



## REHOMING YOUR PET

www.SpotSavesPets.org

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### **How to Prepare the Pet for Adoption**

First and foremost, spay or neuter the pet or the stray you are trying to place. Without this procedure, no reputable humane rescue group will help you. Pet overpopulation is an overwhelming problem and we all need to do what we can to prevent more unwanted animals from being born.

Next, make sure the animal is up-to-date on vaccinations. Prepare a complete medical record that you can give to the adopter. If you're trying to find a home for a stray, you'll need to bring the animal to a vet for a thorough checkup.

You should also prepare a general history of the pet including as much information as possible about the pet's likes and dislikes. Also include current food preferences and favorite treats, relationship to other animals, and preferred types of toys. All this information will help the adopter get acquainted with the pet and make the transition easier on the animal.

To show the pet's best side, groom and bathe him or her before taking your flyer photos and before showing the pet to a prospective adopter.

### **Where to Post Locally (on-line)**

- Craig's List—under Pets <http://sandiego.craigslist.org/pet>
- Bookoo – under Pets category [www.bookoo.com](http://www.bookoo.com). Click on California, and then click on the cities in which you want to advertise, like Camp Pendleton, Temecula, San Clemente, Miramar, etc.
- PetFinder – under classifieds [www.petfinder.com](http://www.petfinder.com)
- Facebook

### **How to Get the Word Out**

You'll want to advertise as widely as you can, in as many places as possible. Creating a flyer is a great way to start. Here's a link to an adoption flyer template: <http://www.petbond.com/flyerentry.php?oid=bf>

Here's what to put on the flyer:

- Describe the appearance, size, and age of the animal.
- Include the pet's name and a good photograph of the pet (see photo suggestions below).
- If the pet is spayed or neutered, include that information.
- If the pet is micro-chipped, include that information.
- Describe his/her nature and appealing qualities, including any basic training, commands, if they're house-broken or crate trained, etc.
- Define any limitations the pet might have (e.g., not good with cats or small children).
- Don't forget your phone number and/or e-mail address, and the times you can be reached.
- Be creative! You want your flyer to attract attention and be memorable for the reader.

## **Tips on Taking Good Animal Photographs**

Since photos really help people make a connection to an animal, you'll want to use a good-quality photograph. Color is best. If you don't have a color printer, copy places like FedEx can print the flyers for you.

When you take the photographs, use a background that is in contrast to the animal to highlight his/her best features. Keep the photo simple and clear, with few background distractions. You might want to use a person, a hand or some other means to show the scale of the pet. Take the photos from approximately head-height of the pet; don't shoot down onto the pet from your full standing height.

Before snapping the photos, take the time to get the pet as calm and relaxed as possible so the photos don't show an animal who looks anxious or scared. You'll want to select photos that are clear and in focus. Ideally, you'll have one photo that shows the animal's adorable face and another photo that shows their full body.

## **Create Flyers and Post**

**In Starbucks on the community bulletin board in each shop.**

**In Fresh & Easy Markets on the community bulletin board in each market.**

**Sprouts Farmers Markets on the community bulletin board in each market.**

**At Groomers, Vet offices, Dog Boarding Kennels, Pet Stores.**

**All these are in Oceanside unless otherwise noted:**

- Petco, 2445 Vista Way and 3875 Mission Ave
- PetSmart, 3420 Marron Road, O'side and 1740 University, Vista
- The Animal Keeper, 3532 College Boulevard
- Oceana Pet Shop, 537 Vista Bella
- The Total Dog, 3060 Industry Way
- Groomingdales, 1405 El Camino Real
- Dippity Dogg, 2216 El Camino Real
- Dog Dayz, 1995 Peacock Boulevard
- The Dog Spa, 4760 Oceanside Boulevard

## ***But don't stop with just posting flyers!***

There are many other ways to spread the word...

**1. Contact as many shelters and rescue groups as possible.** Most agencies will be overloaded, but they might allow you to bring your pet to one of their adoption days. They might be able to put you in contact with someone who is looking for the kind of pet you are trying to place, or they could have some other suggestions. You can find local shelter and rescues by calling 1-888-PETS-911 or visiting [www.pets911.com](http://www.pets911.com).

**2. Contact breed rescue groups if you're trying to place a specific breed.** If you have a Pug or a Persian cat, for example, there may be rescue groups or clubs that have lists of people looking to adopt that particular breed. Some breed rescue groups might even be willing to place a mix, as long as the animal is close to purebred. A quick internet search will lead you to breed specific rescues in your area.

**3. Place a classified ad in your local paper.** When you write the ad, be creative! Try to make the animal as appealing as possible, but always tell the truth. If you're trying to place a dog who absolutely can't be around cats, put that in the ad. Run the ad as many times as you can afford – you are looking to reach a wide audience.

It's a good idea to mention in the ad that an adoption fee will be required. Asking for a fee will help discourage some people from responding to your ad... *but that's okay*. You don't want to entice people who are just looking to make a profit off your pet by selling them to a lab or dog fighting ring. Ideally, only those people who are willing to make the personal and monetary investment required to have a pet will reach out to you. If you feel uneasy about asking for a fee, you can always donate the money to your favorite charity.

**4. Post your pet on adoption websites.** There are general adoption websites, as well as specific sites for certain types of animals. Petfinder ([www.petfinder.com](http://www.petfinder.com)) is a good example of a general adoption website. Also, the Best Friends Network can give you the web addresses of other adoption sites. Send an e-mail to [bfnetwork@bestfriends.org](mailto:bfnetwork@bestfriends.org).

**5. Use any and all of your community contacts.** Ask friends and family to mention the animal in their church or community newsletter; send an e-mail about the pet through your office memo system; or share some flyers with members of clubs or associations to which you belong.

**6. Don't underestimate word of mouth!** Tell anyone and everyone about the pet who needs a home, and ask friends and family to help with spreading the word. You never know – your father's neighbor's daughter could be looking for just the pet you have to offer.

**7. Get the pet out there.** (This works especially well with dogs.) The more your pet interacts with people, the more likely he/she will charm the right person. If you're trying to place a dog, take him/her on walks, to pet supply stores, to the local park. Put a colorful bandana on the dog that says, "Adopt me."

### **Sample Classified Ads:**

**Betty Lou has a new pair of shoes** and she is ready to walk right into your heart! Betty is a two-year-old spayed female terrier mix. She loves to dance, prance and play. She is a doll! She is good with cats as well. Call Kelly or Doug at 555-3576 after 7 p.m. weekdays or all day Sunday. Adoption fee required.

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**Joe Cocker is coming to town** and wants to sing for you. Joe is a three-year-old neutered male cockapoo with a great personality. Loves kids and dogs, but isn't as keen on cats! He has had all his shots. Call Morris after 6 p.m. at 555-4674. Adoption fee required.

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**Persian cat with attitude.** Martha thinks she rules the world! She is gorgeous, and knows it. She loves to sit on laps and be petted. She would prefer a home where she is the only cat. Adoption fee required. See her at the Petco on Broadway, Saturday, June 10, 10 a.m. – 4 p.m. Ask for Beth.

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**SHAMBU** is the kind of companion that we all long to have. Loyal, playful, tender and kind best describes this beautiful orange tabby. He is 3 years old, neutered, and has had all his shots. He prefers an adults-only home. Call Jeremy at 555-2189 before 11 a.m. any day. Donation for my favorite animal charity required.

### **Some Final Words of Advice and Encouragement**

As you go through the process of placing a homeless pet, keep in mind that creativity, persistence, and a positive attitude are usually rewarded. Think about the best possible environment for the pet and explore all the options you can think of. Try not to get discouraged and don't give up after just one or two

interviews. Finding a home can take some work and some time, but if you persevere, you are sure to find a new person for your pet eventually. If you have a time limit and it expires with no home in sight, then consider boarding the animal to buy some more time.

You are this pet's best option for finding a good new home. Since you know the animal, you can provide the most information to prospective adopters and you can best determine the appropriateness of a new home. Please remember that your dog or cat has been a faithful companion to you, so he/she deserves the best new home you can find. You will sleep better knowing that your pet is happy, healthy and safe in a wonderful new home.

Whatever you do, don't just turn your pet loose in a residential neighborhood or wild area, or leave him/her tied up to a fence with the hope that someone will find the pet. Domestic animals cannot fend for themselves in a strange environment. One of the saddest sights in the world is a dog dashing out to each car that comes along, hoping the car contains his person. These dogs are very hard to catch as they wait for the person who abandoned them, and they are vulnerable to injury, disease, starvation and death.