

American Pet  
Association  
Humane Services

*"Changing the Way  
America Cares for its  
Pets"*

# Welcome to the Adoption Stimulus Program

## **2009 Training Guide**



American Pet Association  
Humane Services

P.O. Box 430650  
Big Pine, FL 33043

Phone: 800-272-7387  
Fax: 877-272-7387  
Email: humane@apapets.org

Main Phone Number

800-APA-PETS (800-272-7387)

Lost Pet Hotline

888-APA-FOUND (888-272-3686)

Fax

877-272-7387

Humane Services Support

Marcie Sapp Ext. 104

Humane Services Director

Wayne Palmiter Ext. 109

Email

Humane2@apapets.org

Internet

www.apapets.org

Humane Network

www.apapets.org/HumaneNetwork

Network Username / Password

humane454 / adopt



# Inside the Adoption Stimulus Program

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## Adoption Stimulus Program

Welcome to the Adoption Stimulus Program.

The APA devotes its resources to the promotion of Responsible Pet Ownership and the support of other organizations with similar goals.

The APA Adoption Stimulus Program was designed with many goals in mind and effectively addresses these goals in daily operation.

- ✓ Supporting the adoption process
- ✓ Supporting the humane agency
- ✓ Supporting the humane agency staff
- ✓ Reduce pet re-entry into humane facilities
- ✓ Promoting responsible pet ownership
- ✓ Benefiting the pet's safety, care and well being
- ✓ Benefiting the pet owner

All support to your humane agency from the APA is provided at no cost to you. There are never any fees to collect, or long term records to keep.

The Adoption Stimulus Program was not only designed to benefit the pet, pet owner and humane facility, but was also designed to be easy to initiate, and simple to operate. Time constraints of humane facility staff and volunteers have been taken seriously.

As you begin the Adoption Stimulus Program at your facility, remember that if you or your staff have any questions, the Humane Services staff here at the APA is always eager to assist you. In addition, if you have feedback or ideas to improve the program, we welcome those too.

Humane Services 800-272-7387 x104  
[Humane@apapets.org](mailto:Humane@apapets.org)



## Adoption Stimulus Program Basics

The Adoption Stimulus Program is designed to offer significant benefits while requiring minimal participation of the staff.

Your participation requirement is as follows:

- ✓ Include the Guardian Membership with each cat and dog adoption.
- ✓ Record the adoptees basic information on the APA Enrollment sheet.
- ✓ Fax the enrollment sheets daily to the APA.

Although not a requirement for participation in the program, the following is recommended:

- ✓ Briefly describe the benefits of the Guardian Tag and membership to the new pet owner.
- ✓ Specifically mention the Member Answer Line that can help with training and behavior problems.
- ✓ Remind the pet owner to activate. Activation is very important since it allows us to explain their membership benefits and receive important owner information. Also, the APA donates to your Staff Support Fund each time a new adoptee activates.

The Adoption Stimulus Program is designed to address the needs of the new pet owner and continue to offer valuable assistance throughout the pets life.

Consider this:

Many pets are lost in the first 24 hours of ownership. Making sure the pet has the Guardian Tag, that the owners information was faxed into the APA, and the new owner activated is critical to a fast and safe return home.

Each time the pet owner has contact with the APA it is a valuable opportunity to offer Member Answer Line services, and solutions to pet owning issues.

There are many Pet ID products, but *none* are as effective, or offer the added membership benefits of the Guardian program. The Guardian is the best lost pet recovery system available today.

Microchips offer minimal protection, only in very specific circumstances and should never be relied on as a sole ID method. We are finding many agencies are discontinuing their use.

We all know the importance of the people that get the work done. We like to think that the APA staff is comprised of people that care a little more about what they do each day. We have learned this ethic from the humane agencies we work with throughout the country.

The humane agency staff deserves thanks and support for what they do. We want to do our part by offering the staff benefits listed below.

APA Staff benefits include:

- ✓ Lifetime memberships in the Guardian Program for all staff and volunteers.
- ✓ Staff Motivation Program.
- ✓ Employee ID Badges

How the Staff Motivation Program works:

- ✓ Two programs, one pre-established (ACT UP), and one at your discretion.
- ✓ The ACT UP program rewards employees for reminding the new adoptee to activate their membership. The employee with the highest activation rate receives \$75.00 and second place will receive \$25.00 each month.
- ✓ The second SMP is a \$100/month budget for the program of your choice. It should be a contest or performance based reward. Please use the enclosed form.

Please ask your Humane Services representative to enroll in the Staff Motivation Program.

There are many new benefits planned for the future and your input can help us to decide the best ways to further reward the staff. Please feel free to call us with your ideas.

Program benefits may be added or discontinued at any time, and some may be offered as trial programs.



## Staff Benefits



## Guardian Membership

The heart of the Adoption Stimulus Program is the APA's Guardian Membership. This program is designed to provide significant pet owner and pet benefits for the pet enthusiast, as well as the typical pet owner.

The Guardian Membership Includes:

- ✓ Stainless Steel Guardian Collar Tag imprinted with the APA's 24 hour toll free lost pet hotline number and the pet's ID number.
- ✓ Comprehensive pet and owner database with multiple contacts to insure lost pets return home quickly and safely.
- ✓ Emergency Medical Care arrangements.
- ✓ Emergency Boarding arrangements.
- ✓ Emergency Transportation arrangements.
- ✓ Effective, Active Recovery System.
- ✓ Lost Pet Package, with lost pet posters and recovery information shipped via FedEx overnight delivery (2 day in some areas).
- ✓ Complete Member Benefits including Veterinary and Pet Product Discounts and more (based on local availability).
- ✓ \$1000.00 Stolen Pet Reward Policy.
- ✓ Free Lost Tag Replacement.
- ✓ Free, toll free membership updates.
- ✓ Full, unrestricted One Year Membership included with adoption. Optional renewal is only \$22.95/year or Lifetime Memberships that average out to \$3.33/year.

The APA takes an active approach to pet recovery, providing the pet owner that has lost his pet with valuable pet recovery tools. In addition, the APA contacts every humane agency within 30-60 miles of where the pet was lost.

The Guardian program has a 99.4% recovery rate plus is an effective tool in starting the pet owner off on the right tract and promoting responsible pet ownership.

The Guardian is *far more* effective than microchips.

Getting the Guardian Collar tag into the hands of new pet owners (and on the collars of their pets) is the first step in safe, responsible pet ownership. But it is just the beginning.

It is very important that the new pet owner activates their membership as soon as possible after the adoption.

Activation provides:

- ✓ Valuable first hand membership information so the owner knows to:
  - Call when their pet is lost
  - Call us when they have behavioral problems with their pet
  - Update their contact information
  - Keep pet medical information updated
- ✓ Access to the Member Answer Line to help with the inevitable pet owning, training and behavioral issues.
- ✓ Necessary contact phone numbers for fast and safe recoveries.
- ✓ Emergency care authorization
- ✓ Valuable Membership benefits available only to humane center adoptees

It is very important that your staff :

- ✓ Be sure every pet gets a Guardian Collar Tag (what pet shouldn't have one?)
- ✓ Remind the owner to activate their membership ASAP. (there is no charge to activate the membership)



## Membership Activation



## Pet Recovery

Promoting responsible pet ownership, reducing re-entry into your facility, supporting your facility and staff, and helping to better the lives of companion animals may seem like enough work; but pet recovery is still a major pet owning issue.

No ID program is as effective at recovering lost pets as the Guardian Membership.

Guardian provides:

- ✓ 24/7 live operator support
- ✓ Highly trained, professional staff
- ✓ Lost pet package sent overnight delivery
- ✓ All humane agencies within 30-60 miles contacted and given lost pet report
- ✓ The most effective lost pet poster available
  - Full Color—Fade Proof
  - Laminated—Water Proof
- ✓ \$1000.00 Stolen Pet Reward. Over 100 times more effective than found pet rewards.

99.4% recovery rate:

- ✓ Many pets are recovered before the pet owner knows it is missing.
- ✓ Quick recovery means less time on the street, and lower chance of disaster.
- ✓ Even if the collar is lost, the recovery rate remains virtually the same!
- ✓ Fewer pets re-enter local shelters

**The American Pet Association maintains the highest standards in the pet industry. Like you, it is our people that make the difference.**



Since the Adoption Stimulus Program is a true donation and support program, we do not ask that you sign a contract or agreement. We do however have a basic set of guidelines to which your agency must adhere in order to receive Program benefits.

#### Adoption Stimulus Program Guidelines:

- ✓ Participating facility must be a non-profit agency providing companion animal adoptions to the community.
- ✓ Participating facility must have a free standing, legally compliant building for the propose of housing and adopting companion animals.
- ✓ Your facility, and its employees must not be involved in any illegal or inhumane activities. In the event that your facility or an employee is accused of such activities, the APA must be notified in writing within 24 hours.
- ✓ A facility must be an active participant in the Program in order to continue receiving support. An active participant includes a Guardian Membership with at least 80% of their adoptions and 99% of the tags issued are recorded and faxed or mailed to us within 48 hours.
- ✓ Activation rate must be greater than 40% and issued tag accounting must be 99%+ in order to continue on the program. Memberships that are not activated offer minimal benefits to the pet and owner and tags that are unaccounted for make it impossible to return the lost pet home.
- ✓ Facilities may only sell the Guardian Membership if they are active on the program and have obtained permission from Humane Services.
- ✓ Staff Motivation Program donations or any others are at the sole discretion of the American Pet Association.
- ✓ If a facility is inactive on the Program for longer than 30 days, all APA Guardian Memberships and related Program materials must be returned to the APA using certified mail or a delivery confirmation service.
- ✓ Program benefits or policies may change with out notice.

In the event that a facility can not adhere to any of the above outlined policies, they may continue in the Program only with written permission from the American Pet Association's Executive Director.

It is the APA's intention to provide the highest levels of support feasible within our financial resources. We always welcome your feedback as to how we can improve, or add to, any part of our Adoption Stimulus Program.



## Program Policies



## Ethics

In a world dominated by information and marketing it often seems that jobs like yours are fewer and fewer. Good work for the sake of good results.

At the APA, respecting that work, and maintaining the same high level of ethics and honesty are a core value.

Current APA Information Policies:

- ✓ All membership information we receive remains strictly confidential.
- ✓ When a pet is recovered, the members information is not given to the finder. We contact the member directly with the finders contact information.
- ✓ The APA does not sell, rent or loan any information or mailing lists.
- ✓ We do not sell advertising in our member newsletter or at our web site.
- ✓ Members do not receive third party offers or solicitations.
- ✓ We do not accept corporate sponsorship or donations.

You will also notice that the APA does not engage in offering neat, cool little worthless products or services to bolster sales. We're concerned with your pets well being, not your Ipod. Many pet companies offer the ability to upload your personal photos to their site or file a lost pet report online, etc, that seem nice but offer no real value. Even companies like microchips count on misconceptions like the widely misunderstood fact that microchips can track a pet.

So sure, the APA may be less cool, but a whole lot more valuable in the real world, completely honest and an organization that can be trusted.

At the APA we know these policies are costly, but take great pride in upholding them.

We always welcome your input and encourage all humane agency staff members to contact your humane services representative with any feedback or ideas.



Sample Humane Association, Anytown USA (555) 555-8787

Phone: 800-272-7387  
 Fax: 877-272-7387  
 Email: humane@apapets.org

Remember - Always Remind to Activate!

ADOPTION DATE(S) 1/5/2003

FORM COMPLETED BY: Amanda

Area code unless noted ( )

PLEASE NOTE: Membership can not be processed if the writing is illegible, or if there is no phone number or ID Number.

ID Number	Pet Info	Owner First Name	Owner Last Name	Primary Phone #
	Cat <input type="checkbox"/> Male <input type="checkbox"/> Dog <input type="checkbox"/> Fem <input type="checkbox"/>			
	Cat <input type="checkbox"/> Male <input type="checkbox"/> Dog <input type="checkbox"/> Fem <input type="checkbox"/>			
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	Cat <input type="checkbox"/> Male <input type="checkbox"/> Dog <input type="checkbox"/> Fem <input type="checkbox"/>			

SAMPLE

**Be sure to:**

- Give a Guardian tag with every adoption
- Be sure every tag is recorded on this form
- Please write clearly
- Fax this form daily to 877-272-7387



Founded 1991

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American Pet Association  
800-APA-PETS  
Fax 877-272-7387

[www.apapets.org](http://www.apapets.org)  
[Humane@apapets.org](mailto:Humane@apapets.org)

Main Phone Number	800-APA-PETS (800-272-7387)
Lost Pet Hotline	888-APA-FOUND (888-272-3686)
Fax	877-272-7387
Humane Services Support	Marcie Sapp Ext. 104
Humane Services Director	Wayne Palmiter Ext. 109
Email	<a href="mailto:Humane2@apapets.org">Humane2@apapets.org</a>
Internet	<a href="http://www.apapets.org">www.apapets.org</a>
Humane Network	<a href="http://www.apapets.org/HumaneNetwork">www.apapets.org/HumaneNetwork</a>
Network Username / Password	humane454 / adopt



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