






**Huge Results: The Exciting Trends in Mega Adoption Events**  
Corey Price and Kim McDaniel

**Best Friends®**  
SAVE THEM ALL



Who we are





## What makes it 'mega'?

- Multiple shelters and rescue groups coming together in one place at one time
- Raises awareness of all groups involved = increased support, donations, volunteers
- Increases adoptions and lives saved: People love a one-stop shop!
- Mega is as mega does



## NKUT Super Adoption

- May 13-14, 2016, Salt Lake City
- 22 shelters and rescue groups from across Utah
- 700 animals at the start; 514 lives saved
- 5,300 attendees

<<VIDEO EMBED FROM NKUT SUPER>>  
(link in notes)



## Clear the Shelters

- August 15, 2015, nationwide
- 400+ shelters
- 19,000+ adoptions



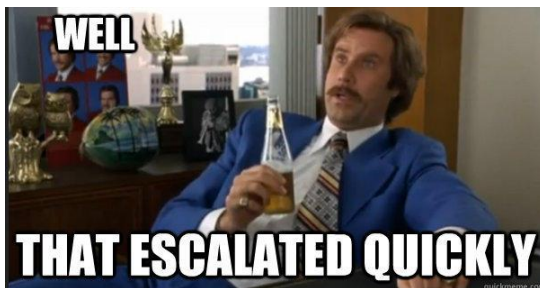
Organizing Your Event

Getting shelter and rescue participation  
(and what to do with them and their animals)



## Where do I start?

- Hosting an event
- Participating in an event



## Adoption prep

- Spay/neuter
- Vaccines
- Medical testing
- Behavior testing
- Plan ahead for animals coming off stray hold
- Plan ahead for transfers





## Paperwork prep

- Adoption folders
- Medical and behavior history
- Tips for adopters
- Vendor items



**Do as much of this as possible BEFORE event day!**



## Crowd control

- Volunteer training and assignments
- Parking and signs
- Traffic: police officers
- Adopter or group numbers
- Extra adoption stations
- Food and water
- Vendors and activities





## Reporting data

- Estimated available animals going into event
- Total animals adopted
- Total animals returned within 30 days of event
- Animals remaining after event is over
- Use a Google Docs spreadsheet for broad access



## A few other things

- Ask for donations
- “I’m adopted” signs
- Plan ahead for more animals!
- Online map showing all participating groups
- After action review to determine what worked and what didn’t





## Works in progress

- Transferring animals
- Managing more activities and vendors
- Sharing photos and success stories
- Preparing for media blitz 2 weeks before event
- Strategize our marketing plan and dollars based on survey results and NBC plan
- Sponsors for adoption prep costs and T-shirts
- More swag for adopters



Marketing Your Event

Getting adopters and media to attend  
(and what to do with them when they do)



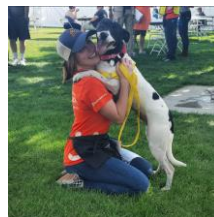
## Community outreach

- Attend other events with crossover audiences.
- Create flyers, banners and yard signs for vendors, neighboring businesses, the venue itself, local dog parks, pet stores, etc.
- Seek local sponsorships that include in-kind donations and trade-outs.
- Consider spending money on OOH.



## Social media

- Plan your content and paid boosts strategically.
- Utilize Facebook LIVE! Use (and communicate) a hashtag. Consider a Snapchat geofilter.
- Host a photo booth.
- Post before, during and after the event.
- Share great stories!







## Social media stories

- Ask around: Shelters and partners have great stories!
- Be sure to make it about the people AND the animal.
- If you can tie in something unique about the event (a sponsor, etc.), even better.
- Get photos (and video) and contact info.



## Engagement at the event





## Getting media coverage

- Send out a media advisory or press release.
- Try to get press BEFORE the event for impact.
- Consider hosting an open press window.
- Prepare with great visuals and something for video.
- BE ACCESSIBLE!
- Get media sponsorships.
- Consider media as entertainment.



## Handling media at your event



- Create a talking points document.
- Have someone media savvy on-site or reachable at all times during the event, and provide direct contact info to media.
- Talk to participating groups, vendors, sponsors and get them on board to help. Share the limelight!
- Give TV personalities something branded to wear on-air.
- Share coverage links with your social media followers and on your site.
- Update regularly with numbers and stories. You may get additional coverage!



## Media at your event

<<video embed from KUTV>>  
(link in notes)



## Follow-up

- **Media:** Send out final stats and thank outlets for covering.
- **Adopters and attendees:** Send an email within a week of the event, including a link to photos and resources for their new pet or how to get involved without adopting.
- **Donors and supporters:** Send an email as soon as possible, thanking them for their support with results.
- **Shelters and rescue groups:** Send a survey asking for feedback and invite suggestions for improvements.




Cheers to your new best friend!

Dear [first name]

Congratulations on adopting your new pet at the Best Friends NKUT Super Adoption. Looking for some tips to help your new family member settle in comfortably? Check out the Best Friends [online resource center](#).

[Visit pet resource center >](#)

Thanks to people like you, more than XXX pets found loving homes this year, which means we're another step closer to making Utah a no-kill state. Check out all the [photos from this year's event].



## Questions?

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