



Capacity Crisis Marketing

Getting the word out to save lives

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KC Pet Project

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Williamson County
Regional Animal Shelter

Animal Welfare is Experiencing a Crisis

NEW YORK CITY

'60 hours a week': NYC animal shelters in 'crisis mode' overwhelmed and at overcapacity

Animal Care Centers of NYC has reached a breaking point in the number of surrendered pets entering the shelter system, leaving cages in offices and staff burned out.

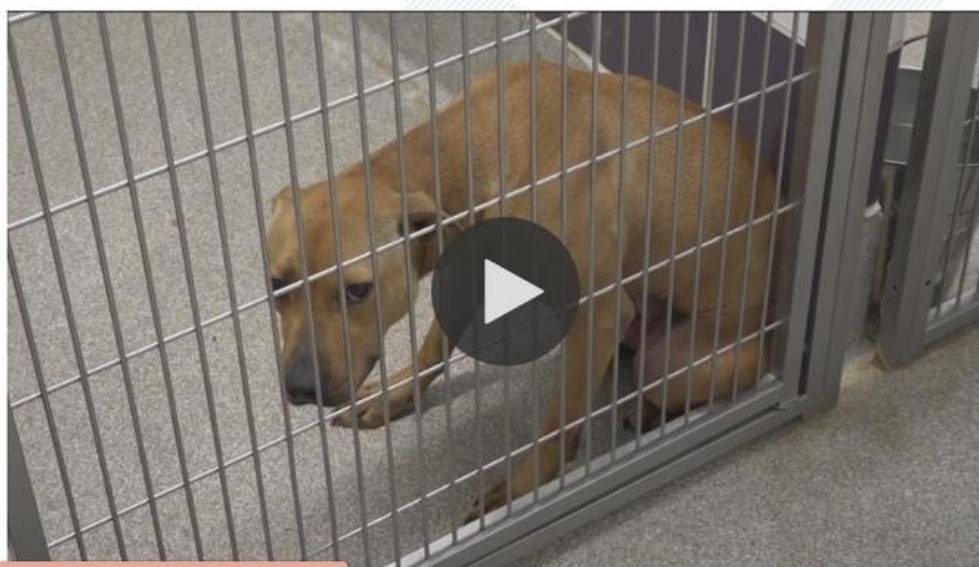
By Linda Gaudino • Published July 7, 2023 • Updated on July 7, 2023 at 3:59 pm



PETS

'We've gotten to a breaking point' | Williamson County animal shelter asking the community for help

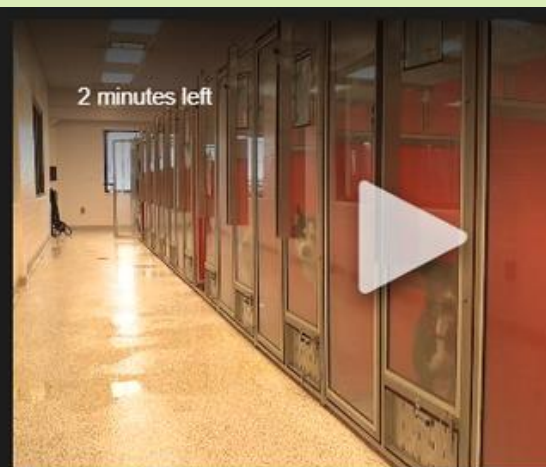
The Williamson County Regional Animal Shelter is reaching capacity, and if it doesn't get help soon, it might have to put some of the animals down.



NEWS

KC Pet Project facing difficult decisions to keep from being over capacity

by: Shannon Rousseau
Posted: May 31, 2023 / 09:50 PM CDT
Updated: May 31, 2023 / 09:50 PM CDT



KANSAS CITY, Mo. — Hundreds of dogs with limited space continues to be an ongoing issue at KC Pet Project, where there are more dogs than kennels right now.

The issue is so dire that the shelter said it considered euthanasia over the holiday weekend despite being a no-kill shelter. Fortunately, it didn't come to that as 100 dogs were adopted during the shelter's Memorial Day Weekend adoption event.

"We have, in our shelter, around 140 kennels. We have 250 dogs," said Tori Fugate with KC Pet Project. That's a big problem with 40 to 60 new pets arriving at the facility every single day. "As an open admission shelter, we can't say no."

Data show shelters need community support; Euthanasia increasing as more dogs enter shelters than leave

Published 10:09 am Tuesday, July 11, 2023

By Special to The Advocate-Messenger



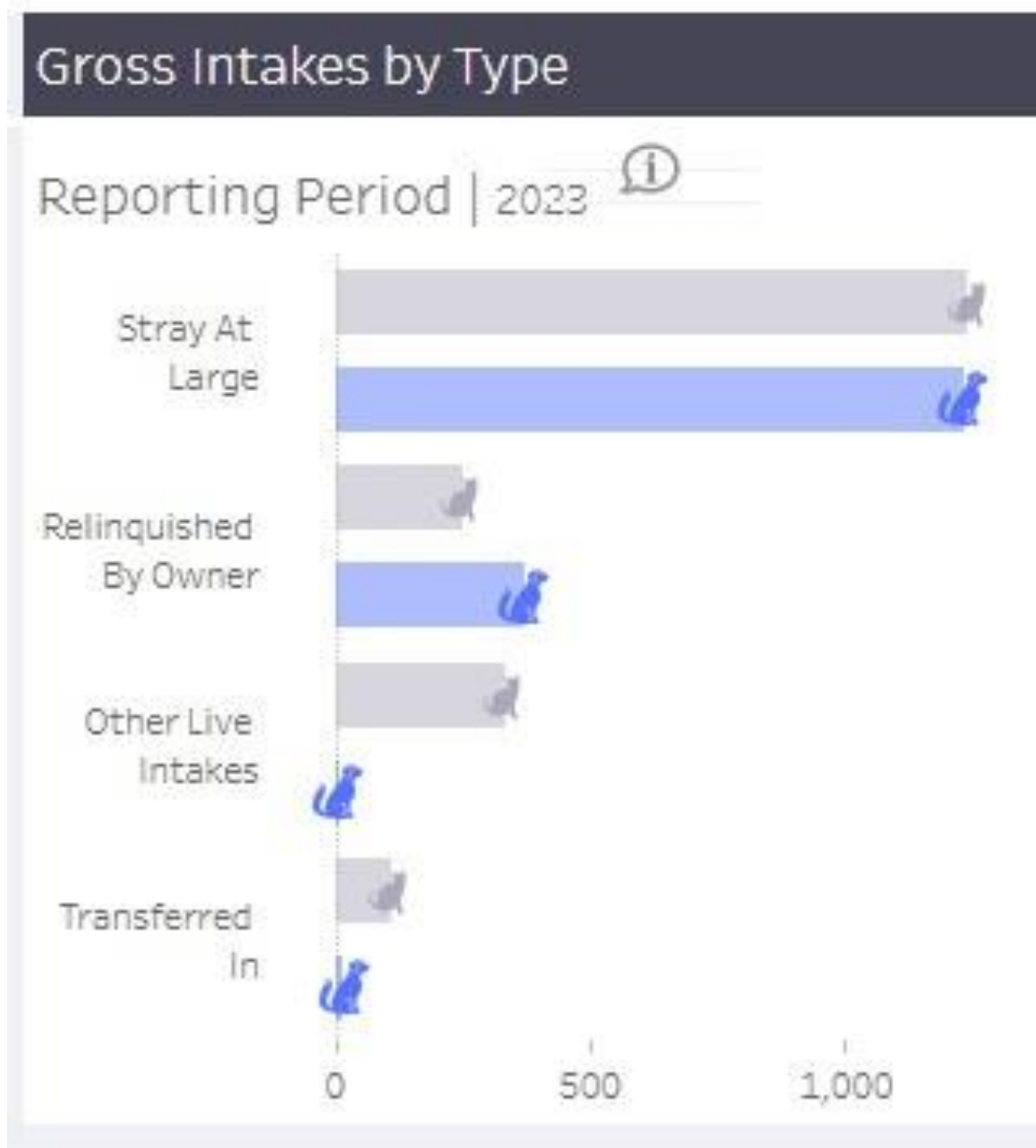
What is causing the increase?

- lack of resources?
- housing?
- pets coming in from outside serving areas?

We **can't** only adopt our way out of this.

We **can** use data to tell the story!

Report truth, not rumors



Open Adoption Policies

- The best marketing in the world will only go so far as your adoption policies
- Having as few barriers as possible will increase the amount of dogs going home (HSUS Adopters Welcome)
- Be **open** for adopters
- Make the experience **easy and enjoyable**
- Promote your policies, have info on your website



Identify and Eliminate Barriers

*What if?
Let's
try....*



*Work to
YES!*

Don't be your own barrier

Tracking Any "At Risk" Pets



- Track your pets to make sure that no one falls through the cracks
- Make this an multi-department function

KC Pet Project Protocol

	A	B	C	D	E	F	G	H
1	Dog's Name	Animal ID	Stage	Walking Color	Intake Date	LOS	Date Added	Reason Added
2	Alice	A51560525	Available	Green	11/18/2022	185	5/3/2023	LOS, Hard placement (transition, shy/fearful dogs)
3	Chili	A47025075	Available	Blue	2/14/2023	97	3/14/2023	LOS, bite history
4	Keebler	A52114981	Available	Silver	2/22/2023	89	3/26/2023	LOS
5	Shade	A52155967	Available	Blue	3/1/2023	82	4/4/2023	LOS
6	Skyrise	A52157776	Available	Orange	3/1/2023	82	5/9/2023	LOS, medical
7	Ruger	A52164724	Available	Green	3/2/2023	81	4/4/2023	LOS
8	Ruby Red	A51803394	Available	Orange	3/6/2023	77	4/4/2023	LOS, no dogs
9	Apollo	A52030905	Available	Green	3/6/2023	77	4/4/2023	LOS
10	Slinky	A52184623	Available	Green	3/6/2023	77	4/4/2023	LOS
11	Raymond	A52206361	Available	Blue	3/9/2023	74	4/7/2023	LOS, QOL
12	Esperanza	A52218160	Available	Blue	3/10/2023	73	4/11/2023	LOS, QOL
13	Alfred	A51787516	Available	Silver	3/11/2023	72	4/11/2023	LOS
14	Jockey	A52222362	Available	Silver	3/11/2023	72	4/11/2023	LOS
15	Picasso	A52224107	Available	Silver	3/12/2023	71	4/11/2023	LOS
16	Rilo	A52235690	Available	Orange	3/14/2023	69	4/11/2023	LOS
17	Finch	A52246698	Medical Hold	Blue	3/15/2023	68	4/11/2023	LOS
18	Honey	A52114759	Available	Blue	3/17/2023	66	4/18/2023	LOS
19	Santa Maria (ZR)	A52265109	Available	Green	3/18/2023	65	4/29/2023	LOS
20	Kye	A52135545	Available	Blue	3/20/2023	63	4/18/2023	LOS
21	King Henry	A52275460	Available	Yellow	3/20/2023	63	4/18/2023	LOS

- At-Risk List: Dogs added for QoL concerns, harder placements, or length of stay 30+ days
- Weekly meetings with teams
- Weekly Capacity for Care Rounds with multiple teams
- Keep a spreadsheet
- Highlight dogs who need attention
- All departments are accountable for working to outcome dogs

Williamson County Protocol

Dog Longstay List

30 - 59 days	60 - 89 days	90 - 119 days	120 - 149 days	150 - 179 days	180 + days	1 year +
Sammy	Gunner	Cholita	Bodhi	Wembley	Bones	Tyree
Freckles	Presley	Token	Bronx	Tundra	Casper	Preston
Coco Chanel	Dotti	Biscuit	Fate	Thelma	Rocky	Glory
Fez	Blueberry	Chonk	Henry	Louise	Portia	Chico Jr.
Slater	Gumbo	Boar	Fezzik	Wylie	Rose	Jake
Bruno	Tony	Rose Marie	Sheila	Nova	Luca	Caleb
Apple	Daria	Pops	Lake		Biggie	Grover
Lychee	Koda	Chocolate	Scout		Cody	Rickie
Raspberry	Scott	Marlin			Egypt	Ashton
Pear	Ivy	Sampson			Titan	Benji
Mango	Curtis	Blue			Hercules	Tubby
Coconut	Cleo	Mr Bombastic			Kano	Max
Jamila	Syper	Ozzy			Diesel	Medusa
Cagney	Tank	Concha			Ezra	
Peaches	Leon	Kobe			Wrangler	
Ilse	Sonar	Galaxy			Brick	
Hustle	Marlie	Coco Chanel			Mister	
Bella	Phoenix	Crunchy			Blitzen	
Percy	Luna Lou	Grant			Sterling	
Morpheus	Lucy Liu	Milk			Bae	
Target	Lyla	Potato			Chunk	
Rudy	Nyla	Boy Scout			Sesame	
Seal	Dixie				Sheba	
Mochi					Hamster	
Insta						
Techie						
Harley						
Chip						
Freddy						
Zeus						
Miley						
Olaf						
Dino						
Vincent						
Thor						
Buttercup						
Lola						

**ALWAYS KEEP THESE PUPS IN MIND FIRST
THEY HAVE BEEN SEARCHING
FOR HOMES THE LONGEST**

- Daily Rounds, use of QR codes for concerns
- Weekly Meetings, use of spreadsheet to keep track of dogs' needs
- Monthly Length of Stay Lists to highlight names for staff, volunteers, and visitors



Crisis Capacity Marketing Examples

Highlighting the Urgency



Explain in Real Terms

Remember that most people don't understand shelter jargon, so write it in a way that is helpful for people to understand your reality.



Switch up your Strategy

Switch the tactics that you use to explain your crisis. You'll probably be in the same situation in a short time, so switch how you explain your current situation.



Use Visuals to Explain

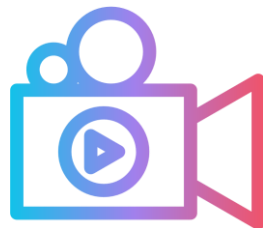
Visuals are so helpful to highlight the urgency. Visuals help appeal to people's emotions and show capacity in an effective way.

Tactics to Use



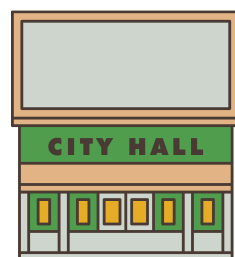
Social Media

Talking about urgency on your social platforms in a variety of ways will increase your engagement and reach.



Media

Send out press releases, text reporters when you're at crisis capacity, and try to get on the media as often as you can to report on your capacity. Provide statistics and data and talk about "why" pets are in the shelter.



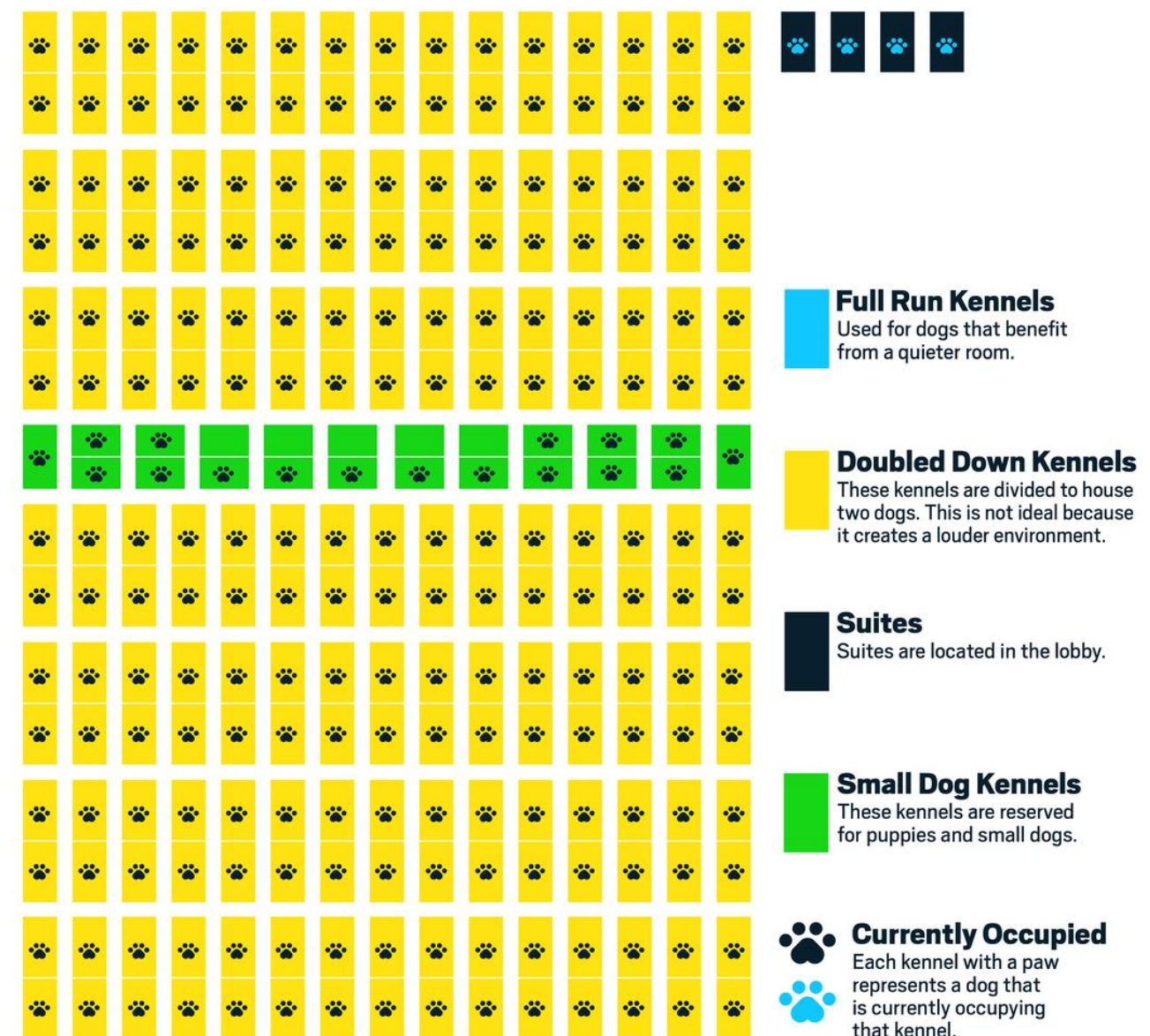
Work with Community/City/County

Your City/County can help amplify your message, send them the information for council newsletters, city comms channels, etc. Attend neighborhood meetings to reach more people.

Highlight the Urgency - Kennel Photo

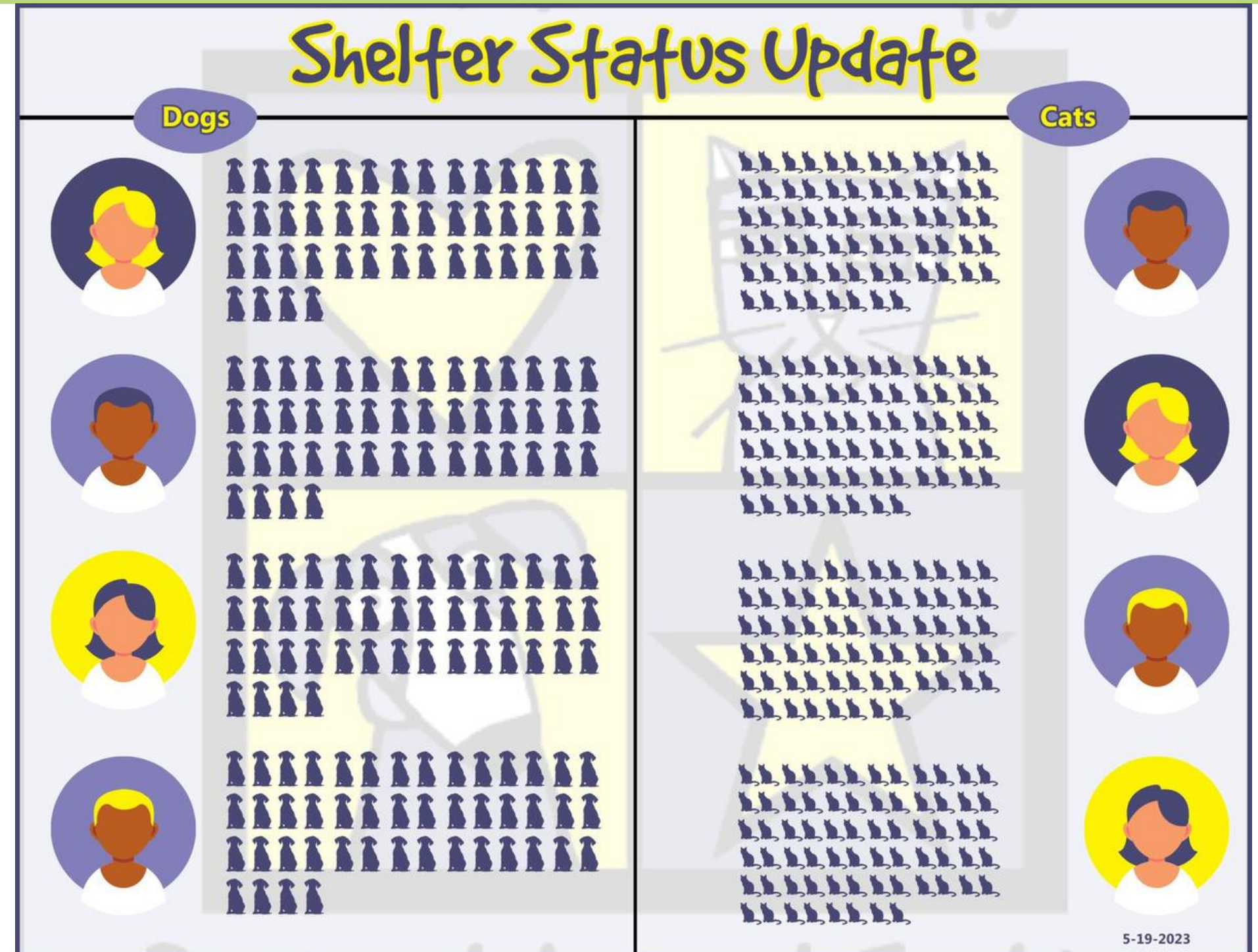
- Show what a physical representation of what your kennels look like
- Make it clear to understand - it's hard for people to grasp the volume of what we are seeing
- Give a clear call to action

CRISIS CAPACITY



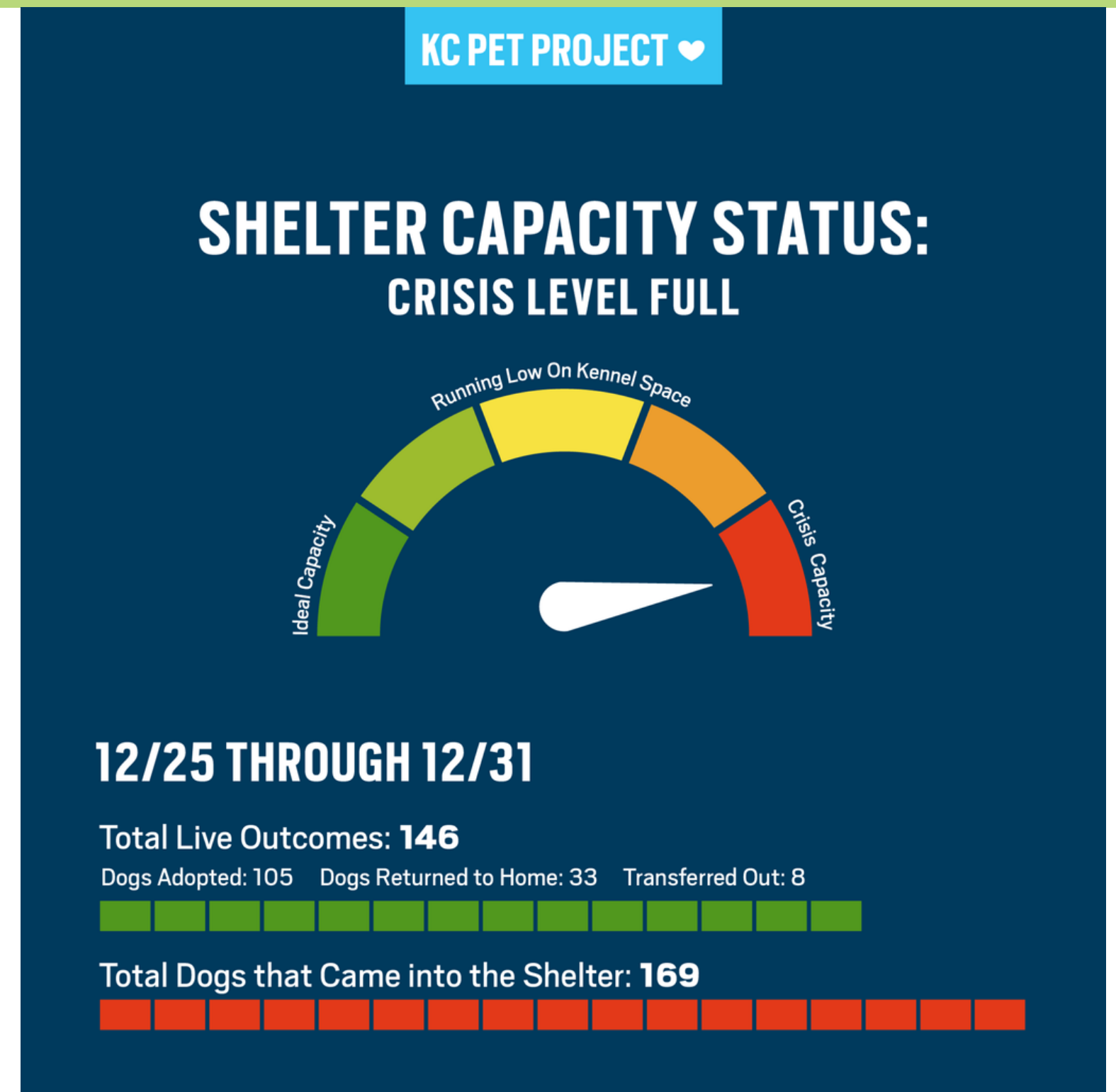
Highlight the Urgency - Capacity for Care with Staffing

- Capacity of care vs Kennel Space
- Show what staffing looks like to care for the pets



Highlight the Urgency - Graphs

- Graphs like this show what capacity looks like
- These are a bit harder for the public to understand because they don't know what your capacity looks like
- Add more stats to help show the urgency



Highlight the Urgency - Visuals

- Sometimes a black and white photo or dogs behind bars can really make a difference
- Show volume of kennels, dramatic photos that appeal to people's emotions
- Video/walkthrough of the kennels to show the pets



Highlight the Urgency - Adoption Specials

- Urgent adoption specials with dramatic photos can get a lot of shares and engagement on Facebook
- Have adoption specials for what you need to move out (ie. big dogs, adult cats)

**WE ARE AT
CAPACITY.
ADOPTERS
NEEDED NOW.**

\$30 ADOPTIONS* FROM JULY 9TH-18TH

*On all dogs 30lbs and more and adult cats. At the Kansas City Campus for Animal Care, Zona Rosa Adoption Center, and pets in foster homes.

FOSTER HOMES ALSO NEEDED



KC PET PROJECT ♥

Highlight the Urgency - Fosters Needed

- Get temporary homes to help make critically needed space
- Make it easy for people to sign up to foster and get them into homes fast
- Have staff and volunteers help you move pets out
- If you are urgently putting out a message for fosters, have the system in place to get them a pet as quick as possible



Using a Different Narrative - KISS Fostering

- Keep it simple, sister!
- Doggy Day Out, Weekend Getaways
- Flexibility = freedom to help
- Get volunteers to help support your program



Highlight the Urgency - Dashboards

- Put together a dashboard to show the amount of dogs in your care, how many came in, how many left, and how that compared to other weeks



Highlight the Urgency - Media

- Getting media support will help tell your story of capacity
- Be honest and real with what you are experiencing
- Give call-to-actions on how the community can support you



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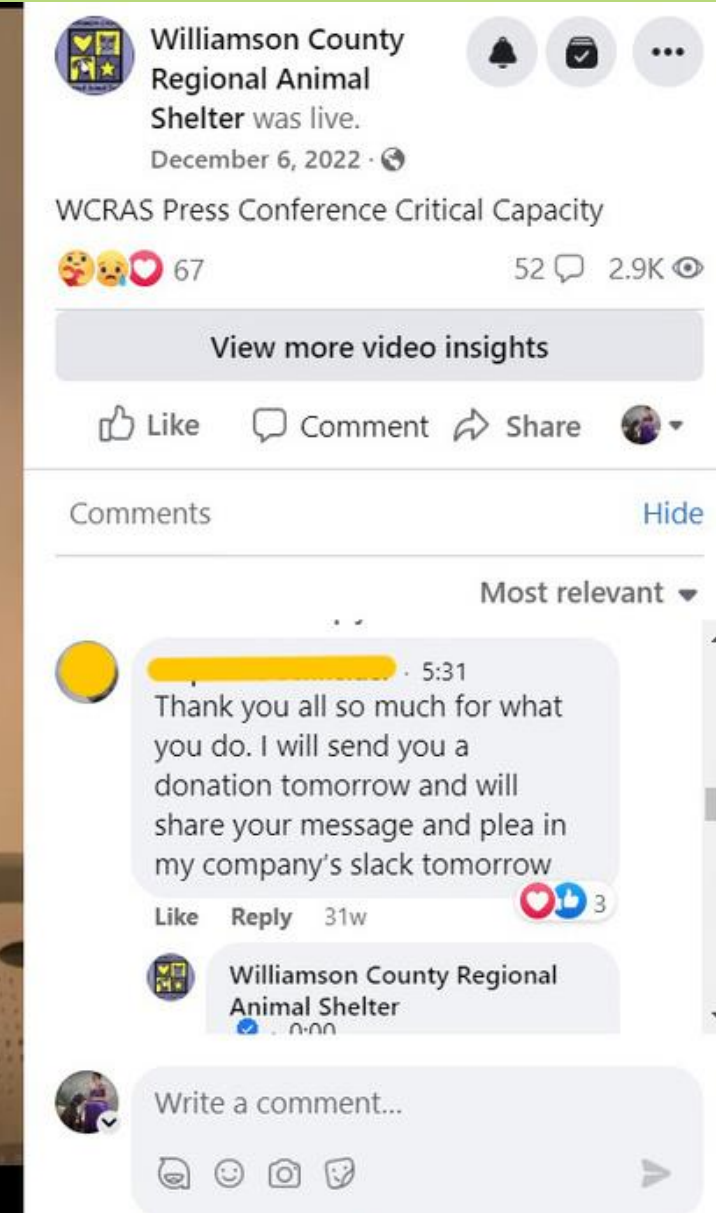
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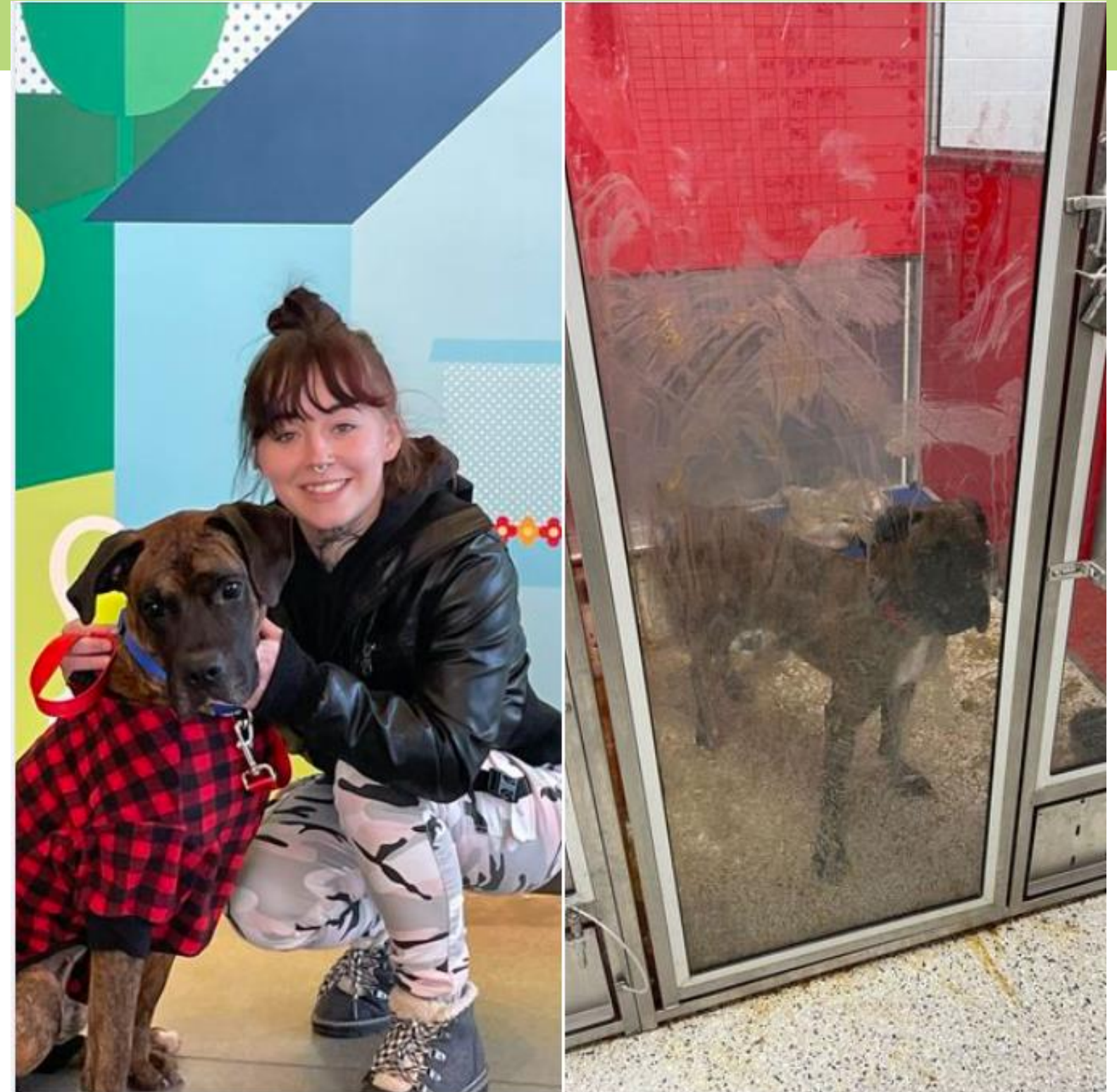
Highlight the Urgency - State of the Shelter

- Hold a press conference and invite the media
- Have talking points and be ready to answer questions
- Use live social media feeds
- Letter and information from CEO/Director



Moving "At-Risk" Dogs - Quality of Life

- As we get reach capacity, stress of the dogs increase leading to quality of life in the shelter
- While you can't do it often, showing examples of dogs that are mentally suffering in the shelter can be effective to help move them out
- Explain what these dogs are going through in easy-to-understand terms



Mental Health Fosters



Talking about Euthanasia

- While scary, the community needs to know about the risk of euthanasia in the shelter
- Arm your staff and volunteers with information to help combat misinformation
- There will be criticism but meet it with positivity
- Give your community calls to action

**Williamson County Regional Animal Shelter
Behavior Euthanasia Checklist**

Animal Name: _____ Animal ID : _____

Euthanasia Reason: _____ Date: _____

Yes	No	N/A	Has the animal completed the required HOLD period? _____
Yes	No	N/A	Have attempts been made to return animal? _____
Yes	No		Have all staff handlers been contacted about this decision? _____
Yes	No	N/A	If sick or injured, was treatment initiated? _____
Yes	No	N/A	Have medications been tried to modify the behavior? _____
Yes	No	N/A	Would the behavior modify with specific training? _____
Yes	No	N/A	Is it possible to send the animal to another organization? _____
Yes	No	N/A	Have all behavior/incident notes been documented in Pet Point? _____
Yes	No	N/A	Was this animal involved in a Level 4 or 5 Bite on a person? _____
Yes	No	N/A	Is this animal a candidate for a foster home? Can one be found? _____
Yes	No	N/A	Have all volunteer handlers been notified? _____
Yes	No	N/A	Does the Director agree euthanasia is the best course of action? _____

Behavior Coordinator: _____

Veterinarian: _____

Volunteer/Foster Coordinator: _____

Operations Manager: _____

Director: _____ Date: _____

Additional comments may be noted on the back.

Preventing Euthanasia List

- Turn tradition on its head
- Highlight your organizations values
- What is it?
- Why is it?
- Create conversations

Preventing Euthanasia List



POV storytelling

- What does he sound like?
- Am I real?
- Am I safe?
- Do I matter?



I'm Buddy. I've been a little lonely. Sometimes I forget I had a family. It was such a long time ago. It's kinda fuzzy. My people friends here say someone's coming for me. "Just wait," they say. I've been waiting. But, maybe you just forgot you were coming for me?

Countdowns

- Clear call to action/goal
- Visual communication to the goal
- Illustrates how each outcome matters
- Gives a celebration point



Adoption Specials

- Have adoption specials to help move your population out
- You can host specials by species, weights, ages, length of stay
- Have them on weekends and holidays when people are off work - adjust your hours to make it special
- Have fun with the themes!





Long Term Solutions

Keeping Them in Homes

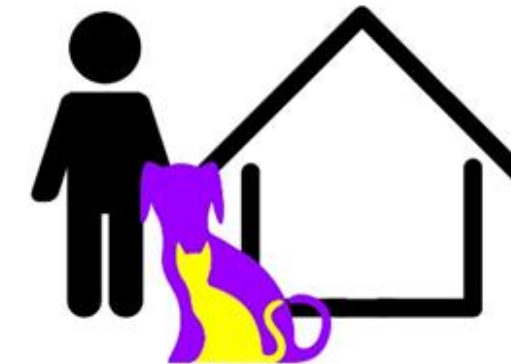
- Keep pets in homes and out of the shelter in the first place
- Have programs dedicated to pet retention and support
- Look at your data to see where your pets are coming in from - focus your support in those areas
- Focus staffing and volunteer efforts to getting lost pets back home



Finder to **Family**



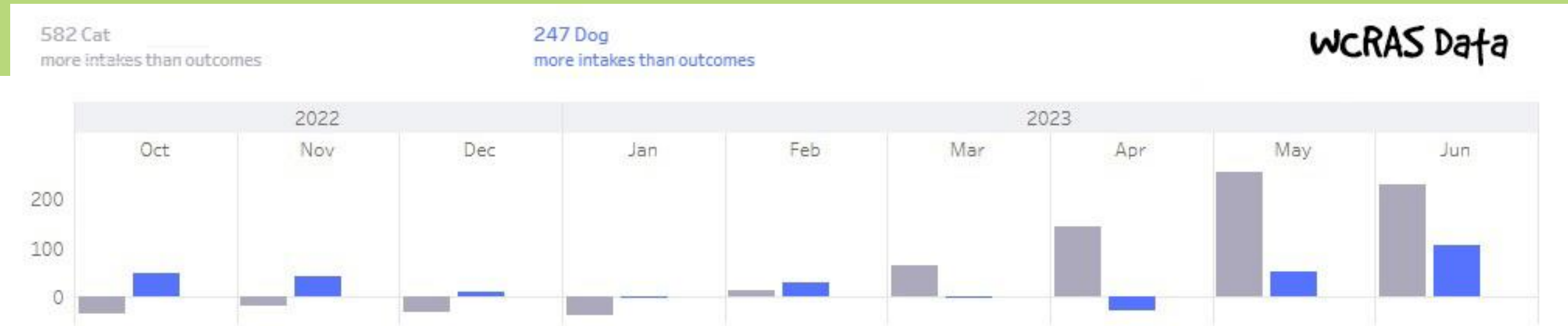
Finder to **Foster**



Finder to **Flyer**



Data and Results



- Adoption Numbers
- Website Traffic boost
- Increased transparency and trust
- Calls on Community to help solve
- Be creative and look to new options to promote what your capacity crisis looks like

Your Choice

- You can't control the situation.
- You can't control people.
- You can't control the economy.
- You CAN control how you react.



How will you choose to act in the face of lifesaving?



Questions?

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