How to Organize a Spay Day™ Event
Maximizing Veterinary-Volunteer Partnerships

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

Your presenters!

- Susan Krebsbach, DVM
  HSVMA Veterinary Consultant
- Vicki Stevens
  The HSUS
  U.S. Spay Day™ Coordinator
- Pam Runquist
  HSVMA
  Director of Veterinary Advocacy

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

Why Spay Day™?

humanesociety.org/spayday
hsvma.org
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**Why 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.
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Spay Day™ 2011 Online Pet Photo Contest

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™

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The Many “Faces” of Spay Day™

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

Getting Started – Prep Work

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

Who are the key players?

• 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

What type of event?

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

Where to host the event?
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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!

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

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
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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

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

Committee Tasks – Volunteer Coordinator

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

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

humanesociety.org/spayday
hsvma.org
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**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/spaydysparticipate](http://humanesociety.org/spaydysparticipate)
- 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 timelines
- 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
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Spay Day™ Resources

- Official Spay Day™ Websites – humansociety.org/spayday and hsi.org/spayday
- Register Your Spay Day™ Event (beginning Nov. 1st) – humansociety.org/spaydayregister
- Photo Contest Rules (updated Nov. 1st) – humansociety.org/spaydayeligible
- Flyers, Ads, Billboard Art (beginning Nov. 1st) – humansociety.org/spaydayaction
- Event Planning Guide – humansociety.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 – humansociety.org/university
  - Examples of online courses:
    - Volunteer recruitment and screening
    - Essentials of fundraising
- Pawsmart Charities – pawsmartcharities.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

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

- 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 humansociety.org/spaydayregister
- Report your event results by March 14, 2011.

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