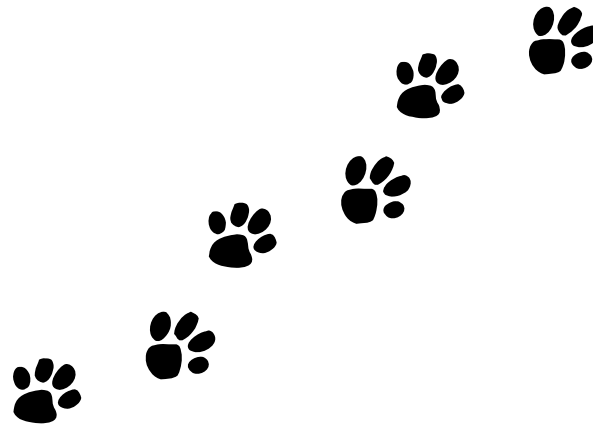
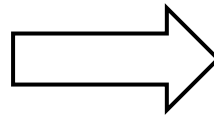


# Putting Your Best Paw Forward

## Marketing Strategies



# The Name Change!



Our goal is to be known as THE  
place to adopt an animal.

We are not *just* the local shelter.

# Developed a Mission Statement

*Our mission is to provide a temporary safe haven for animals until we find them permanent homes.*



To improve our public image we have made changes to the grounds and building entrance with landscaping.



Built kennels and created an acre bark park with gazebo.



Created an atmosphere that is warm and friendly.  
We installed a new counter.



A local artist donated his time and talent to decorate our walls.



# The creation of Kitty City



# Our friendly and courteous staff



Our facilities are kept clean and sanitary using prisoners from work release.



# Being Responsive To The Public



# Public Friendly Hours

- Mondays and Fridays 10 am – 6:15 pm
- Tuesday, Wednesday and Thursday 10 am – 5:15 pm
- Saturday 10 am – 4 pm



# Making A Good Impression

Staff is easily identified with our logo and their name on their shirts.

They are ready to help or answer any questions that you may have.



The animals that are ready for adoption have been spayed or neutered. And have had all of the appropriate vaccines.



An adoption packet is given to each family who adopts an animal.

It contains:

- Adoption paperwork
- Suggestions on training and behavioral issues
- Complimentary veterinarian visit within the first week of adoption (with participating local veterinarians)
- Pet toys
- Coupons

Our professional, courteous and knowledgeable Animal Control Officers are known as the best in Michigan.



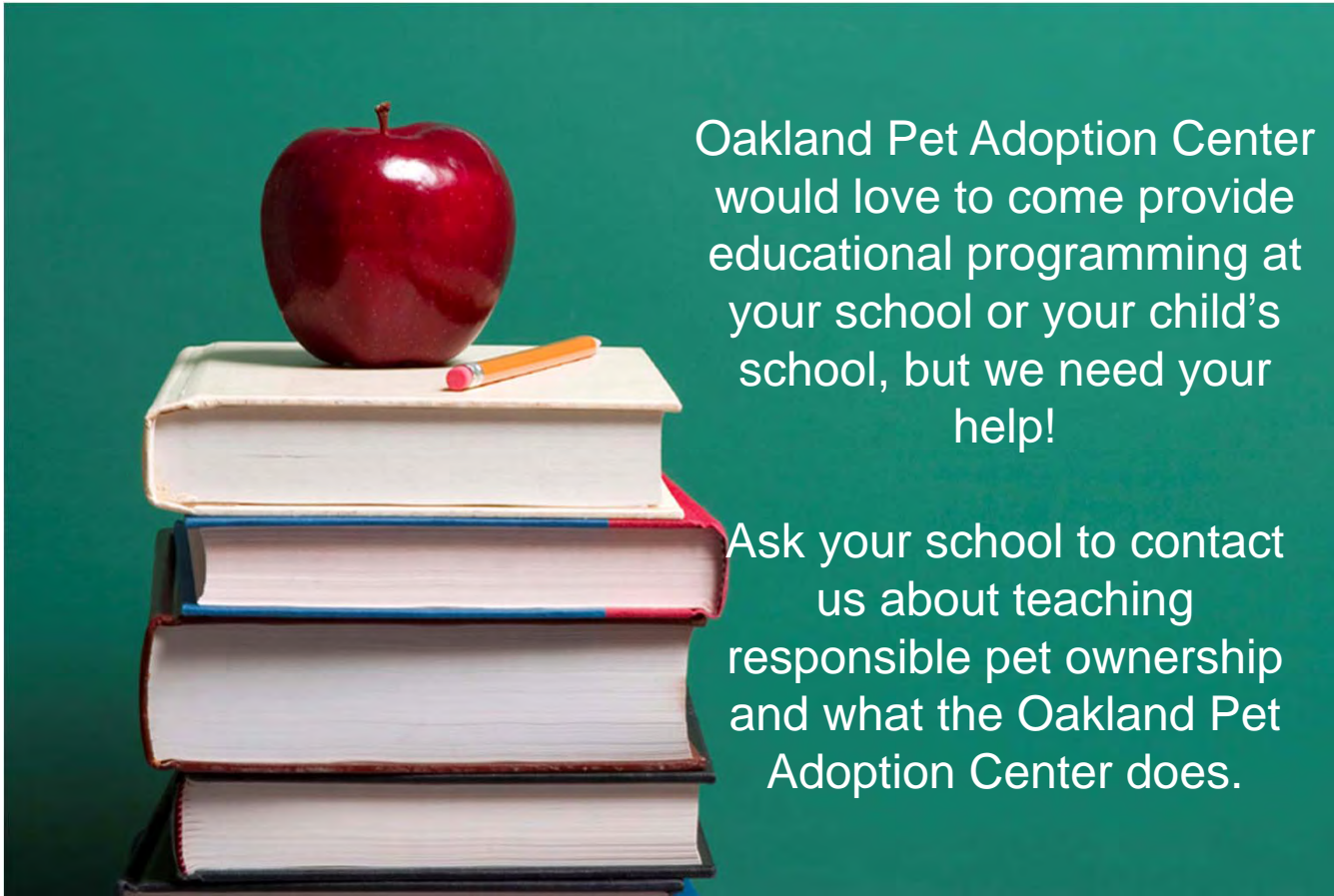
# Providing The Community With Opportunities

# Low Cost Spay/Neuter Clinics

To date with the help of the Michigan Pet Fund Alliance the shelter has spayed / neutered over 4,000 cats for low – income residents.



# School Programs



Oakland Pet Adoption Center would love to come provide educational programming at your school or your child's school, but we need your help!

Ask your school to contact us about teaching responsible pet ownership and what the Oakland Pet Adoption Center does.

# The Teacher's Pet Program

Dogs are paired with at risk youths. The youths teach the dogs basic commands and with that comes self respect and confidence.



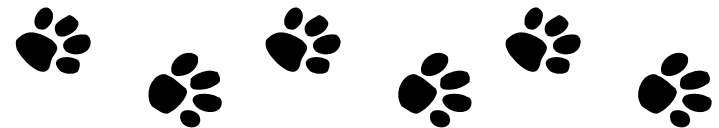
# CATS PROGRAM

Cats are taken to area senior living centers. They have the opportunity to play with the cats and / or adopt one.



# Volunteer Opportunities

Volunteer participation for the animal's socialization and exercise.



# Donating To The Shelter



Eagle Scouts earned badges for their generous donation.



Generous young lady who donated her Birthday and Christmas money to buy the food pictured.

# Community Service

We encourage school age students to get involved at the Adoption Center.

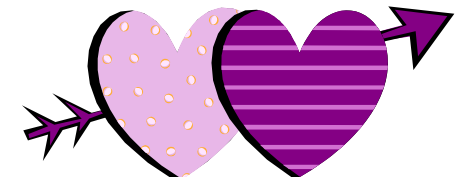


# Birthday Parties At The Shelter

Young animals lovers are welcome to spend their special day with the animals.



# Adoption Events



# Collaboration with Rescues



## MEGA ADOPTION EVENT

### Participating Rescues

Michigan Pug Rescue, Oakland Pet Adoption Center, Midwest Small Breed Rescue, Canine Companion Rescue Center, Michigan Pit Bull Rescue, Mackenzie's Animal Sanctuary, Michigan Greyhound Connection, Tiny Paws Rescue & Sanctuary Limited, Poochie Pals Small Dog and Shih Tzu Rescue, Golden Retriever Rescue of Michigan, Cocker Spaniel Rescue of Mid Michigan, National Brittany Rescue, Faithful Friends Animal Rescue, Midwest Boston Terrier Rescue, Great Lakes Mastiff Rescue, REGAP, Keego Kitties, Michigan Coonhound Rescue, Mid Michigan Boxer Rescue, Methners Second Chance Rescue, Naked K9 and small dog rescue, Col. Potter Cairn Rescue Network, Halfway Home Canine Rescue & Training, Paws for Life Rescue and Adoption, Canine Companions RescueCenter, BREW Midwest Beagle Rescue, Michigan Weimaraner Rescue, and Michigan Animal Rescue League

### Participating Vendors

Angels for Animals, Michigan Pet Fund Alliance, Tinkle Spots, Rev. Claudia Barber, Faithful Friends Animal Rescue, Celebrity Pets Co - Laurel Park Place, Patterson Chiropractic, P.C., Costco Wholesale #376, U. S. A. Therapy Dogs, Inc, Gizmo Etc., Union Lake Veterinary Hospital, Animal Rehabilitation Center of Michigan, Oakland Veterinary Referral Services, Raining Cats and Dogs, Wrigley's Rewards, Nooters Club, Bark Busters Home Dog Training, Pet Art by Jen, Emmy's Pampered Pooch, Hagopian Cleaning Services and Pet Supplies "Plus"

# Yearly Adoption Events

- Meet Your Best Friend At The Zoo (May & September)
- Paws and Claws (May)
- Pet-A-Palooza (July)
- Pet Supplies Plus Cat Adoption (Spring / Fall)
- Fall Shelter Event (September)

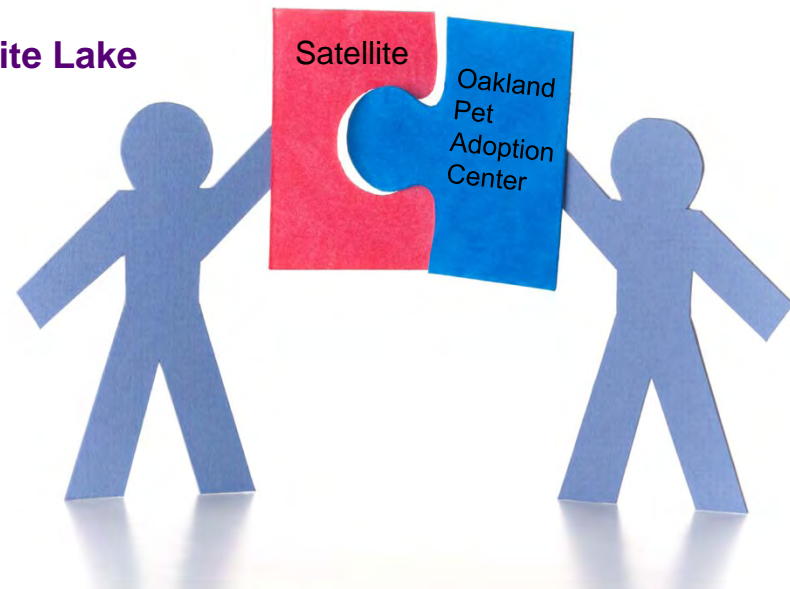


# Satellite Adoption Sites

In order to increase cat adoptions, we have contacted area veterinarians, groomers and pet supply stores. Participating facilities feature an adoptable cat(s) in their lobby.

**Current satellites are:**

- **The Cat Practice**
- **Pet Supplies “Plus” Bloomfield Hills & White Lake**
- **Advanced Petcare of Oakland**
- **Auburn Animal Hospital**
- **Maxx’s Place Dog Grooming**
- **Allen Animal Hospital**
- **DePorre Veterinary Hospital**
- **Animal Medical Center of Troy**
- **Avon Animal Clinic**



# Question & Answer Time

