

How to Organize a Spay Day Event

[SPAYDAY 2011.]

hsvma HUMANESOCIETY
VETERINARY MEDICAL ASSOCIATION


THE HUMANE SOCIETY
OF THE UNITED STATES

How to Organize a Spay Day™ Event


Maximizing Veterinary-Volunteer Partnerships




Your presenters!



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Humane Society Veterinary Medical Association

- National veterinary medical association focused on animal welfare
- Affiliate organization of The Humane Society of the United States (HSUS)
- Animal advocacy, public education and field service opportunities
- Learn more at hsvma.org





Agenda

- Spay Day™ – why, what, messaging and photo contest
- The who, what, where, when and why of planning a Spay Day™
- Spay Day™ committee roles
- Maximizing veterinary partnerships
- Timeline
- Resources
- HSVMA benefits for veterinary participants




humanesociety.org/spayday

Why Spay Day™?



Why Spay Day™?



Why Spay Day™?



What is Spay Day™?



- Touches the lives of more than 100,000 animals each year.
- Raises hundreds of thousands of dollars for spay/neuter.
- Get thousands of media mentions.
- Reaches at least tens of thousands of people around the world with the spay/neuter message.
- Engages hundreds of organizations in more than 35 countries.



How to Organize a Spay Day Event



Nearly \$500,000 to local organizations since 2008.

2010 alone, \$313,773.80 disbursed:

- 225 U.S. organizations
- 61 international organizations
- \$240 - \$32,000+!
- Many \$1,000 - \$6,000

Other benefits as well.



Effective Materials

- Based on extensive research of pet owner attitudes and behaviors
- Focuses on euthanasia
- Presents the subject seriously
- Uses the phrase "put down"
- Makes the message personal by referring to the offspring of the pet owner's unaltered pet
- Full report available at www.animalsheltering.org/spayneutercampaign



The Many "Faces" of Spay Day™



The Many "Faces" of Spay Day™



Getting Started – Prep Work

- Who: The Players
- What: Type of Event
- Where: Veterinary clinic and/or shelter
- When: February 22, 2011
(or sometime during the month of February)
- How: The Plan



Who are the key players?

- Core group
- Leader (chair) of the event
- Veterinary professional in organizing committee
- Involve local rescue groups and shelters
- Welcome ideas and participation!



What type of event?

- If this is your first year, start small!
- Assess community needs
 - Dogs and/or cats, ferals
- If unable to host an event at a clinic or shelter, consider:
 - Voucher or coupon program
 - Fundraising or educational event
 - Lobby legislators
- Go to humanesociety.org/spaydayparticipate
 - Review the *Spay Day™ Event Planning Guide* for more ideas



Where to host the event?

- One location or multi-site event?
- Animal shelters
- Private veterinary clinics
- Veterinary schools and veterinary technician schools



- On Tuesday, February 22, 2011 (Spay Day™)
- On a weekend day either before or after Spay Day™
- Every Saturday or Sunday during the month of February
- Anytime in February 2011 - whatever works best for the clinic, the veterinary staff and your volunteers!

How to do it?

- Form Spay Day™ Committee
- Assign committee tasks
- Develop timeline
- Create a plan
- Make it happen!



Spay Day™ Committee - Roles

- Chair
- Veterinary Coordinator
- Fundraising
- Volunteer Coordinator
- Publicity
- Client Coordinator/Scheduling



Committee Tasks – Veterinary Coordinator

“Vetiquette” is important!

Recruiting veterinary professionals

- Highlight benefits in invitation to veterinary professionals
- Add a personal touch
- Relationship building



Committee Tasks – Veterinary Coordinator

Recruiting veterinary professionals

- Be courteous and respectful of time and ability to participate
- Appropriate response to “No”
- Local and/or state veterinary medical associations
 - For contact information on state VMAs go to avma.org/statevma



Committee Tasks – Veterinary Coordinator

Recruiting veterinary professionals

- Ask veterinary professionals to recruit their peers
- Learn their lingo
- Solicit input
- Offer clinic promotion in the community



Committee Tasks – Veterinary Coordinator

Pre-Spay Day™

- Clinic volunteer needs
 - Find out how many they need
- Manage clinic expectations/provide training
- Clinic input and decisions
 - Let the clinic pick the number of animals they are willing to sterilize and the schedule



Committee Tasks – Veterinary Coordinator

During and Post-Spay Day™

- Spay Day™ liaison
- Follow through on commitments
 - Spay Day™ volunteers get hungry!
- Prompt reimbursement and thank you's!



Important Considerations

- Handling of pregnant animals
- Blood tests?
- Microchipping – mandatory?
- Post-surgical care
- “Emergency fund” for any complications



Committee Tasks – Fundraising

- Solicit corporate sponsorships
- Donations and/or discounts of medical supplies
- Local pet stores



- Local rescue organizations
- City and county funds
- The public
- Host a fundraiser



Committee Tasks – Volunteer Coordinator

Recruiting and training volunteers

- Estimate the number of volunteers needed
- Utilize local rescue groups to recruit volunteers
- Use e-mail and other networking forums to keep volunteers up-to-date
- Training sessions
- Clear guidelines



Committee Tasks – Volunteer Coordinator

During and post Spay Day™

- Have all volunteers sign a waiver
- Provide “goodies” for the volunteers
- Make sure volunteers know job duties
- Seek volunteer input
- Thank everyone for volunteering!



Committee Tasks – Publicity

- Press advisory in advance
- Send out a press release on the day of the event
 - Samples available in the *Spay Day™ Event Planning Guide* at humanesociety.org/spaydayparticipate
- Letter to the Editor
- Tips –
 - Identify a spokesperson and take good photos for next year!

Committee Tasks – Client Coordinator/Scheduling

- Develop parameters for the clientele/animals you are going to serve
 - Possible criteria can include:
 1. Income levels
 2. Geographic region you will service
 3. Number of animals allowed per family
 4. Age and size of animals who can participate
- Advertising
 - Prepare flyers and e-mail announcements advertising the opportunity for caregivers to have their pets sterilized during Spay Day™

Committee Tasks – Client Coordinator/Scheduling

- Working together
 - Utilize volunteers to reach out to target community
- Designated contact information
 - Have a designated phone line or email
- Scheduling
 - Come up with a scheduling system that accommodates the clinic's needs (e.g., drop off and pick up times)



Committee Tasks – Client Coordinator/Scheduling

- Reminders
 - Make reminder phone calls to participating clients
- Guidelines for participating
 - Remind clients of guidelines for participating
- Drop off and pickup times
 - Make sure clients know drop off and pickup times!
- Paperwork
 - Make sure clients sign appropriate paperwork (waivers) and have after-care information



Timeline – Countdown to Spay Day™

- **3 months out:** form Spay Day™ Committee, develop detailed timeline
- **2 ½ months out:** initiate fundraising, send invitations to veterinarians
- **2 months out:** confirm clinics, recruit volunteers, finalize sponsorships
- **6 weeks out:** advertise appointments, finalize in-kind donations, order t-shirts and other supplies
- **4 weeks out:** schedule appointments, train volunteers
- **2 weeks out:** hold final Spay Day™ committee meeting to discuss details, develop press releases, touch base with veterinary clinics
- **1 week out:** make reminder phone calls to clients



Spay Day™ Resources

- Official Spay Day™ Websites – humanesociety.org/spayday and hsi.org/spayday
- Register Your Spay Day™ Event (beginning Nov. 1st) – humanesociety.org/spaydayregister
- Photo Contest Rules (updated Nov. 1st) – humanesociety.org/spaydayeligible
- Flyers, Ads, Billboard Art (beginning Nov. 1st) – humanesociety.org/spaydayaction
- *Event Planning Guide* – humanesociety.org/spaydayparticipate

Other Resources

- **Messaging Spay/Neuter** – animalsheltering.org/spayneutercampaign
 - Click on “Read the Report” to learn about the research behind the Spay Day materials
- **Humane Society University** – humanesociety.org/university
 - Examples of online courses:
 - Volunteer recruitment and screening
 - Essentials of fundraising
- **Petsmart Charities** – petsmartcharities.org
 - Examples of recorded webinars:
 - Starting a large-scale collaborative spay/neuter event in your community
 - Creative funding for spay/neuter programs

HSVMA Perks for Veterinary Involvement In 2011

- Free HSVMA membership for veterinary professionals who participate in Spay Day™
- Special certificates of appreciation
- A chance to win a trip for two to HSUS' Animal Care Expo 2011!
 - Taking place at the Walt Disney World® Coronado Springs Resort in Orlando, Florida



hsvma HUMANE SOCIETY VETERINARY MEDICAL ASSOCIATION

To qualify for HSVMA perks, photo contest funding and other benefits, you must fulfill certain eligibility requirements.

The first is to register your Spay Day™ event.

- November 1, 2010—Spay Day™ 2011 Event Registration opens
- Login to your record—or, if you're brand new to Spay Day™, create a new one—at humanesociety.org/spaydayregister
- Report your event results by March 14, 2011.

TM

More than 600 registered events in U.S., D.C., and 4 U.S. territories.



TM

Millions of homeless animals are put down in the U.S. and around the world each year.

Help shine a spotlight on the solution.

Be part of the worldwide event • Get increased media attention for your important work • Raise money for spay/neuter



Organize an Event for the 17th Annual Spay Day Tuesday, February 22, 2011

humanesociety.org/spayday

[SPAYDAY 2011.]

Please Spay or Neuter Your Pets



Comments or Questions?

