

JUNE IS AMERICAN HUMANE'S

Adopt-A-Cat Month[®]

2009

June 2009

Dear Shelter Friends,

It's that time again – spring and summer, when more and more kittens are born and showing up at your doors. To promote adoptions of these loveable, special animals, American Humane wants to help your shelter celebrate American Humane's Adopt-A-Cat Month[®].

Too often, the public doesn't realize that every spring and summer, shelters experience a surge of cats and kittens, all looking for homes. Animal welfare professionals everywhere can work together to remind people that cats are great pets and that the very best cats can be found at their local shelter.

Please use the enclosed poster, cat care tips, sample press release, and sample public service announcements to let your community know about Adopt-A-Cat Month and encourage people to make their lives – and the lives of so many cats – the very best they can be.

Through the important work of American Humane and dedicated shelters like yours, we can work together to find homes for all homeless cats.

Celebrate Adopt-A-Cat Month at your shelter, and spread the word so we can continue the national success of this very important event!

Sincerely,

Marie B. Wheatley

Marie Belew Wheatley
President and CEO
American Humane



AMERICAN HUMANE

Adopt-A-Cat Month[®]



Information made
possible through



The Pet Rescue Foundation



AMERICAN HUMANE
Adopt-A-Cat Month®

Sample Public Service Announcements (PSAs) for Broadcast Media

10 seconds

Want to enrich your life? Get a cat! This June, celebrate American Humane's Adopt-A-Cat Month®. Come to [\(organization name\)](#) to find a new feline friend. There's one waiting just for you!

10 seconds

June is the American Humane Association's Adopt-A-Cat Month. It's the perfect time to add a new member to your family. Visit the cats and kittens available for adoption at [\(organization name\)](#) today!

10 seconds

Make a cat or kitten part of your family. Come to [\(organization name\)](#) during American Humane's Adopt-A-Cat Month this June and check out all the cool cats available for adoption.

15 seconds

Single, multi-colored, neutered male seeks good home. Interests include napping, snuggling and playing. Clean and tidy, too! Get to know me and all my friends at [\(organization name\)](#) during American Humane's Adopt-A-Cat Month this June.

15 seconds

Kittens too much work? Consider an adult cat. There are plenty waiting to be adopted at [\(organization name\)](#). Adult cats are just as cute, and they already know how to use a litter box! This June, come to [\(organization name\)](#) during American Humane's Adopt-A-Cat Month and check out our amazing adult cats.

15 seconds

Each year, thousands of kittens are born during the spring and summer — and many end up in animal shelters, waiting for loving homes. That's why American Humane and [\(organization name\)](#) celebrate Adopt-A-Cat Month in June. Come visit the fabulous felines at [\(organization name\)](#), and take home your new best friend!

20 seconds

Celebrate the American Humane Association's Adopt-A-Cat Month by making sure your cat is wearing an ID tag and is microchipped. It's the best way to keep your pet protected if he runs away or gets lost. Call [\(organization name\)](#) at [\(phone number\)](#) for information on ID tags and microchipping.

20 seconds

At [\(organization name\)](#), staff and volunteers work tirelessly to care for cats and kittens, and to find them loving homes. You can help! Join us this June to celebrate the American Humane Association's Adopt-A-Cat Month. Adopt a cat yourself, volunteer your time, or make a donation to [\(organization name\)](#). Whatever you do will enrich your life — and the lives of hundreds of homeless cats.

30 seconds or longer

June is the American Humane Association's national Adopt-A-Cat Month. [\(Organization name\)](#) is excited to invite you to meet all our wonderful cats and take one home to enrich your life. See what's happening this June at [\(organization name\)](#). [\(Insert information about your activities with specific dates and times.\)](#) For more information, call [\(organization name\)](#) at [\(phone number\)](#).



Shelter Tips for Celebrating Adopt-A-Cat Month®

Join American Humane and shelters throughout the country in celebrating American Humane's Adopt-A-Cat Month® this June. Let's find homes for even more cats in 2009! During Adopt-A-Cat Month, you can tailor the following ideas to your shelter's resources to create the very best lives for cats and their new families.

Make your shelter more "cat friendly."

- Provide shy cats with hiding zones such as perches, shelves or cardboard boxes. Place a drape over the cage and gradually cut down on the size of the cover until the cat becomes more used to the environment.
- Give every cat his own bed. Cardboard beer or soda flats lined with 3 inches of padding (towels and blankets) make snuggly sleeping places. Large quantities of these cardboard flats can usually be obtained for free at beverage distributors.
- Construct "busy boxes" by cutting holes in a shoe box and putting cat toys inside.
- Make mini-scratching posts using cardboard wrapped in sisal twine. Lay it flat or attach it to the side of the enclosure.
- Give cats plenty of toys. Hang them with Velcro® from the top of the kennel so they can be removed and sent home with the cat when he is adopted.
- Plastic film containers with a pebble or a few coins inside are great batting toys. Hang them from the top of the kennel or let them be batted around the floor.
- Keep lights off in the cat room at night. Too much light can be stressful.

Make your shelter more "people friendly."

- Write a personality profile of each cat and attach it to the cage. Include a color photo of the cat playing outside the cage – it will showcase her personality.
- Decorate the cat room to make it cheery and inviting. A fresh coat of paint and some animal-related artwork will encourage visitors to spend more time and make repeat trips.
- Display profiles and pictures of cats and kittens currently in foster care and include the date they will be eligible for adoption.
- Provide an area where potential adopting families can visit with cats one-on-one. A couple of chairs and cat toys can create a space where both cats and families will feel comfortable, enhancing the possibility of bonding.
- Offer free ID tags or microchipping for all cats adopted during June. This is a great opportunity to celebrate American Humane's Adopt-A-Cat Month and educate new families about the importance of tagging their new companions, even indoor-only cats.
- Offer a discounted cat adoption fee during June.
- Give each adopted family a "cat care" package. Solicit local businesses to donate cat food, litter, collars, coupons and toys.
- Order "Care of Cats" brochures from www.americanhumane.org and have them available for cat adopters.

Do you have other ideas? If you are planning some activities not listed, let us know so we can pass along your ideas to other shelters.

For Immediate Release:
(Insert date)

Sample Press Release

Contact:
(Insert organization's media contact)
(Insert phone number/email address)

Celebrate American Humane's Adopt-A-Cat Month® This June (Organization Name) Has Plenty of Cats and Kittens Waiting for New Homes

(Insert city, state, date)

(Organization name) is celebrating the American Humane Association's national Adopt-A-Cat Month this June. It's the perfect time to promote cat adoptions because the spring and summer months typically bring a surge of cats to the nation's shelters.

"When cats are not neutered or spayed, they reproduce easily, and spring and summer are the seasons when cats are most active, resulting in more kittens showing up at our doors," says (insert name and title of organization spokesperson). "We encourage people to visit and meet all the great cats we have here. They're all looking for loving, permanent homes."

(Organization name) encourages people to enrich their lives by adopting a cat. American Humane provides these insights to consider when adopting:

- **Age:** While kittens are hard to resist, adult cats are often better suited to families with young children. Mature cats respond better to the clumsy handling of inquisitive toddlers.
- **Number:** It can be beneficial to adopt more than one cat or kitten, especially if the pets will be left alone for long periods while you are gone. Not all cats enjoy companionship, but many are very social with members of their own species. Young kittens need to engage in vigorous play for several hours a day, and another pet can help get the job done.
- **Personality:** Many cats are under a great deal of stress in a shelter environment. A cat's true personality may not emerge until he has been in his new home for several weeks. (Organization name) encourages you to visit the cat you're interested in several times and to read any information from a previous owner.
- **Coat:** The longer the cat's fur, the more brushing will be needed to prevent painful matting.
- **Nutrition and health:** Good nutrition and yearly vet visits will keep your cat healthy and happy. Keep your cat indoors to prevent her from getting into accidents or fights with other cats. Check your cat for fleas, and make sure the litter box is clean and odor-free. Finally, set aside time every day to play with your cat; it is beneficial for you both!
- **Tags:** Animal shelters take in millions of lost cats each year that are not wearing any identification. Make sure to include your cat's name and your name, address and phone number on the tag. Even indoor cats can slip outside, so make sure she's wearing her tag at all times. Microchips are another excellent way of identifying your pet. These tiny chips are permanently implanted under your cat's skin and therefore can never come off or get lost.
- **Prepare your home:** Both adult cats and kittens love to climb and explore. Be aware of possible hazards. Keep trash cans closed, toilet-seat covers down and cabinets latched. Don't let cords or wires dangle, and cover any floor heating and air vents. Some houseplants may be toxic, so check with your vet for information on cat-friendly indoor plants.
- **Kids and cats:** Children should be taught that a kitten or cat is a companion, not a toy. Rough handling can lead to injuries to both the cat and the child.

- **Dogs and cats:** Contrary to the expression “fighting like cats and dogs,” cats and dogs often enjoy each other’s company. It is not unusual for them to engage each other in play and snuggle up together for a nap. However, great care must be taken when introducing these two species. Some dogs may be aggressive toward small animals and may not be suited to sharing their homes with cats. If you have a dog, ask the adoption staff if you can bring him to the shelter to meet the cat in a controlled environment before you adopt. The shelter staff can help assess their interaction. Remember that most cats will be frightened the first time they see a dog and will need time to accept a canine companion. This may take several days or even weeks depending on the cat.

About (insert organization name)

(Insert boilerplate information about organization)

About the American Humane Association

Founded in 1877, the American Humane Association is the only national organization dedicated to protecting both children and animals. Through a network of child and animal protection agencies and individuals, American Humane develops policies, legislation, curricula and training programs to protect children and animals from abuse, neglect and exploitation. The nonprofit organization, headquartered in Denver, raises awareness about The Link® between violence to people and violence to animals, as well as the benefits derived from the human-animal bond. American Humane’s regional office in Los Angeles is the authority behind the “No Animals Were Harmed”® end-credit disclaimer on film and TV productions, and American Humane’s office in Washington, D.C., is an advocate for child and animal protection at the federal and state levels. The American Humane Certified™ farm animal program is the nation’s original independent certification and labeling program for humanely raised food. American Humane meets the strong, comprehensive standards of the Better Business Bureau’s Wise Giving Alliance, has been awarded the Independent Charities of America’s “Best in America” Seal of Approval, and has met the stringent standards for financial efficiency and accountability required by the American Institute of Philanthropy to qualify as a Top-Rated Charity. Visit www.americanhumane.org to learn more.

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