Reaching the Next Generation

Connecting with the Fastest Growing Segment of Adopters
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2017 Pet Industry Woman of the Year Rising Star *Winner* (WIPIN)

Bonafide Millennial

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2014 Pet Industry Woman of the Year (WIPIN)
PetAge 2015 Woman of Influence

NOT a Millennial
How do we know what we know?

In addition to combing through oodles of current published statistics, research and analysis¹, we also consulted with adoption professionals from:

• San Diego Humane Society
• Seattle Animal Shelter
• Project Blue Collar
• SAAP (Stray Animal Adoption Program – Cincinnati)

Interviewed first-time Millennial adopters who worked with the following organizations:

• Lifeline Puppy Rescue
• Longmont Humane Society
• Seattle Animal Shelter
• SPCA of Tompkins County

AND…we conducted a nifty survey of over 160 new pet parents between the ages 18 and 36!

We promise that will be the LAST slide with bullet points.

- Bullet points loads of bullet point
  - Sub bullet points
- Bullet points loads of bullet point
  - Sub bullet points
Who are these “Millennials” of which you speak?

Hello
I am a

Millennial
Born between 1980 and 2000
Let’s meet the Millennial pet parent...
Millennials make up 27% of the adult population in the US

Officially... they now own more pets than any other generation

Let’s be clear, human... I am ALLOWING this to happen because a treat is forthcoming...
Millennials, on average, get their first pet as an adult at age 21.

Adopt a human, they said...it’ll be fun...
82% Millennials are far more likely to feel that getting a pet is part of preparing to have a family.

Just so’s we’re clear...I’m the ONLY baby you want...right?!?

Unfortunately, 46% of young adults state that they find shelter & rescue pets less desirable.
How can I be less desirable???
Look cleaner. Smell better.

All the pictures showed dogs sad and depressed in cages...I want a happy dog.

I wanted to make sure there were no crazy behaviors

Wanted a puppy. Shelters never have puppies.

Have more extended hours. I had to move around my work schedule to try to meet different animals and sometimes it was impossible, and I kept missing out on pets I really wanted to meet.

I’m not going to that neighborhood. I’m only going to adopt from them at an offsite event.
Be online. Let me apply online. Let me see my options before I come in so I don’t waste my time.

I could not even tell you where the shelters or rescues are in my town because I have *never heard or seen a thing about them*...social media, anyone?

Make the adoption process more CLEAR online.

Update your website! All the animals listed were actually unavailable.

Put more info about the pet online. I don’t want to go meet a pet and then feel on the spot because there are a bunch of issues you never put in the online profile.
Pictures next to other objects to would really help with size comparison.

Post more relatable stuff. Funny pictures. Outside of the cage. Fun videos. Show me happy animals.

Great pictures (or video!) with a good story about the animal's background can go a long way!

Please use current and GOOD pics. Accurate bios with an attempt at behavior notes. Instagram seems SO underutilized for shelter pets.

Pictures next to other objects to would really help with size comparison.

Take pics where the pet doesn't look scared. I'm not sure how reasonable that is, but the pets always seem to look scared and/or sad.
Wanted a pet right away...they said I had to wait until they had time to review my application.

Went through entire, really long adoption application process only to be told the dog we wanted was no longer available/adopted by someone else.

Is a home visit and 3 references really necessary??

Quit nit-picking over every little thing -- especially when you clearly have an educated, eager person.

Relax that application!

Be more responsive when applications are received. We waited for WEEKS!

Less restrictions. So many rules, it’s just easier to buy a dog off Craigslist.
I told the woman I was a student and that made her second guess me as a candidate because she thought I wouldn't be home enough; don't judge a person's ability by their age.

Don't dissing good breeders and people who want pure bred dogs! Respect people's differences and work together, PLEASE!

Don't judge people! Just because I want a certain kind of dog doesn't mean I won't be a good pet owner!

I was denied because I rent and don't have a fenced yard. Like people who don't own their home and have to walk the dog instead of just letting them out the back door aren't worthy of having a dog?

Answers on some piece of paper can't tell you if I'm going to be a good pet parent. Talk to me, trust that if you provide support, I will be a good pet parent.

If you are going to deny an application just because someone already has another pet or rents...be upfront about it.
They did NOTHING to help me after the adoption…vaccinations, training, what supplies I needed? I was lost and needed help. If you’re not offering vaccinations or classes at least have a list of where they are available. It’s like once I had the dog…they just didn’t care anymore.

Shelters need HONESTY. She was very ill and they told me she was fine. My vet wanted me to return her, so I changed vets. She wasn’t a defective toaster. But I spent thousands of dollars caring for her for something I found out the shelter KNEW was an issue when I adopted her.

When I adopted my cat, the staff did not give me much info about him at all. I wish I had known the obvious issues he had so I could have helped him acclimate to his new home better in the beginning.

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DO NOT LIE ABOUT BREEDS. IF YOU LIE ABOUT A BREED, THE OWNER WILL GET BLINDSIDED WITH THE TIME, COST, AND ENERGY…AND LAWS OF THE ACTUAL BREED.
74% of Millennials feel “technology makes their lives better”
Millennials grew up in the age of “Knowledge Sharing”
Welcoming Web Spaces

I think I want a dog...

Ooh...so many available dogs at the Humane Society!

Pick me!
Remove Barriers

Start the Process of Adopting Me NOW!

Online Adoption Application
Dogs & Cats
June 11th, 9am-2pm
Hoboken’s Midtown Farmers Market
“Rummage & Ruffage”
@ the corner of Willow & 6th

Preview animals available at libertyhumane.org and get pre-approved for adoption.

Adoption Application

Filling out this application does not guarantee that the dog you choose will be available to you. We carefully review each application and place dogs based on a variety of criteria and ultimately, will always act in the best interest of the dog.

Please note: This application is forwarded to several Rocket Dog volunteers who respond in a coordinated effort. Your personal information will never be shared, but you may receive responses from emails that don’t contain @rocketdogrescue.org, as volunteers use their personal email addresses.

Also, note that Rocket Dog does not adopt dogs to residences outside of the state of California.

Online Adoption Application

Please fill out this online application if you can click on submit at the bottom and it will call you once we have received it. Do not submit. You can also download a copy of the application to fill out later or bring with you to the shelter. If you have trouble filling out the application online or downloading it, you can always come on in to the shelter and fill one out.

Download the application here.

We reserve the right to refuse any adoption to any person for any reason.

SERIOUS INQUIRIES ONLY

PLEASE NOTE:

1. This online adoption application is for your convenience only, and does not guarantee that the animal of your choice will be available for adoption. You must still come to little shelter where you will be interviewed by our staff for approval to adopt.

2. You must be 21 years old to adopt one of our animals.

3. Bred requests will not be honored once the Internet. We update our pages as soon as possible where all breeds are for public view on the world wide web.

4. The adoption form must be filled out in its entirety. We receive many online adoption applications and appreciate you taking the time to fill them out. But we cannot process your adoption application if all or the requested information is not presented to us. We do not respond to those who submit incomplete application forms, so please supply all of the information that is requested.
State Current...or become irrelevant

Seriously?!?
Every cat I click on was adopted like 4 months ago? Let’s find a different place to get cat...
These were the LATEST posts (screenshots taken on 4/5/17)
Over 96% of adults 18-35 own a smartphone... and use it for EVERYTHING.

Yes, but does GrubHub deliver salmon treats??

"Millennials are Top Smartphone Users," Nielsen, 2016
Mobile-Responsive...EVERYTHING

OMG...the Border Collie mix is still available...

Already halfway through the application, darling...
Which would you rather?

OR

We advance the welfare of animals and promote positive relationships between animals and people.

- adopt a dog
- adopt a cat
- adopt a
- lost your
Which would you rather?
Which would you rather?

OR
Call your web developer and tell them...

- Make it mobile responsive
- Profile space for personality description
- Space to outline known issues & concerns
- Space for multiple high-resolution pics
- Sorting by more than species: personality, age, size, etc.
Social Media Works

Did she just retweet something about adopting a CAT?!?
66% of Millennials have Facebook accounts for their pets

Personally, I prefer Snapchat...I don’t like to linger anywhere very long.

And 35% have Instagram accounts featuring their fur kid... this better just be for SnapChat...

Facebook

Lifeline Puppy Rescue added 13 new photos.

CUTENESS ALERT! We just transferred in over 50 puppies! Come meet all of the puppies this Saturday and Sunday from 11AM to 3PM at our shelter. We will post more pictures and info on each puppy in the coming days! www.lifelinepuppy.org

The SPCA of Upstate New York

Come join us tomorrow at the Petsmart in Wilton from 9AM ❤️

PAWS New England

Despite everything that life has been through, she greets every person with a wagging tail and a waggy butt. You’d never know that she once lived a life of abuse and neglect. Those days are behind her, and thanks to our friends at Happy HS in Somerville, MA, and PAWS, Babs is onto better things!

At 8 years old, Babs is a gorgeous pocket poodle of all pounds. She loves people and cuddling on the couch. She enjoys going for walks, playing fetch and chasing balls. babs is a girl... See More
Change perceptions by creating community

As long as she didn’t tag us in those humiliating sweater pics from Christmas, I’m cool.

Toby, Mom is looking at the Humane Society’s Instagram feed again!
I picked up mine at a pet adoption event at BrewWorks...where'd you find yours?

Meet them in Their Favorite Spaces

Saturday Farmer’s Market down by the river front.
Animal Rescue League of Boston, Dedham Branch
January 20

Join our Young Professionals Group at Boston’s EBF Everybodyfights By George Foreman III for a boxing workout benefiting shelter pets at the Animal Rescue League of Boston! Tickets are $30 and can be purchased via the link below.

Workout for Whiskers

Join the Animal Rescue League of Boston’s (ARL) Young Professionals for Everybody Fights for a boxing workout benefiting shelter pets at the Animal Rescue League of Boston.

ARLBOSTON.ORG

THURSDAY
Sneak PEAK

DONATE $25 OR MORE AND GET ONE OF 10 R4A GROWLERS!!!

DCShiba Inu Rescue
Saturday
February 25, 2017
12PM - 2PM
Ashburn Farm Market Center,
43330 Junction Plaza #176,
Ashburn, VA 20147

DCShibaInuRescue at
WHOLE PET CENTRAL

328 N Sullivan Rd STE 8,
SPOKANE VALLEY

CRAFT BEER TO GO
March 9
6-9 PM

GROWLERS FOR HOWLERS
BUY A BEER & SAVE A LIFE
THIRD ANNUAL MUFF CUP

COCKTAIL COMPETITION

08.22 7-10 PM

HOTEL TANGO ARTISAN DISTILLERY

702 VIRGINIA AVENUE • INDIANAPOLIS, IN 46203

EARLY BIRD (UNTIL €4.95) • RED TICKETS (8.9 • 8.21 €4.95 • DOOR €4.95

TICKETS INCLUDE: $20.00 WILMINGTON CUP • FREE WELCOME GLASS • OMELET BREAKFAST • JUDGE'S AWARD • CONTINUOUS DIMLY LIT • SHOW & DISCOUNTS • $10.00 HUSBAND/SPICE MARBLE GIFT CERTIFICATE

THANKS TO THE FOLLOWING ESTABLISHMENTS SUPPORTING MUFF Cup THIS YEAR

Butte Humane Society

Speed Dating
For Pet Lovers

At The Maltese

TATTOOS FOR RESCUES

DragonFX

$85 Dog/Breed Tattoos

Paws For The Cause

A tattoo benefit for Colony Cats (dogs)

Sunday, November 16th

11am - 4pm

Puff & Spay

100% of the proceeds will go towards providing medical care and food for homeless, abused or neglected cats and dogs while awaiting their forever home.

Pet taxi service available to and from the event.

www.colonycats.org

ENVY

Serving the Community of Envy

312 E Main Street

San Angelo, TX 76901

(325) 262-1111

www.envyng.com
Provide Time & Space to Bond...and Guidance

I promise I’ll let you sleep in my bed if you promise you won’t eat my Tom’s. Deal?
“Have an area that does not have a strong smell and noise so we can bond”

“Provide a clean and inviting environment”

“Give us time to bond don’t bury us in paperwork”

“Have a playdate where you invite people to just come and play with the puppies for free-no pressure to adopt”

“Have a bonding area”

“In nice weather encourage adopter to take pet out for a walk to provide bonding time before they leave”
Sealing the deal with a Millennial & shelter pet adoption
What you should do before you pick up your new pet.
My mom brought peanut-butter molasses treats...I’m so gonna rock this class.

I’m more of an organic, gluten-free meat-only treat guy, myself.
**BASIC OBEEDIENCE CLASSES**

Does your best friend think that they are too cool for school?

Start: Friday April 8th
4PM-5PM

$200 for 6 classes

Enroll Today! Space is Limited!

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**ADOPTER SPECIAL**

PAWS CHICAGO TRAINING CENTER

Learn obedience | Brush up on manners | Improve agility | Build confidence | Have fun

Adopt a dog or puppy today &
ENJOY A DISCOUNT on the class of your choice.

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**SIP 'n DROOL**

A Day for the Dogs at Sleepy Creek Vineyards

Saturday, Oct. 20th, 12pm-4pm

Love Animals? Love Wine?
Bring your dog to the winery for a fun afternoon of events.

Don't have a dog (yet)?
The Vermillion County Animal Shelter along with the
Champaign County Humane Society will have dogs here for you to meet and
maybe start the adoption process.

Other events During the day:
Special Treats and Vendor Displays
Dog Costume Contest
Basic Training Demos
Health and Wellness Discussions
Dog and Owner Scavenger Hunt

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**RAW FOOD DAY**

Saturday, November 30th
from 11:00am - 4:00pm

We will host training and demonstrations on raw and frozen dried raw pet foods, and the benefits for your pet. Plus, receive FREE samples, special offers, and much more!

11AM Nature Variety's Instinct
1PM Stella & Chewy's
3PM Primal
Give them MODERN pet care solutions
Good Dog in a Box Subscription

Finding Rover

Wag!

American Red Cross

DogVacay
That’s right, I’m a high-tech pup!
Give young pet parents tags they will value.

Invented in the 19th Century

Invented in the 21st Century
Wanna connect with Lorien & Rebecca?

licensing@pethub.com

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