



Maddie's Positive Alternatives to Shelter Surrender Apprenticeship

The No Kill Training Academy at Austin Pets Alive!

Winter/Spring 2017

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1) General Information

a) Mission of the PASS Program

The Austin Pets Alive! Positive Alternatives to Shelter Surrender (PASS) program provides individual consultation, education, troubleshooting, and financial support to Central Texans in need so that they have the option to care for or keep their pets, rather than surrender their dogs, cats or other pets to the city and county shelters in Central Texas.

b) How community members can reach PASS

Email: [PASS program email address]

Phone Number*: [Google Voice number]

*This is a Google Voice number we use and all calls roll straight to voicemail. This voicemail is just like email. Voicemail transcriptions are sent to the PASS inbox, where we will handle them just as we handle the emails we receive.

c) Area Shelter Information

i) Travis County
Austin Animal Center
7201 Levander Loop
Austin, TX 78702
Open: 11-7 weekdays and 11-5 weekends

ii) Williamson County
Williamson County Regional Animal Shelter (aka Wilco)
1855 SE Inner Loop,
Georgetown, TX 78626
Open: 12-6 weekdays and 12-4 weekends

d) How Travis County and Williamson County Shelters Work

Any animal found and kept 14 days or more is considered "owned" and these shelters will require an owner surrender appointment. The exception would be someone homeless or in some other crisis situation. If that is the case, they can go to AAC or Wilco with their pet, explain the situation, and these shelters will probably take the animal without an appointment.

Any stray cats taken to these shelters could be spayed and released. It's up to the shelters if they put cats up for adoption or TNR them, so if someone wants to make sure a cat is kept for adoption or sent to rescue they will need to "owner surrender" that cat as their animal.

Travis County and Wilco only euthanize for aggression and illness, so most animals will be safe there. Even a lot of behavior animals could be safe. APA! pulls plenty of behavior cases from the shelter, and medical cases as well. If it's severe aggression or the animal is suffering, then the animal could be at risk.

2) Volunteer Responsibilities

a) Calendar

Make sure you sign up on the calendar for your shifts each week!

b) Emails and Calls on PASS

Marking as complete:

Please mark each email and call as handled by starring it when you are done. That way the next person (and Program Manager) will know nothing was left unanswered.

Some emails or voicemails we receive may need to be forwarded. It may be best if you change the subject line in those forwarded emails.

When to edit the subject line:

When forwarding Parvo pups to medical (ex: Parvo!)

When forwarding to dog or cat managers to see if they can take pets (ex: Can you take this ___?)

When forwarding to other rescues to see if they can help (ex: Got room for this ___?)

Any time it will bring more clarity to whomever it's being sent to

c) Determine what help we can offer

Community members reach out to us when they need help and don't know where else to turn. It is our responsibility to listen to their story and figure out how we can help them, even if that help is just connecting them with another resource.

We can help people by:

- Marketing their animal for them to help them rehome the animal or find temporary foster
- Providing resources to help them market the animal themselves to rehome the animal or find temporary foster
- Organizing temporary emergency boarding
- Providing contact information
 - For other departments within APA!
 - If adopted from APA!
 - If seeking information about APA!
 - If dog is presenting with Parvo symptoms
 - If possibly eligible for intake into APA!
 - For SAPA! (if adopted from SAPA!)
 - For AAC
 - For local rescue groups
 - Other as appropriate
- Providing pet food and/or litter
- Organizing crowdfunding
 - For medical emergencies
 - For pet deposits
- Networking on Facebook to get help for
 - Stray/roaming animals
 - Urgent medical funds
- Providing information
 - About FIV and FeLV
 - About what to do when they find a dog or cat
 - How to screen adopters (if they are rehoming their animal)
 - Local low cost veterinarians
 - Resources for animals with behavioral problems

d) Keeping Statistics for PASS (very important!)

The PASS program is 100% grant funded. We have to turn in statistics each January to keep getting funding; otherwise the community loses this program.

How to keep statistics on animals we have marketed:

- Keep a record of every cat or dog you create a post for.
- Monitor comment threads on the posts you create to track the progress of finding a home or rescue for the animal.
- For posts that do not have clear updates about progress of finding a home: Set aside a day each week to contact (via email or phone call) the pet owner to get an update on whether the animal has found a home or rescue.
- Once you confirm the pet has been rehomed or rescued by an organization, updated your original post. Add "UPDATE: ADOPTED" (or rescued, etc.) to the top of the original post. Add the same text as a comment on the thread.
- After updating the Facebook post, copy the link for the post into an email and email to PASS Program Manager with subject " PASS Success [YEAR]". Include a brief description of situation and outcome.
- PASS Program Manager accumulates all the data to include in grant reporting
- Very special cases: If a case stands out to you for any reasons please make note of that in the subject line of the email you send to PASS Program Manager and make sure to include photos. (We share special stories with the organizations that provide us with our grants).

3) How To

a) Market Animals

One of the primary functions of a PASS staff member or volunteer is to market animals needing to be rehomed or who need temporary foster. Sometimes the person who contacted PASS can market the animal themselves (see next section) but sometimes the timeline is short or the situation is desperate and the person needs our help.

Reasons we may post instead of asking the person to post:

- Desperate situation
- Short timeline
- No access to smartphone/computer
- No access to internet/data
- In an "unsafe" county (any county besides Travis or Williamson)

In order to post a compelling story, we ask the community member for specific information about their animal and the situation. See *Appendix A* for the full text of the canned response. We have this information saved as canned response in our email, so that volunteers and staff have it readily accessible.

b) Help Community Members Market the Animal Themselves

Often, the community member who reached out for help with rehoming their pet or with finding a temporary foster is willing and able to market their pet themselves, they just need advice. To make this decision, read their email or listen to their voicemail carefully. What is their timeline? What is the situation? If the need isn't immediate and the person has access to a smartphone or computer and the Internet, you can feel confident that they can market the animal themselves. In these situations, we provide them with information to help them identify resources and find suitable placement. We have this information saved as canned response in our email, so that volunteers and staff have it readily accessible. See *Appendix B* for the full text of the canned emails.

c) Organize Emergency Boarding

If people email with a time-sensitive crisis situation (domestic violence, temporary homelessness, moving and no place for their pet for a month, flooded out, etc.) and need temporary boarding, forward to our emergency boarding coordinator at [boarding coordinator email]. This is for people in true need only. We are not providing free boarding so they can go on vacation.

d) Provide Pet Food or Litter

Austin Pets Alive! usually keeps both dog and cat food at our main facility, Town Lake Animal Center (TLAC) for members of the public in need. Have them run by our location at 1156 W. Cesar Chavez and check. It might be a good idea to cc [dog program manager email] and/or [cat program manager email] on your reply to the person so if we don't have food available they can let you know, and also so they will know to expect the person. We do not always have litter so you'll need to check with [cat program manager] first before sending people down for that.

e) Organize Crowdfunding

a. *For Medical Emergencies*

If people call or email needing medical help, our first step is to reply with a canned response with information on low cost vets (*Appendix C*). If it's an emergency and they have no money at all, ask for photo of the pet and an email or phone for contact. Find out exactly what is wrong with the animals, and

post on Facebook asking if anyone can contact the person to help. If the animal is already at a vet clinic, we can share that clinic's phone number so that people can call there directly to make a donation. Make sure people know to contact the person directly. Also make sure you give adequate information about the situation.

You will need to monitor the comments. People tend to have LOTS of questions and comments about the medical emergencies that we post about. We DO have a PASS medical fund, but there is not much in it. We try to use this fund only as a last resort (never more than 2x a year), but never before trying to raise all the funds necessary first through Facebook posts, and even then we only contribute a small amount (up to \$100). Most of the medical emergencies we see happen late at night when people have no choice but an expensive emergency vet. We ALWAYS post first and try to get the community to donate. If you have exhausted all other resources, contact the PASS program manager to determine if we can use PASS emergency medical funds.

b. For Pet Deposit

If someone calls because they are in a situation in which they would have to give up their dog or cat because they cannot afford a pet deposit, then offer to help raise it for them. You will need:

- Name & Number of apartment manager
- The person's apartment number
- Name of person on the lease
- Apartment name and address
- Photo of their dog or cat
- Name of dog or cat
- Amount of deposit

Call the apartment manager and tell them you are with Austin Pets Alive! and calling on behalf of this person. Inform them this person cannot afford their pet deposit, and that we will raise it for them. Let them know we have raised several and have never failed, and we should have the full amount of the deposit to them within a week to two weeks.

Verify the following:

- That the dog breed (or the cat) can actually be at the apartment (some apartments have breed or size restrictions)
- The amount of the deposit
- Where the money should be sent when it is raised, and to whose attention.

As a rule, we never send the money to the pet owner. This is to ensure that the funds go directly to the cause it was raised for.

Once the fundraiser has been created and you have the link, share it on the PASS Facebook page and on [other area rescue] Facebook page. In your post ask people to help Austin Pets Alive! keep this pet with their owner. Keep an eye on the fundraiser and posts. If the funds have not been raised in 3 days, re-post it and plea again. Continue this until the full amount has been raised. Once fully raised, reply back to the email you sent Erin and Sara and let them know funds are raised and can be sent.

f) Handle Calls About Abused, Neglected, Injured or Roaming Animals

If someone calls with abuse or neglect to report, direct them to 311 if it's inside the city limits, and the sheriff's office if they're outside the city limits and in the county. In some cases you can post on Facebook and get them help. I've had social workers call with people in the hospital and their dogs inside their apartment at home with no way to feed, etc. I've posted this need on Facebook using the social worker's number or email as the contact so people can get in touch, go to the hospital to get the key from the owner, and go feed the animals, or get them to AAC if needed. At other times we have called 311 for people myself. Each situation is different, so listen to the need and decide what needs to be done to get

aid to this animal in the shortest amount of time. If people call and report seeing a dog or cat injured or roaming the streets, find out where, instruct them to call 311 (or call it in yourself and tell them you're with APA! and that we took the call) and post it on Facebook with all the info so people can drive over that way and check on this animal. Gather as much info as possible: kind of dog or cat, color, exact location, email or phone for contact if people have questions, pic if they have one, etc.

g) Share Information with Public

a. FIV and FeLV

If people call/email needing help with FIV because a vet or someone else has told them it's dangerous please inform them that is not the case. There are many articles how FIV cats and non-FIV cats can live together. Google for some and send them a link. Let them know FIV is only passed through bodily fluids and is really not a big deal. If two cats get along and are spayed/neutered there is no risk. Even our own Austin shelter TNR's FIV cats to live with non-FIV cats. If they ask us to take their FIV cat and if our cat manager needs cats, and if the criteria are met (age, social with other cats), you can check to see if she has room.

FeLV cats are contagious but the person calling/emailing needs to make sure the FeLV test was done correctly. Send them the FeLV document (*Appendix D*) so they will know how to proceed. If the cat is in Travis or Williamson counties they can surrender to those respective shelters and the cat will probably be sent to rescue. If this is their own cat or if they have had it 30 days or more they will need an appointment first. If the cat is headed to any shelter outside of Travis or Williamson County, forward the email to our cat adoption manager and ask if we have room to take it.

b. Parvo

If someone calls with a Parvo dog or suspected Parvo, or if [adoption email] copies you on an email from someone about Parvo, call or email the person back ASAP and give them our clinic phone number: [clinic phone number] and also forward it to [medical reception email] If they ask how it works tell them we have a "treat from home" option that our clinic can tell them about or if they cannot do that they can surrender their dog or puppy to us and we will treat and then put up for adoption to recoup our costs. We do not let them adopt the puppy or dog back once saved, but at least their puppy or dog will live and if they don't get treatment the dog or puppy will not make it. Some die within 72 hours if not treated.

Symptoms of Parvo are lethargy, diarrhea, not eating...usually happens in puppies due to not being fully vaccinated. if someone calls or emails with a pup that has these symptoms have them contact our clinic ASAP

c. What to do when they find a dog or cat

There are canned responses for this (*Appendix E*). Please tell people not to re-home a dog or cat they just found. Even if the cat or dog is skinny and looks uncared for, how do they know that dog or cat hasn't just been missing from home a long time and starving because it's been lost? They need to check for a microchip, put up a post on the lost and found section of Craigslist (leave out some info only a real owner would know, like whether it's male or female, any identifying marks, etc.). If in Travis County they need to register the animal as found with Austin Animal Center. If nobody claims the animal in 3 days then they can re-home. If they cannot do these things themselves then they need to surrender the animal to the shelter so the shelter can do them. If this is a small dog or puppy they want APA! to take they must take the re-homing steps first and then in 3 days get back to us. We cannot risk adopting out someone's lost pet.

d. How to screen adopters (if they are rehomeing their animal)

We have a screening canned response (*Appendix F*). When you post someone's cat or dog, copy and paste a link to your post into an email and send to them...then also include the How to Screen canned response and tell them it's very important they use that info to keep their pet going to a safe and responsible home. Let them know Craigslist is dangerous and to stay away from it. Facebook or any other marketing site can be dangerous too, so they definitely need to screen all potential adopters.

e. Local low cost veterinarians

See Appendix C.

f. Wildlife

If people call about wildlife have them contact Austin Wildlife Rescue. If injured then direct them to call 311.

g. Other Pets (besides cats and dogs)

If the call or email is about bunnies, rats, hamsters, guinea pigs, etc. you can ask for a picture and information (age, female or male, spayed/neutered, etc.) and post on Facebook for them. Post on the PASS Facebook page and any other relevant pages you can find (bunny rescues, etc). If they are in Travis or Williamson county they can also make an appointment to surrender to those shelters..both work with rabbit and other rescues.

Warn the person to keep away from using Craigslist as people take them for snake food. They need to screen anyone adopting.

h. Resources for animals with behavioral problems

i. Dogs

For behavior problems with dogs and if money is an issue we always suggest Shari Elkins at www.morefunthandirt.com and they can ask her about The Schrodi Fund, which will make the training very low cost. Also, K9 Mastery with Christie Miller at <http://www.k9mastery.com/> if they are having some hard core behavior problems. You may have others to suggest as well.

ii. Cats

For cats not using the litter box send this article www.drandyroark.com/one-question-can-save-a-cats-life/ and for other issues with cats you can cc [cat behavior volunteer with cat experience].

i. Puppy and Kitten Season

The spring ALWAYS means found baby kittens, pregnant dogs or dogs with litters found. Found baby kittens should be left alone for several hours to see if mom comes back. If the mom doesn't come back and the called is in Travis or Williamson county, direct them to take the litter to AAC or Wilco. The same with dogs and puppies; all found should go to those shelters. They will be fine there so make sure people know that. If abandoned kittens, puppies or pregnant dogs are found in some other, risky county then reach out to our dog adoption or cat adoption or baby bottle adoption managers and ask if we can help. Get pictures if possible!! There are canned responses on finding baby kittens and also feeding baby kittens (*Appendix G*).

If the person needs to care for the kittens or puppies overnight, or wants to care for them, then let them know baby kittens and puppies cannot regulate their own body temperature. They need to be wrapped in a towel that has been warmed up in the dryer or a heating pad, but they cannot be placed right on the heating pad. Let people know to put heating pad on lowest setting, put a towel on top of that, and then the kittens or puppies on the towel. They need to be fed puppy or kitten formula from Petsmart (if late at night Google for homemade formula recipes) from a tiny bottle or syringe. After feeding stimulate the rectum with warm wet cotton ball or cloth to make them go to the bathroom.

h) Accept Dogs/Cats into APA! Through PASS

a. Dogs

As a general rule, Austin Pets Alive only pulls from shelters. We take all big dogs that are at risk from the Austin shelter but pull smaller ones from our counties. The five counties are Travis, Williamson, Bastrop, Hays, and Caldwell. In an effort to provide a variety of animals to our adopters we will occasionally take small dogs and puppies under 4 months that are at risk in surrounding areas. For small dogs they need to be very cute, probably under 6 yrs. and they need to be social with other dogs and people. If they aren't toddler friendly or cat friendly that's okay. You need to email [dog adoption manager email] first to see if we can take the animal, but before doing that you need to gather all the info on age and behavior and get a photo. If we cannot take the dog you can either market it for the owner or send them the dog re-homing canned response. If it's a mama dog and puppies the owner may need to wait until the pups are weaned and contact us back to see if we can help. We normally cannot take the mom and pups, too, only the pups when they are 6 weeks old. If our managers decide we can take a dog or puppy you will send a response saying we can take the dog with instructions to bring to us. You may need to tweak the canned response to fit the situation. Make sure you always attach the PASS Surrender form (*Appendix H*).

Things to ask before checking with the dog adoption manager:

- What city/county?
- How old is the dog or puppy?
- Spayed/neutered/vaccinated?
- Friendly with other dogs, cats, kids and people?
- Healthy?
- Name of dog or puppy?
- Pic? (Important! Some people have told me a puppy is 3 months and when we got the pic it was about 9 months old)

b. Cats

Our cat adoption manager sometimes needs cats if we have space in our program. The cats usually need to be at least 6 weeks of age or 5 yrs. and under, except in special circumstances, such as if they are headed to shelters outside Travis and Williamson County where they could be euthanized.

If they are younger than 8 weeks or if it's a mama cat with babies then you'll need to check with [neonatal kitten nursery program manager]. If 8 weeks and old enough for the main cat program to take, the cat program manager will want to know if they are FeLV negative and they also must be very social with other cats, otherwise we cannot take them. If you send the cat program manager an email asking her to take a cat make sure to edit the subject to say "Want this (cute orange cat, this Persian cat, this black cat...etc. etc) and if she says she can take if FeLV negative send the 'Taking cat if FeLV negative' canned response (*Appendix I*).

If someone emails you about a cat and they live in Hays county ALWAYS check with the cat program manager to see if she can take the cat, no matter the age or behavior, and let her know the cat is in Hays county. There are two different canned responses for taking cats, and one talks about testing for FeLV. If the cat program manager says we can take a cat or kitten then you will reply to the owner/finder with info on how to bring the cat to us, if the FeLV test is needed (*Appendix J*) cc Cat Program Manager, and be sure to attach the PASS surrender form.

Things to ask cat owner before checking with the cat program manager:

- What city/county?
- Name of cat?
- How old is cat?
- Is the cat social with other cats and people?
- Is the cat healthy?
- Is the cat spayed/neutered/vaccinated?

- Has the cat been tested for FeLV? If not, would they be willing to test at Emancipet for \$20 IF the cat program manager says we can take it?
- Pic of cat?

i) Take Dogs/Cats with Owner/Finder as Foster

On a case-by-case basis we can sometimes take dogs/cats into APA! if the owner or finder can foster it until it has been adopted. We rarely do this because people will say yes and then two weeks into it, decide they can't foster anymore, leaving us to use an APA! foster for their dog, when we could have used our foster for a shelter dog. Do not suggest this to anyone but if a person asks if we can help them that way assess the situation. Is the dog highly adoptable, or is this a dog with behavior problems that could take 6 months or more to get adopted? If the latter, then probably no. If it's a highly adoptable small dog or puppy then we may be able to help but they need to know they have to foster until adopted no matter how long that takes. Once that is determined, gather all info on dog or puppy (or cat), get a pic, and first you will forward to either the dog or cat adoption manager to see if they are okay with doing this. If they are and the person is willing to foster then reply back to the person and send the "Taking Dog with Person to Foster" canned response (*Appendix K*) or "Taking Cat with Person as foster" (*Appendix L*) and cc the dog or cat foster manager.

Things to ask before checking with dog adoption manager:

- What city/county?
- How old is the dog or puppy?
- Spayed/neutered/vaccinated?
- Friendly with other dogs, cats, kids and people?
- Healthy?
- Name of dog or puppy?
- Pic? (Important! Some people have told me a puppy is 3 months and when we got the pic it was about 9 months old)

j) Respond to Other Shelters Asking for Help

Sometimes shelters outside of our 5 counties ask for our help with dogs and cats. You can forward these to our dog or cat adoption manager and just say something like: "Passing this on in case we can help" and then they can decide.

4) Social Media Guidelines

a) Networking on Social Media

Building a dedicated network of followers on social media is the MOST important thing you can do in the PASS program to be successful. People want to feel engaged and part of the process. When you create a post, go back to it throughout the day to check the comments, and respond whenever possible. We have almost 2000 people on the Facebook page we use for PASS right now, all loyal followers, and when we post something they go out of their way to help. We've had people drive halfway across the city or even to another city, to check on dogs and cats we post, simply because we have built a relationship with them through this program via my Facebook page. You will need to do the same. Thank them for their help, notice their comments, respond when you can.

b) What Can I Post About?

You can post about nearly any situation we'll get calls or emails about. For example, back before we had an emergency boarding program we had a girl call from a motel. She was standing in the lobby, being kicked out, with her tiny dog in tow. She had an old phone that did not take photos. We had her ask the staff at the hotel to take a pic of her little dog and text it to me. Once we got it, we posted it on Facebook to my network and explained she was about to be on the street with nowhere to go with her dog and at least wanted to get her dog safe. We posted her phone number and her name and asked people to call her if they could help. Several people jumped to help and one of my followers actually went to pick her up at the motel, fostered her little dog for her, and then drove the girl over to her grandmother's house in East Austin (they had been estranged) but when she took her there the grandmother agreed to let her move in until she found a job. So, please don't think you can't help people. If you take time to nurture our PASS Facebook page and get all of your friends and others to follow it, you can post anything and find help! Just make sure you try and use pictures if possible and always put contact info. A lot of people would rather you use their email and not their phone number so always ask first!

Dog or cat seen stuck on busy highway or median? Get info on exactly where (cross streets, exits, description of cat or dog) and post it!

Dog seen somewhere with tiny puppies? Get the location and post it!

c) When Posting about a Dog or Cat (for rehoming or temporary foster)

Always state what city a dog or cat is in and always use the owner or finder's email address (or phone if they approve that) for people to contact. You must put these things in each post:

For Dogs: What city they are in, how old are they, are they good with other dogs, cats, kids, and people, are they house-trained, crate trained, healthy, spayed/neutered/vaccinated, and tell something cute about their personality. If they have behavior issues it needs to be noted, but in a way that doesn't ruin their chances of getting adopted by the right person who can work with them. Use the "info needed to post your pet" canned response. It has all of these questions.

For Cats: What city are they in, how old are they, are they social with other cats and people, are there any litter box issues, are they spayed/neutered/vaccinated, and tell something cute about their personality...lap car or independent? Use the "info needed to post your cat" canned response. It has all these questions.

When you post any dog or cat make sure you check back during the day for comments, questions, etc. You cannot answer all of them, but you can remind them to contact the owner/finder via the contact information you put in the post. Sometimes our followers are APA! people and they will offer to help. If you don't watch for their comments and respond they will stop offering.

Be sure you post not only on the PASS page but also copy and paste a link to your post on the Pawsitively Texas Facebook page and any other pages that would help. For instance, if you get a blue heeler that needs a new home, Google for "Texas Blue Heeler Rescue Facebook". If it's a Yorkie look for Yorkie

rescues in Texas or small dog rescues in Texas. The more exposure you give these pets the greater the chance they have.

6)Rescues Resources

When trying to help a community member rehome an animal, it's a great idea to reach out to relevant rescues in the area. Remember to simply Google or search Facebook for the breed and rescues such as "Pit bull rescue Texas" , etc.

Pitbull and large breed friendly housing	http://love-a-bull.org/resources/housing/	
Pitbull rescue	http://love-a-bull.org/ http://www.reunionrescue.com/	
Small breeds	www.smallchancerescue.com	
Shih-Tzu (Lhasas and Pekingese) Rescue	www.weerescue.org	
Great Dane Rescue	www.pawsofaustin.org	
Cattle Dog Rescue	www.texascattledogrescue.com	

Appendix A: Canned responses to get information for PASS to market the animal

Information needed for me to market your dog:

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 for me to market your cat:

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!

Appendix B: Canned Responses to help callers/emailers market their animals themselves

Dog Rehoming:

Hi,

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 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:

Hi, ___ 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 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!

Appendix C: Low Cost Vet Information Canned Response

Hi, ____

I am so sorry to hear your pet needs medical help! Please contact any of these clinics listed below for super low cost care. Explain your situation to them. Most will work with you, and they also have Care Credit to apply for if that is an option as well.

Thrive Vet
(\$10 office visits!!)
Locations in RR, Austin, Houston
<http://www.thrivevet.com/>

Animal Trustees of Austin: (VERY low cost surgeries, help for low income persons and wellness!!)
5129 Cameron Rd.
Austin, TX 78723
Phone: (512) 450-0111
Fax: (512) 450-0177

Veterinary Surgical Solutions (will sometimes work with people and are lower cost)
Address: 9231 Burnet Rd #102, Austin, TX 78758
Phone:(512) 428-6167

Riverside Vet Clinic
2400 E Oltorf St,
Austin, TX 78741
[\(512\) 444-3111](tel:5124443111)

S. Congress Vet Clinic
3300 S. Congress
[512-442-7444](tel:5124427444)

Dr. Graef
4110 N Main St,
Taylor, TX 76574
[\(512\) 352-8897](tel:5123528897)

Animal Medical Center
1536 E. Anderson Lane Suite# A
[512-832-4119](tel:5128324119)

AM/PM (after hours emergency care)
2239 S.Lamar Blvd.
[512-448-2676](tel:5124482676)

If you need more help please let us know!

Thanks,

Appendix D: FeLV Information

Helping YOU Help FeLV+ Cats!

Step 1: Make sure your FeLV+ cat really has feline leukemia!

Idexx Snap/Elisa tests have false positives frequently. If you have run a Snap/Elisa test using whole blood, you first need to re-test using serum instead of whole blood. Blood simply needs to be spun down in a centrifuge and the serum used in a new Snap/Elisa test. Whole blood yields frequent false positives, serum does not. If you do not have a centrifuge, a vial of whole blood may be taped to a wall for 20 minutes and the blood will separate on its own in around 20 minutes, allowing you to gather only serum.

If your cat is under six months of age and has serum tested positive, you must re-test again at six months. Kittens have an approximate 30% chance of fighting off the virus, which they were presumably exposed to at birth. No cat should be declared truly FeLV+ until tested at six months of age. These kittens should be isolated from other cats during this time.

If your cat is an adult who has tested FeLV+ on an Elisa/Snap test, you still want to re-test again in 4 weeks. An Elisa/Snap tests measures exposure to the virus. Again, cats can, and many do, fight off the infection after initial exposure. If the Elisa/Snap tests positive on serum four weeks later, you can confirm the FeLV diagnosis.

An IFA Laboratory test is a definitive test, but is more expensive and must be sent to a lab, so it takes longer. The IFA test reveals true FeLV infection in the body, not just exposure to the virus, so it is considered conclusive. You may order an IFA after getting a positive serum Elisa test, if you choose, to be absolutely certain.

Austin Pets Alive! takes in the lion's share of Feline Leukemia cats in Texas. While we wish we could accommodate every FeLV+ cat in the country, it's important to realize that is not a long-term solution. We encourage other shelters and rescues to develop their own FeLV adoption programs and while we cannot accept every cat, we are happy to help you start a FeLV adoption program!

If you are interested in starting a FeLV adoption program, email cat-adoption-manager@austinpetsalive.org and we will share our resources with you! Also, check out American Pets Alive, our yearly conference in Austin, where we teach animal welfare advocates how to develop programs like this! americanpetsalive.org

Getting FeLV+ Cats Adopted

- Get a few wonderful photos of the cat for your marketing efforts. Try to include one photo of the cat with a person, and one photo of the cat with another pet.
- Write a touching, witty, and unique bio for the cat. Make sure to talk about things that make this cat special and worth adopting! Be honest about the FeLV while being tactful and ending on a positive note about why FeLV cats are worth adopting. See example below.
- Post the cat to every social media account you have. Twitter, Facebook, Pinterest, Instagram. Ask your friends and family, or your supporters, to share the post. Post the cat a couple of times per week at varying times, to make sure everyone is seeing your message. Make sure your post is uplifting and communicates the special features of the cat. Leave an email address people can contact you for more information about FeLV and the cat.
- Post the cat to "Special Needs" groups on Facebook, like Special Needs In Need, Special Needs Cats who Need Special Adoption, FeLV Advocate, Adopt an FIV or Feline Leukemia Cat, etc. There are many local special needs cat groups on Facebook too. Search for them and post your cat on each, asking supporters to spread the word!

- Post the cat to your local Craigslist, and every nearby Craigslist city. Post there every single day. Include the wonderful photos and a catchy, endearing, but honest bio. (See below for an example).
- Make flyers for the cat and post them everywhere pet lovers go. Ask your friends and family to print flyers and hang them up at work or other places they frequent. Ask your local shelters and rescues if you can hang the flyers up there.
- Contact FeLV-friendly cat rescues and shelters. If they cannot accept the cat into their facility, ask if you can foster the cat through them until she is adopted if they will assist you in marketing the cat. Ask if they can do a "courtesy posting" on Petfinder or their social media sites.
- If you are going to surrender the cat to a "Sanctuary", you MUST visit the Sanctuary in person to verify the quality of the facility as many sanctuaries are, unfortunately, guised hoarding situations. There are some legitimate FeLV Sanctuaries including Shadow Cats in Round Rock, TX and Best Friends in Utah but you should visit any in person before surrendering your cat there.
- Can you provide medical care to the FeLV cat if someone adopts her? This takes worry of excessive medical care away from potential adopters. Think of it this way, you would be paying the medical cost on the cat if she stays in your home or rescue group anyway, why not send her to a home and pay that cost?
- Have someone wanting a single cat and has no other cats? Introduce them to your FeLV+ cat first! Have an adopter who cannot make a 20-year commitment to a cat, but still wants a cat? Introduce them to your FeLV+ cat first!

It is very possible to adopt out FeLV cats. There ARE people who adopt these cats regularly! You may need to cast a very wide net to find them and it may take some time, but you CAN succeed and save FeLV cats!

Appendix E: Found Dog or Cat Canned Response

Hi, ____

Thanks for helping this ____! If this pet has an APA! microchip or was adopted from us, please email our adopt team at [adoption email] so they can connect you with the owner, or so we can take this pet back if the owner cannot be located!

If this pet was not micro-chipped or adopted from APA! then the first order of business if you haven't already done so, is to check it for a micro-chip. This can be done at any vet for free and only takes a few seconds.

After that, put up an ad on the lost and found section of Craigslist. Leave out some info only a true owner would know. Also, put up posters all over the area where you found this pet. If an owner doesn't come forward in a week, then you can start the re-homing process. Please email us back at that time for resources on how to do that.

If you do not have time to do these things and you are in Travis County you can surrender to Austin Animal Center. They will check for a microchip, give the owner time to reclaim their pet, and then put this pet up for adoption or rescue. They only euthanize for aggression and illness, and APA! and other rescues pull from there if an animal is at risk. If you are in Williamson County you can surrender the pet to the Wilco shelter. They only euthanize for aggression and illness, too!

If you are in some other county please let us know so we can share more resources.

Thanks,

Appendix F: How to Screen Potential Adopters Canned Response

Please make sure you get a vet reference (get the name and number of the vet the potential adopter uses and the name of the pet they take there), and then call the vet's office (speak to receptionist) to verify it and ask them if they would recommend that person as a responsible pet owner. The vet's office 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. Be sure to let the people know if your dog does not work out as a pet in their home that they are to call you to reclaim the pet and not just take your dog to some animal shelter. It would be a great idea for you to give someone adopting your pet a two-week "trial adoption" with the understanding your dog can be returned to you if it doesn't work out.

Thanks!

Appendix G: Found Kittens and Feeding Kittens Canned Responses

Hi, __

If you have found baby bottle kittens please refer to this excellent resource:

http://www.austinpetsalive.org/get-pet-help/found-kittens/?gclid=CIWGwbvH_LQCFaGPPAodyV4AQA

If you are in Travis County they will be safe at Austin Animal Center. If you're in Williamson County they should be safe at the Wilco shelter. They will probably not be safe in any other county. If you are outside these two counties please let us know ASAP!

Thanks,

Appendix H: PASS Surrender Form

PASS Surrender Form

Date _____ Species _____
Animal Name _____ Age _____ Breed _____
Sex _____ Spayed/Neutered: Yes No

Has this pet bitten a person in the last ten (10) days? Yes No Date _____

SURRENDER HISTORY

How long have you owned the animal? _____
Where did you get the animal? Another Shelter Pet Store Newspaper Breeder
 Friend/Relative Found as a stray at or near _____
 Born in my home Other _____

MEDICAL INFORMATION

Has the animal been to a veterinarian? Yes No Not sure
Veterinarian _____ Is he/she current on vaccinations? Yes No Not sure
Does the animal have any injuries or health issues? Yes No Not sure

GENERAL PERSONALITY

How would you describe the animal most of the time? *(Check all that apply)*
 Very active Couch potato Talkative Quiet Playful Friendly to family Escape artist
 Shy to family Friendly to visitors Shy to visitors Affectionate Fearful Independent
 Fearless A clown Aloof Withdrawn Solitary

How does your pet interact with the following:

Dogs Playful Fearful Aggressive Tolerant Easygoing Dominant Chases Unknown
Cats Playful Fearful Aggressive Tolerant Easygoing Dominant Chases Unknown
Kids under 5 Playful Fearful Aggressive Tolerant Easygoing Dominant Chases Unknown
Kids 6-12 Playful Fearful Aggressive Tolerant Easygoing Dominant Chases Unknown
Kids 13-17 Playful Fearful Aggressive Tolerant Easygoing Dominant Chases Unknown
What, if anything, is he afraid of? _____

What, if anything has your animal been aggressive towards? _____

CATS

Barn Cat Lap Cat Loves to be inside only Loves to go out sometimes Outdoor only
 More like a dog Great Mouser Will hunt birds when outside

Is the cat declawed? Front Back All Four Feet

Is the cat litter box trained? Yes No What type of litter is he used to?

Has s/he ever urinated outside the litter box? Yes No; If yes, please explain

DOGS

Has the dog had any obedience training? Yes No Not sure

Is the dog crate trained? Yes No

What commands does the dog know? Sit Stay Down Off Heel Come Other _____

Does the dog come when called? Yes No

Does the dog jump fences? Yes No If yes, how high? _____ Does he dig under fences? Yes No

Is the dog house trained? Yes No Somewhat

If somewhat, does it... lift his leg? urinate when he's excited? urinate in his crate? have accidents if left too long? cannot be trusted alone? other _____

Where is the dog kept during the day? _____ At night?

When was the last dose of Heartworm and/or Flea Prevention given?

Brand/Dose? _____

Monetary contribution for the care and re-homing of your pet?

\$ _____

Surrender Agreement: I certify that I am the finder of or have the authority to surrender the animal described to Austin Pets Alive! (APA!). I hereby relinquish all rights of ownership and any right to information on the disposition of the animal described to APA!. I also authorize the release of any veterinary records regarding the animal. I certify that to the best of my knowledge I have disclosed all of the information about the animal concerning health, behavior, history and anything else that may effect the safe placement of the animal in a new home. If I reclaim this animal from APA!, I agree to reimburse APA! for its expense of caring for the animal and any expenses associated with preparing and holding the animal for adoption.

Signed _____ Date _____

Printed Name _____ Phone _____

Address _____ City _____ State _____ ZIP _____

Alternative language for PASS Surrender Form w/ Contactor Fostering:

Surrender Agreement: I certify that I am the finder of or have the authority to surrender the animal described to Austin Pets Alive! (APA!). I hereby relinquish all rights of ownership and any right to information on the disposition of the animal described to APA!. I also authorize the release of any veterinary records regarding the animal. I certify that to the best of my knowledge I have disclosed all of the information about the animal concerning health, behavior, history and anything else that may effect the safe placement of the animal in a new home. I understand that I have agreed to foster this animal until it is adopted. I agree to participate and cooperate in adoption efforts by promptly supplying APA! with all marketing materials requested, attending appropriate adoption events, keeping scheduled medical clinic appointments, and promptly responding to adoption inquiries. If I do not fulfill these requirements,

or if I am no longer able to foster this animal, I further understand that the animal will be released to me and I will need to make alternate arrangements for rehoming this animal.

Appendix I: Taking Cat if FeLV Negative Canned Response

Hi _____,

We can take your cat if you can do a FeLV test. Emancipet (www.emancipet.org) will do the test for \$20 and have a walk in clinic. Once the test is done and is negative please bring your cat and the negative test results to Town Lake Animal Shelter at 1156 W. Cesar Chavez between noon and 6pm. Come to Building C and ask for our cat adoption manager and let them know we agreed to take your cat. Please bring the attached surrender form when you come and please "reply all" to this and let us know when you will get the test done and bring your cat. I have our cat adoption manager copied here so she needs to be included on your emails.

Thanks!

Appendix J: Regular Taking Cat Canned Response

Hi _____,

We can take your cat at Austin Pets Alive! Please bring him/her to Town Lake Animal Shelter at 1156 W. Cesar Chavez between noon and 6pm. Go to Building C and ask for our cat adoption manager and let them know we agreed to take. Please bring the attached surrender form when you come. I have our cat adoption manager copied here so please "reply all" to this email and let us know when to expect you.

Thanks!

Appendix K: Taking Dog With Person As Foster

Hi _____,

We can take _____ into APA! with you as the foster. Please understand this means you are agreeing to foster until adopted, no matter how long that takes. The first thing we need you to do is fill out this foster form: [link to online foster form]

After that you will fill out the attached surrender form and return it to [dog foster manager email]. Please also email any medical records you have.

I have both our dog adoption manager and our dog foster manager copied here so when/if you reply to this email please "reply all" so they will be included in all correspondence from here forward. Once the foster form is submitted and the surrender form and any medical records you have are received we can get _____ into our system and at that time the foster team will be in touch with you to let you know how fostering works. Basically any inquiries will be forwarded to you and you will have 24 hrs. to get back to the potential adopter to set up a meet and greet, etc.

Thanks!

Appendix L: Taking Cat With Person As Foster

Hi _____

We can take this cat into APA! with you as the foster. Please understand this means you are agreeing to foster until adopted, no matter how long that takes. The first thing we need you to do is fill out this foster form and submit: [link to online foster form]

After that you will fill out the attached surrender form and return it to [cat foster manager email]. Please also email or fax any medical records you have.

I have both our cat adoption manager and our cat foster manager copied here so when/if you reply to this email please "reply all" so they will be included in all correspondence from here forward. Once the foster form is submitted and the surrender form and any medical records you have are received we can get _____ into our system and at that time the foster team will be in touch with you to let you know how fostering works. Basically any inquiries will be forwarded to you and you will have 24 hrs. to get back to the potential adopter to set up a meet and greet, etc.

Thanks!