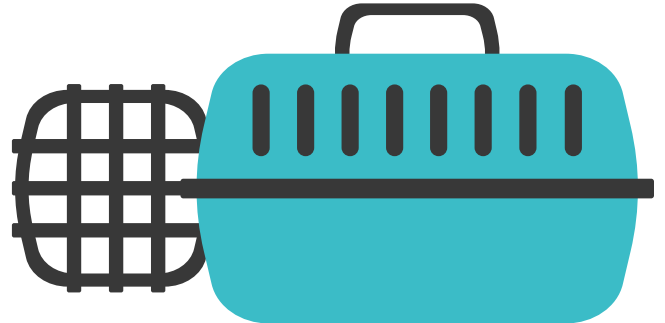




## Animal Adoption Event

Adoption events are a super important part of getting animals into loving homes. These events can make a huge difference in animal populations in shelters. They open up valuable kennel space, boost adoptions, increase revenue, and most importantly, place animals with loving families. There are several factors staff has to consider when creating an adoption event. Some of these include:



### When:

A shelter has to consider whether there are any holidays or events happening that can generate interest around an adoption event. For example, special events and holidays like March Madness, Valentine's Day, and Christmas can generate excitement around shelter adoptions.

### How long:

There are pros and cons to single and multiple-day adoption events. The longer the event, the bigger the toll on staff and volunteers. However, if the event is only scheduled for one day, more people may miss out on the opportunity to adopt.

### Who:

Throughout the year, a shelter's animal population changes, so shelters must also consider "need." Which animals really need homes right now? Is there a group of animals that needs more attention than others? Kitten season begins in early spring, which means there is a large number of young kittens needing homes that time of year. Senior animals may also wait longer looking for homes, so they may need a special adoption event of their own.

### How much:

Some adoption events may involve a fee and some may not. Many adoption events promote free or fee-waived adoptions, or even 2-for-1 adoptions! The goal is to make the event inviting for people attending.



# PASADENA HUMANE SOCIETY & SPCA

## Your Turn!

Now that you know what goes into an adoption event, create one of your own! Think of the when, how long, who, and how much. Once you have an idea that excites you, use the space below to create a flyer for your event so that people will want to come!