



## ADOPTION DRIVE GUIDELINES

The following guidelines provide an overview of key considerations to help create a successful event.

Once you have the shelter's contact information, schedule a meeting with them to discuss details, including the scope of the event and roles and responsibilities, including:

### PARTICIPATING ORGANIZATIONS/SCOPE

- The shelter may recommend including other animal welfare groups to expand the number of adoptable animals and broaden the audience.
- There may be the option of a tie-in with a scheduled adoption event or even a more comprehensive program or event.

### PLANNING

- Allow 2-3 months from initial inquiry to event date (assuming 1-2 months for research and logistics and 3-6 weeks for advertising/promotion).
- Advertising templates and point of sale materials are available on [subarumarketing.com](http://subarumarketing.com).

### LOCATION

- Event could be held at a shelter, dealership, or at a local mall or park.
  - If the event is conducted at the dealership, either in the showroom or outdoors, consider:
    - Food and drinks for staff/volunteers and attendees
    - Water for animals and cleaning post event
    - Electrical outlets in case the animal welfare group has a mobile unit
    - Area to show pets (typically, cats and dogs are housed/shown separately) and designated space to complete adoption paperwork (most animal welfare groups supply tables and/or small tents/awnings)
  - If the event is held at a shelter or retail location
    - Off-site events are generally very successful if the location has heavy visitors on a daily basis (such as a shopping center or park) or if the adoption day is tied into another event
    - Discuss other promotional partners/sponsors that may be involved
    - Designate the number of cars and where they will be featured (permits may be required)
    - Provide giveaways to adopters/attendees, such as

- free pet ID tags [see your DSM for a loaner unit from SOA HQ Marketing Dept.] and pet chew toys
- Supply any relevant literature for distribution

### PETS

- Determine approximately how many animals will be showcased and necessary space allocations. The shelter will make the determination as to how many animals they can bring to the event.

### TIMING

- Review dates/timing. Weekends in fall or spring tend to be more popular, particularly in southern markets due to milder weather. If there is the possibility of extremely hot weather, partnering with a local shelter with an air conditioned mobile adoption unit may be best as all animals must be protected from extreme heat.

### ACTIVITIES

- Depending on location and program scale, other activities could include a spay/neuter education, ask the trainer information booth, a celebrity emcee, live music, or activities for children, such as face-painting and crafts.

### ATTENDEE INFORMATION

- Put a plan in place to capture attendee information. At the very least, plan to capture email addresses so that you can communicate with everyone at the event at a later date. A give-away, a drawing, or a test-drive incentive will make people more apt to give you their email addresses.

**MARKETING**

- Make sure to take advantage of the “Subaru Love a Pet” adoption drive kit and other collateral materials available on [subarumarketing.com](http://subarumarketing.com).
- Discuss plans/tactics and resources with the shelter as they will have means to advertise the promotion as well.

**STAFFING**

- Each dealership should appoint an event coordinator to manage program logistics and marketing and work directly with the local shelter designated contact.

**Once the details, scope, roles and responsibilities have been decided upon, draft a letter of agreement, outlining terms, including marketing activity and responsibilities:**

**RESPONSIBILITIES—ANIMAL WELFARE ORGANIZATION**

- Manage all animal-related issues and event logistics.
- Work with dealership to ensure proper location permits and insurance.
- Provide staff or volunteers to run the event.
- Promote the event to their constituents/members via newsletters and e-mail blasts.

**RESPONSIBILITIES— DEALERSHIP**

- Dealer would be responsible for promoting the event through its marketing channels, including local print advertising, radio and dealer merchandising. “Subaru Love a Pet” materials, including ad templates, point of sale pieces and other items to help you run a pet event are on the Subaru Marketing Resource Center site- [subarumarketing.com](http://subarumarketing.com).

**Other Considerations:**

- To broaden public appeal for the event, secure coverage by a local radio or TV station. Since the tone and spirit of the event should be upbeat and fun, it’s important to celebrate each adoption. This could involve:
  - Having an emcee make an announcement for each new adoption
  - Keeping track of progress on a giant “Subaru Love a Pet” tally board
  - Taking advantage of the great photo opportunities; i.e. showcase new adopters and their pets in front of your vehicles
- Typically, a donation or sponsorship fee is paid to the local organization.
  - Donations help these non-profit animal welfare organizations offset some of the costs associated with the event, including animal transportation, animal care, and other items to support their causes.
- Dealers should work with the local shelter to determine a fair donation, depending on variables such as size of the event, number of events, location of event, and associated event costs. The sponsorship fee is eligible for reimbursement under the Subaru Ad Fund (SAF) program. (Any amount exceeding \$5,000 needs special approval through Subaru Support Center). Most event related expenses are SAF-eligible provided your dealership submits an event pre-approval form to NSI. These expenses include, but are not limited to catering, signage, small give-aways, entertainment, live remotes, sponsorship fees, etc. The Subaru Support Center is available for questions relating to SAF rules, guidelines and pre-approvals at [saf@nsi1919.com](mailto:saf@nsi1919.com) or 866.717.2300
- Be sure to gather email addresses from those that attend the event. This will help you keep in touch with customers for other upcoming events at your dealership.