

# PASS Canned Email Responses for Animal Marketing

## To help callers/emailers market their animals themselves

### Dog Rehoming:

Hello \_\_\_\_ ,

Did you adopt your dog from us? If so, please email [adopt email address] so they can send you return information. We always take our dogs back! If not, we can't take a pet from the public; we can only pull from the shelters in Austin and the surrounding 5 county area. I can still help you rehome your dog, though, and if you are will take the time to do a Facebook post using the specific guidelines below (this is IMPORTANT, please read all the information under Facebook) I can share the post to our Facebook network for you. You MUST follow these guidelines I wrote for Facebook, otherwise it's almost impossible for me to share your post for you. Once your Facebook post is done, copy and paste me a link to it in an email and I will share it with all the followers I have on the Facebook page I use for this program.

*DON'T use Craigslist...it is way too risky!*

EMAIL. Send out an email blast to literally everyone in your address book and then ask them to forward it and share. Beg for help!

RESCUES. You can also contact breed specific rescues (Google them) or contacting the Austin Humane Society to see if they can help. [rescueme.org](http://rescueme.org) is also a great site to use!

Facebook. Use Facebook! Post on your page and include cute photos. Make your post public view. State what city you are in. Insert your email address for contact. State if your dog is good with other dogs, cats, kids, and people. If you are in Texas, there is a page called Pawsitively Texas that is great...post there. The first thing you need to say is "PLEASE SHARE". That's more important than "please adopt" because the more shares the posts get, the farther out the pleas go. USE CUTE PHOTOS!! The photo is what gets your dog adopted...use clear photos, no blurry eye or red eye and the more creative and cute you can make the photo, the more your dog will stand out.

SCREEN when you post or use ads!! (Dog fighters look for FREE dogs to use as "bait" dogs and others look for FREE dogs to sell to medical research labs). Please see screening info below.

VET CHECK. MAKE SURE you require a vet reference (name and number of their vet and the name of pet they take there) from potential adopters and tell them you will check it. Then do so. Tell the vet that you are rehoming your pet and ask if the potential adopter is a responsible owner. Do not feel bad about doing this!! Vets are used to getting these calls and it's important to keep your pet safe. Ads can be worded like this: "I require a vet reference and I will check it."

HOME CHECK. Do A Home Check! See exactly where and how your pet will be living. Ask questions! Will your pet be an inside pet, part of the family? Is there a yard and is it securely fenced? Offer adopters a two week trial adoption with the understanding that if

your dog doesn't work out the dog will be returned to you and not dumped in some kill shelter somewhere.

BE CREATIVE!! Do you have a sad story? A tough situation? Use it in the title of your ad! Now is the time to swallow your pride for the welfare of your pet. For example, getting a divorce and neither of you can keep the dog? "DIVORCE DOG SEEKS NEW TIL-DEATH-DO-US-PART COUPLE!!."

SHELTERS. You can also see if Austin Humane Society can take your pet. If you don't have time for any of these recommendations and if you are in Travis County, you can make an appointment to surrender to Austin Animal Center at 7201 Levander Loop. They have reached No Kill status, which means they are only supposed to euthanize for aggression and illness. You can leave your name to be called if for some reason your pet becomes at risk so that you can reclaim. If you are in Williamson County, the safe shelter is Williamson County Regional Shelter. Any other shelters will be riskier.

Thanks!

### Cat Rehoming:

Hello \_\_\_\_ ,

Was your cat adopted from us? If so please email [adopt email] and they will send you return info. If not , we can only pull from the shelters in Austin and the surrounding 5 county area. I do have some great rehoming ideas I can share with you, though, AND if you will take the time to create a Facebook post and send me a link I will share it on the Facebook page I use for this program! MAKE SURE you follow the instructions under Facebook specifically if want me to share it.. I wrote this info so posts will be done in a way that they can be shared and all the info people always ask for will be put in the post.

#### ADDITIONAL RE-HOMING IDEAS:

Start close to home! Send out an email blast to literally everyone in your address book and then ask them to forward it and share. Send pictures and beg for help! Google for No Kill rescues and contact them...send pictures!

**Facebook:** Post on your Facebook page. **Make your post public view and not set to friends only. State what city you are in. Insert your email address for contact. State if your cat is social with other cats and people.** Ask people to share your post and also place on any cat rescue Facebook pages you can find. Just Google for "Texas cat rescue Facebook" and you will come up with several. You can also use [rescueme.org](http://rescueme.org) but

*DON'T use Craigslist unless you plan to screen very thoroughly, it is VERY risky.*

Most importantly, ALWAYS make sure you get a reference from anyone wanting your cat! Ask for a vet reference then call to verify it and ask the vet's office if the people are responsible pet owners. Also do a home check! Go see exactly where your cat will be living and make sure it's a safe and responsible home. If people object to giving you a vet reference or you doing a home check DO NOT let them adopt your cat.

**GET CREATIVE!!** Got a sad or desperate situation? Use it in your title! Make your ad stand out! Cats are hard because there are so many of them so the more creative you are the better chance you give your cat. Example: THIS KOOL KITTY NEEDS A NEW LITTER BOX! Or in keeping with desperate situations: "MY OWNER HAS TO TRAVEL BUT WON'T BUY ME A

TICKET! HELP A KITTY OUT!!!” Inside the ad put cute pictures and the behavior info on your cat, including whether or not it has been spayed/neutered and up to date on vaccines.

**USE GOOD PHOTOS!!** Cat re-homing takes persistence and the first thing people see are the photos. Use clear photos...no red eye or blurry pictures. Also, try one with your cat dressed up. It doesn't have to be fancy...a simple bandana or maybe a boa (bought at any party store for about \$3) will add creativity and make your kitty stand out!

You can also check with the Austin Humane Society and if you don't have time to do any of these things, and if you are in Travis County you can make an appointment to surrender to Austin Animal Center at 7201 Levander Loop. If you are in Williamson County the safest shelter is Williamson County Regional Shelter. Any other shelters might be more of a risk.

Thanks!

## To get information for PASS to market the animal

### Information needed to market a dog:

Hello \_\_\_\_ ,

Here is what I need to post your Dog. Please follow these instructions exactly: Put answers beside questions and send back to me. Please do not waiver from my format and just send me a paragraph with the answers...I need the answers put beside the questions. This makes it easier for me to look at and pull the info I need to create a post:

- What city are you in?
- Phone number (for my use only)
- Pet's name?
- Two very good photos (the cuter the better...clear pictures, no red eye, not blurry!)
- How old?
- Spayed/neutered?
- Vaccinated?
- Good with other dogs, cats, kids and people?
- House-trained?
- Crate trained?
- Personality info.... likes toys? car rides? going for walks? Tell me something fun or quirky that will make people interested.
- When I do posts I will use your email address as the contact. You need to screen people carefully. Here's how:
  - Please make sure you get a vet reference, call to verify it and ask the vet's office if the people are responsible pet owners. The vet will not mind telling you! If you get a good vet reference then that's a great sign, but if not.... RUN. After that do a home check. Actually go to the person's home and see where your dog will be living. Ask questions. Where will your dog sleep? Will your dog be inside only or outside part of the time and if so, how much of the time? Will your dog spend hours on end stuck in a crate? Find out what kind of quality of life your dog will have with these new owners before making a decision.

Thanks!

## Information needed to market a cat:

Hello \_\_\_\_ ,

Here is what I need to post your cat. Please follow these directions exactly. Put answers beside each question and send back to me. Please do not waiver from this format and send to me in a paragraph. I need the answers beside the questions please.

- What city are you in?
- Phone number (for my use only)
- Pet's name?
- Two very good photos (the cuter the better...clear pictures, no red eye, not blurry!)
- How old?
- Spayed/neutered?
- Vaccinated?
- Any health or litter box issues?
- Social lap cat or independent cat?
- Personality info: Tell me something cute or interesting about your cat.
- When I do posts I will use your email address as the contact. You need to screen people carefully. Here's how:
  - Please make sure you get a vet reference, call to verify it and ask the vet's office if the people are responsible pet owners. The vet will not mind telling you! If you get a good vet reference then that's a great sign, but if not.... RUN. After that do a home check. Actually go to the person's home and see where your cat will be living. Make sure 40 other cats aren't already in residence, etc. Ask questions: Will your cat be indoors all the time or outdoors?

Thanks!