antibiotics are sometimes effective, head tilt is often permanent. Many rabbits can live for years and maintain a good quality of life with mild to moderate head tilt. However, if they are not eating and are unable to stand without rolling over, other options should be considered.

## RABBIT EARS

Rabbits’ ears should be cleaned as one would dogs’ ears, using a gentle ear cleaner. If there is a moist, whitish, thick or odorous discharge in the ears, rabbits should be examined by a veterinarian.

## FLEAS AND PARASITES

Rabbits can become infested with fleas. Look for evidence as you would on dogs or cats. A veterinarian can prescribe topical flea treatment off-label. For heavy infestations, bathe rabbits with a gentle shampoo (use one that is labeled safe for kittens). Keep them warm after the bath to prevent hypothermia. Check for skin irritations and hot spots due to flea allergies and consult a veterinarian as needed.

A parasite common in rabbits housed outdoors, the cuterebra larva grows under animals’ skin creating a lump that resembles an abscess. A cuterebra can be distinguished from a nonparasitic abscess by the presence of a breathing pore or small hole and the movement of the larva under the skin. Larvae should be removed by a veterinarian.

## GASTRIC STASIS

Rabbits’ digestive tracts should be in constant motion. When gastric motility stops, gastric stasis occurs, causing rabbits to get dehydrated and die, sometimes within hours. Gastric stasis can be caused by a blockage such as a hairball, but is often due to an improper diet. Signs of gastric stasis include not eating, lack of fecal production, dehydration and a hard or distended abdomen. This condition is considered an emergency and requires immediate veterinary care.

## PASTEURELLA

The majority of bacterial infections in rabbits are caused by *Pasteurella*. *Pasteurellosis* can manifest in many forms, including abscesses, upper respiratory infections, head tilt and inner or outer ear infections. Most rabbits are carriers of *Pasteurella* but never develop any clinical signs of infection. However, some rabbits suffer chronic infections that require repeated treatments.

Most rabbit abscesses are caused by *Pasteurella* bacteria. Like cats, rabbits can develop abscesses from bite or puncture wounds. They can also develop spontaneous abscesses around the head, neck and jaw. Rabbit abscesses are extremely difficult to treat and typically recur repeatedly. Check all rabbits for lumps and have a veterinarian examine suspected abscesses as soon as possible.

## FEEDING

Rabbits have extremely sensitive digestive tracts and the wrong diet or overfeeding can cause chronic gastrointestinal problems, obesity, gastric stasis and death. The staples of rabbit diets are high-quality pellets, timothy hay and fresh vegetables.

Alfalfa and timothy hay-based pellets are commercially available. Many commercial rabbit pellets contain dried fruits and seeds and should not be fed to rabbits because they can cause severe gastrointestinal problems. Keep stored pellets in closed containers in a cool, dry area and rotate bags of feed when new shipments arrive.

Rabbits younger than 5 months should be fed alfalfa-based pellets.

Generally, rabbits older than 5 months should be fed one-quarter cup of pellets for every 5 pounds of body weight twice daily, depending on their needs and activity levels.

Ideally, adult rabbits should be fed timothy hay-based pellets that provide added fiber and fewer calories to prevent obesity. Shelters can feed alfalfa-based pellets to all rabbits as long as amounts are restricted and rabbits are offered

unlimited access to timothy hay as well. Fruit, cereal and “bunny treats” can cause serious gastrointestinal problems. It is safer to avoid them.

Fresh water must be available at all times. Make sure water bottles are refilled and checked for leaks daily. Wash and disinfect them at least once a week and between rabbits.

Feed rabbits about one cup of fresh vegetables for every five pounds of their body weight each day. Do not feed too much of any one vegetable, but rather provide a mix of at least three or four types. Store vegetables in a refrigerator designated for food storage and promptly discard wilted or rotting vegetables.

Adult rabbits should not be allowed to feed freely, as they will tend to become obese and develop gastrointestinal problems.

Rabbits should have free access to timothy hay. Alfalfa hay should not be offered to rabbits because it contains high levels of protein and calcium that can lead to obesity and bladder stones.

## GOOD AND BAD VEGGIES

Safe vegetables include basil, parsley, kale, carrots, spinach, carrot tops, cilantro, collard greens, endive, romaine lettuce and dandelion leaves.

Nonsafe vegetables include iceberg lettuce, cabbage, green beans, corn, beets, celery, onions and potatoes.

## MARKETING YOUR BUNNIES

- Get the word out! Much of the public may not be aware that you have rabbits. Advertise your rabbits by putting up signs and posters in your shelter and at public venues and businesses in your community.
- Feature an adoptable rabbit on your homepage with a link to more information on the rabbit and rabbit care.
- List all your adoptable rabbits on [Petfinder.com](https://www.petfinder.com). Post a picture or video of each bunny.
- Contact your local media about doing a feature on rabbit adoption. This will give you an opportunity to promote adoptions and educate the public about rabbits as pets.
- Start an off-site or mobile adoption program for your shelter bunnies. Malls, shopping centers, libraries and pet supply stores are all great places to hold weekend adoption events and increase your shelter's visibility in your community.
- Ask your local pet supply store to become a permanent adoption location for shelter rabbits.

## GROWING TEETH

Rabbits' teeth grow continuously. In most rabbits, teeth are worn down naturally by eating. In rabbits with malocclusion, the teeth are not aligned properly and grow out of the mouth or into the gums, causing severe pain and an inability to eat. Rabbits with maloccluded incisors need to have their teeth trimmed every few weeks. Most commonly, only the incisors are affected and can be trimmed using cat nail clippers. These rabbits should be examined by a veterinarian to ensure that their molars are not also overgrown.



# ASK AMERICAN HUMANE

AMERICAN HUMANE'S SHELTER SERVICES EXPERTS HAVE THE ANSWERS

**Q:** How can I reduce or prevent surrenders at my shelter?

**A:** To answer this question, American Humane went to the Maryland SPCA in Baltimore City — a shelter that in just the last three years has realized a remarkable positive change in its intake process, how the community interacts with the shelter and what the shelter is able to accomplish. We got the low-down from Maya Richmond, director of program development and operations.

In 2003, the Maryland SPCA was considered an “open-admission” shelter. According to Richmond, they took that description seriously, taking in more animals on average than the city’s animal control agency. “We were open more hours to take in a pet than to adopt one. We took in everything under the sun.”

And while the shelter admitted 12,000 animals a year, it adopted out only 2,800.

It was a bleak time. There was 100 percent transference from owners to shelter staff. “You signed your pet over, and that was it,” says Richmond.

With such a high surrender rate and limited space, the shelter made tough decisions fast, often euthanizing animals right away due to space issues. In fact, in 2003 the euthanasia rate was 60 percent.

“Needless to say, people in the community advised each other not to call us.”

In Richmond’s own words, there were few options. Staff was angry. People were angry. It was time for a change. And so began the two-year process that turned around the Maryland SPCA, and ultimately dropped the shelter’s euthanasia rate to 22 percent. Here’s how they did it.

## CHANGING HOURS

One of the biggest changes the shelter made was limiting its intake hours. Intake hours went from eight to 10 hours per day down to roughly 20 hours per week. Now, 60 percent of the shelter’s intakes are done by appointment,

and the rest are brought in, usually as lost pets, during the shelter’s other intake times.

This was done to make the best use of space and to reallocate the staff’s time. “When we were taking in 12,000 animals at all hours of the day, staff’s time was easily diverted from answering the phone, providing advice and adopting animals,” says Richmond. Because there was not a dedicated intake time, it was also difficult for staff to talk with clients about the reasons for surrender or offer guidance.

By having appointments and dedicated times, shelter staff can focus on what’s really going on between people and animals and work to salvage those relationships.

## SURRENDER DONATION

The next step was assessing the community’s attitudes, at which point they learned that many people thought the organization was government-funded. The Maryland SPCA had to start the process of educating the public that the shelter is a charity and needs donations and fees to provide its services. The shelter then implemented a surrender donation request of \$25 per pet to offset some of the expense. In 2006, the surrender donation became a surrender fee.

## STAFF TRAINING

While the hours and donation requests helped the shelter meet the logistics and expenses of intake, another component it implemented went the farthest: employee training.

In tracking intake data, the Maryland SPCA learned that those who surrendered animals typically called the shelter first. This meant training was needed for the front-line staff who answered these calls.

Staff members were immediately trained on pet behavior, customer service and basic advice on animals. “We taught them to engage the customer, have active listening skills and move from a judgmental approach to a more helpful approach,” says Richmond. “Through the training, the staff could provide sound advice on most animal behavior cases.”

In providing this service, Richmond says the shelter did not have to hire additional staff; however, reallocating staff internally and carving out adoption and intake specialist positions was necessary. And as the focus shifted, the number of intakes decreased and the average length of phone calls to the shelter increased.

“By talking with people about the reasons they wanted to give up their pet, we learned how to help them find solutions, or how to rehome on their own responsibly,” says Richmond.

## KITTEN AND PUPPY VOUCHER PROGRAM

At the time the Maryland SPCA started making progress in saving animals, it didn’t have the robust foster program it has now. But the program has grown through the years, and in 2008 alone, the shelter’s foster families cared for more than 450 pets.

Supporting the foster program is the “Kitten and Puppy Voucher Program.” When people surrender their kittens or puppies to the Maryland SPCA, they are told about this special program that helps animals and the shelter.

“We share that our foster and shelter resources are limited, and that the person surrendering could help the situation by agreeing to take care of the kitten or puppy for a few days or weeks,” says Richmond.

By keeping the animal with them, people help the Maryland SPCA ensure that there will be room for the animal when it is surrendered, the animal’s chances of staying healthy will increase, and ultimately, the animal’s likelihood of being adopted will increase, she says.

In exchange for this support from people, the Maryland SPCA waives their surrender fee, provides pet food and basic medical care, and follows up weekly to make sure they are doing all right. The shelter also offers to pay the mother of the surrendered kitten or puppy, if available, for free.

“This program is about partnering with the public for a happy outcome and it works!” says Richmond. “It is another small change that saves a small number.”



## REHOMING OPTIONS

An offshoot of the training is being able to talk to people about rehoming options. Ultimately, people care about their animals and want what’s best for them. With rehoming, people are given support and resources to find new homes for their animals — thus keeping the pets out of the shelter environment, while empowering people to take control over finding new homes for their pets.

Customers who choose to try to rehome their animals are entered into the customer database, through which shelter staff can ensure they follow up with the customer at least three times. Customers are also told about the classified ads option on the Maryland SPCA website. Approximately 45 customers a month post their pets’ information on this interactive tool that was modified from the lost pet model by Shelter Buddy. The tool lets customers log on to a secure site and post and advertise their pets’ information.

Outcomes for rehoming are tracked, and so far the Maryland SPCA has learned that 10 percent of customers actually keep their pets and 10 percent are able to place their pets on their own.

## AND AT THE ROOT OF IT ALL — COMMUNICATION

The Maryland SPCA learned that by opening communication with the public they were able to talk to people and save pets’ lives. People become curious and friendly.

“We set expectations. We’re straightforward, and we let people know they can reclaim their pets at any time,” says Richmond. ■

### ADVOCACY: EVERY VOICE MAKES A DIFFERENCE



**By Allie Phillips,  
American Humane's  
Director of Public  
Policy**

As someone who's dedicated to the well-being of animals, you may wonder what one person can do to positively impact the laws protecting animals. You may wonder whether it's worth your time to advocate for legislation when there are paid lobbyists and large animal welfare organizations that can take up the cause.

#### YOU MAY QUESTION: WHAT CAN ONE LONE VOICE DO?

From personal experience, I have seen that each person can indeed make a difference and that often it is a sole individual, small animal shelter or unheralded rescue organization that positively changes the policies and laws to protect animals. This is why American Humane works with local animal welfare professionals and concerned citizens on animal welfare legislation. You are the one who knows what is best for your state. It is your voice that is often the most powerful. The following is a real-life example that shows how true this is.

#### A FEW DEDICATED INDIVIDUALS MAKE A BIG CHANGE

Michigan has battled pound seizure — the practice of taking shelter animals for research — for decades. Michigan state law permits animal shelters to sell their animals to research companies for no more than \$10 per animal. Ending this practice has been a long battle in Michigan that is not yet over. Four counties still allow pound seizure, and campaigns to end the practice are actively underway today in two Michigan counties.

I was directly involved, as a concerned citizen, in the banning of pound seizure at the Ingham County (Michigan) Animal Control Shelter and subsequently in two other counties. I co-founded Friends of Ingham County Animal Shelter (FICAS) in 2000 and soon learned that the shelter sold cats and dogs to a U.S. Department of Agriculture Class B Dealer for resale to research facilities. FICAS consisted primarily of five volunteers who worked tirelessly to get the shelter pets rescued and adopted, while raising community awareness to stop pound seizure. The shelter staff themselves were not in a position to comment on pound seizure.

FICAS worked for approximately three years to stop pound seizure and ran into roadblocks every step of the way. The primary source of resistance came from the county commissioners, but there were battles with university researchers and an animal dealer, as well. For a small group of volunteers who simply cared for animals and wanted the shelter to truly be a “shelter,” the task seemed insurmountable. We were not in a position to stand up to the experts on the legitimacy of animal research. We just knew the practice was wrong, it was a betrayal of public trust and it needed to stop.

We quickly learned that we could not give up. Our small voices grew stronger when we reached out to other concerned citizens in the community through newspaper and website advertisements; and our voices were heard by other shelters and rescue organizations in the state that offered to rescue animals as well as write letters and speak at commission meetings to stop pound seizure. Eventually, FICAS had mobilized thousands of individuals to support the ban on pound seizure.

By holding letter-writing and leaflet campaigns, appearing at commissioner meetings to speak and holding rallies before commission meetings, the small voice of FICAS and its supporters grew into a formidable advocacy machine. In the end, we were successful, and pound seizure was banned from the shelter in June 2003.

But the work did not stop there. The momentum achieved in Ingham County quickly spread to neighboring Jackson County where I worked and shared our experiences with Jackson County Volunteers Against Pound Seizure. A ban on pound seizure was achieved in July 2006. The energy then spread to Eaton County, where a moratorium against pound seizure was put in place in May 2008.

## SUCCESS — BUT STILL WORK TO DO

Now the battles continue in Montcalm and Gratiot Counties, where I am helping local citizens and demonstrating what worked and did not work for FICAS. Through my position at American Humane, I am also working to help pass a state bill banning pound seizures. And it all started with a small group of small voices that wanted to make a difference. ■

## WHAT CAN ONE PERSON DO? PLENTY!

Sign up for American Humane’s Action Alerts at [www.americanhumane.org](http://www.americanhumane.org) and take action on legislation that will better the laws in your state.

- Write letters, send emails, make phone calls or schedule meetings with local, state and federal legislators to find out what is being done to make animal protection laws stronger.
- Contact local enforcement agencies to ask what efforts are underway to investigate and pursue animal cruelty cases.
- If a case of cruelty is going unrecognized, do something about it. Call the investigating and prosecuting authorities and ensure that follow-up is being conducted. It may take more than one call to get action.
- Discuss animal protection issues with local media reporters to raise awareness in your community, particularly when situations have gone unaddressed.
- If you volunteer or work in a shelter, create informational materials to educate individuals on what greater legal protections animals need in your community.
- Spread the word to others in your community — even outside the animal welfare world — about the importance of protecting animals.

# AMERICAN HUMANE'S NATIONAL TRAINING AND RESOURCE CENTER

## ANIMAL PROTECTION DIVISION — TRAINING CALENDAR APRIL 2009 — JUNE 2009

### ANIMAL PROTECTION SERVICES

#### MANAGING COMPASSION FATIGUE

Fairbanks, AK — April 15

#### EUTHANASIA BY INJECTION

Rapid City, SD — April 2-3  
 Fairbanks, AK — April 16-17  
 Port Jervis, NY — April 30 - May 1  
 Sacramento, CA — May 11-12  
 Tacoma (Everett), WA — Jun. 8-9

Visit [www.americanhumane.org/proevents](http://www.americanhumane.org/proevents) to confirm dates, get additional dates and register.

#### ANIMAL FIGHTING INVESTIGATION

Waterford, VA — June 2

#### SHELTER OPERATIONS SCHOOL

Fargo, ND — April 13-14  
 Knoxville, TN — April. 27-28  
 Huntsville, AL — May 11-12  
 Spokane, WA — May 26-27  
 Stratham, NH — May 28-29  
 Dubuque, IA — June 8-9

#### SHELTER OPERATIONS SCHOOL FOR MANAGERS

Knoxville, TN — April. 29-30  
 Dubuque, IA — June 10-11

#### CUSTOMER SERVICE FOR THE ANIMAL WELFARE PROFESSIONAL

Kokomo, IN — May 14  
 Fairport, NY — June 19

### ANIMAL EMERGENCY SERVICES

#### BASIC ANIMAL EMERGENCY SERVICES TRAINING

San Diego, CA — April 25-26  
 Bristol, VA — April 25-26  
 Santa Clara, CA — May 1-2  
 Long Island, NY — May 15-16  
 Denver, CO — June 19-20  
 Knoxville, TN — June 26-27  
 Austin, TX — June 27-28

#### POLICE OFFICER AND CANINE ENCOUNTERS: BSDR

Knoxville, TN — May 1  
 Denver, CO — June 18

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# AMERICAN HUMANE'S NATIONAL TRAINING AND RESOURCE CENTER

## HUMAN-ANIMAL BOND

### ANIMAL-ASSISTED THERAPY

#### PET PARTNERS HANDLER TRAINING COURSE

*Pets do not attend this course.*

Denver, CO — May 21-22  
Denver, CO — June 13-14

#### PET PARTNERS TEAM EVALUATION

*Prerequisite: Successful completion of the Pet Partners Team Training Course.*

Denver, CO — April 18-19  
Denver, CO — May 16-17  
Denver, CO — June 4-5  
Denver, CO — June 27-28

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