

When Even Your Shoestring is On A Shoestring

Putting the *Target* in Targeted Outreach

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Vice President

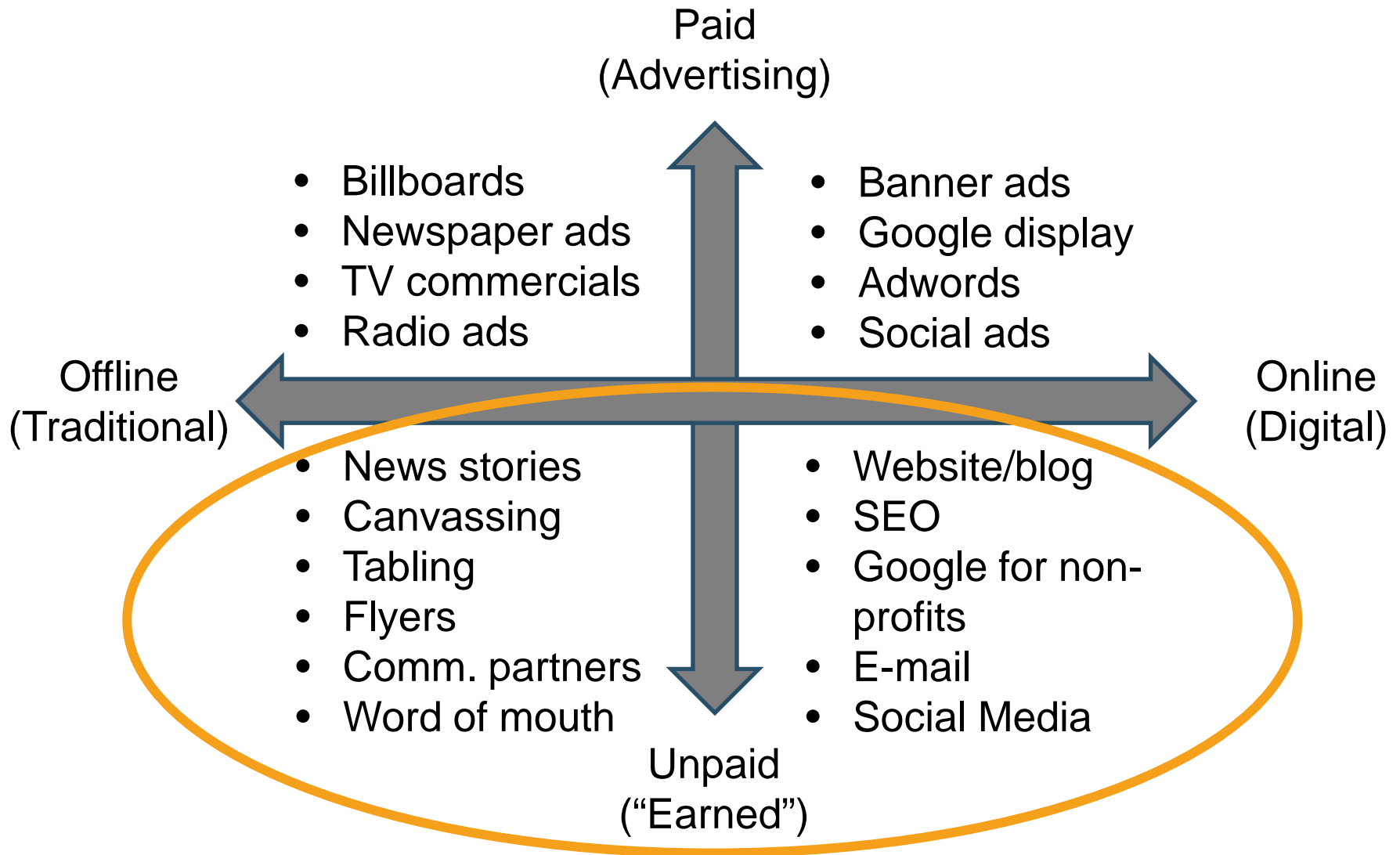
Spay/Neuter Operations

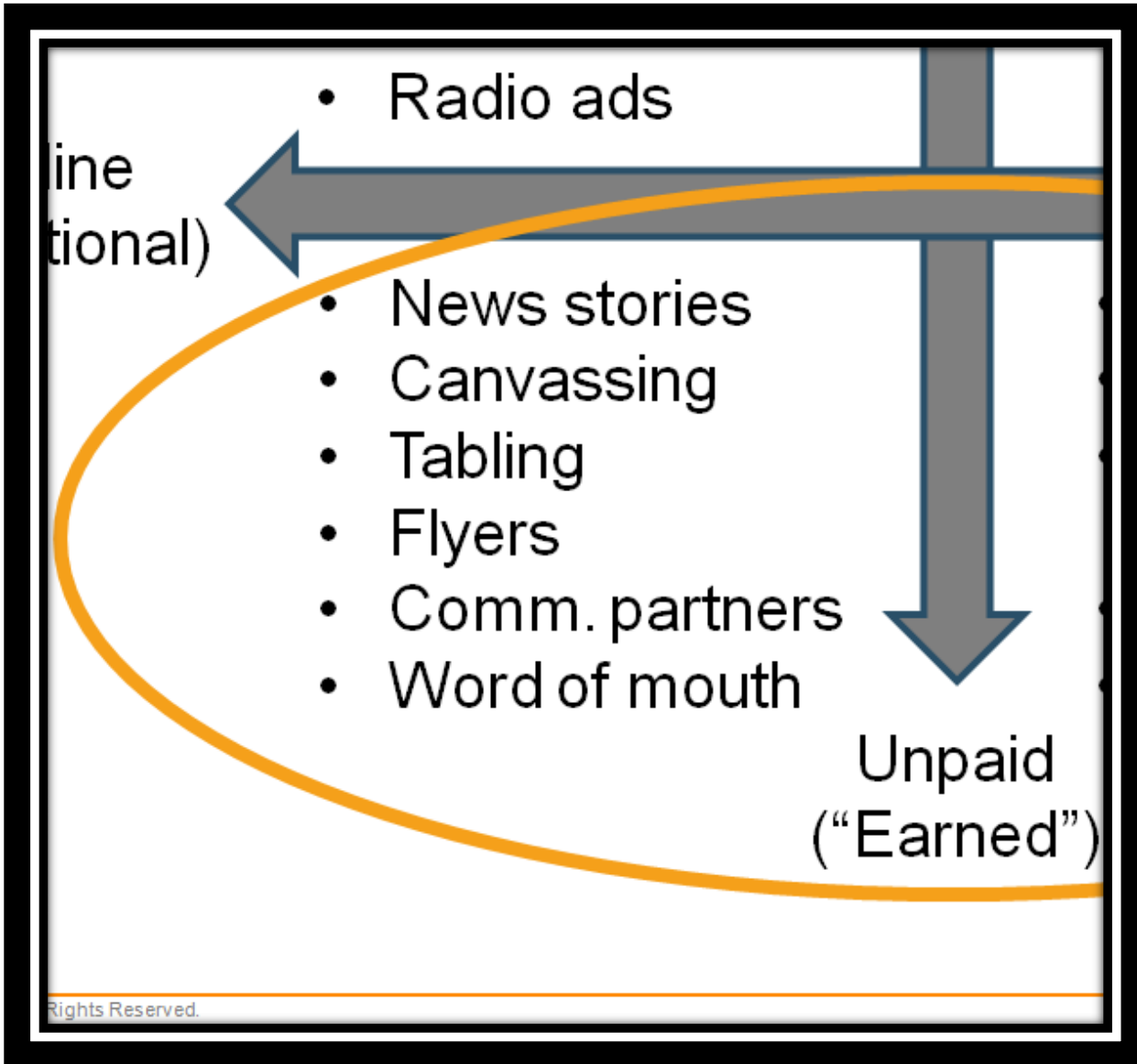
ASPCA

Whooo are you? My assumptions.



Remember Aimee G's slide:





Outreach: It's easy, right?



Or is it more like this?



Targeted – or *Focused* – Outreach

- Defined focus area
- High-hanging fruit
- Positive spay/neuter conversations
- Face-to-face interaction
- Building trust, no judgment
- Slow and imperfect
- Ideally, services are fully subsidized
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Wahiyd's story



Bebo's story (better photo TBD)

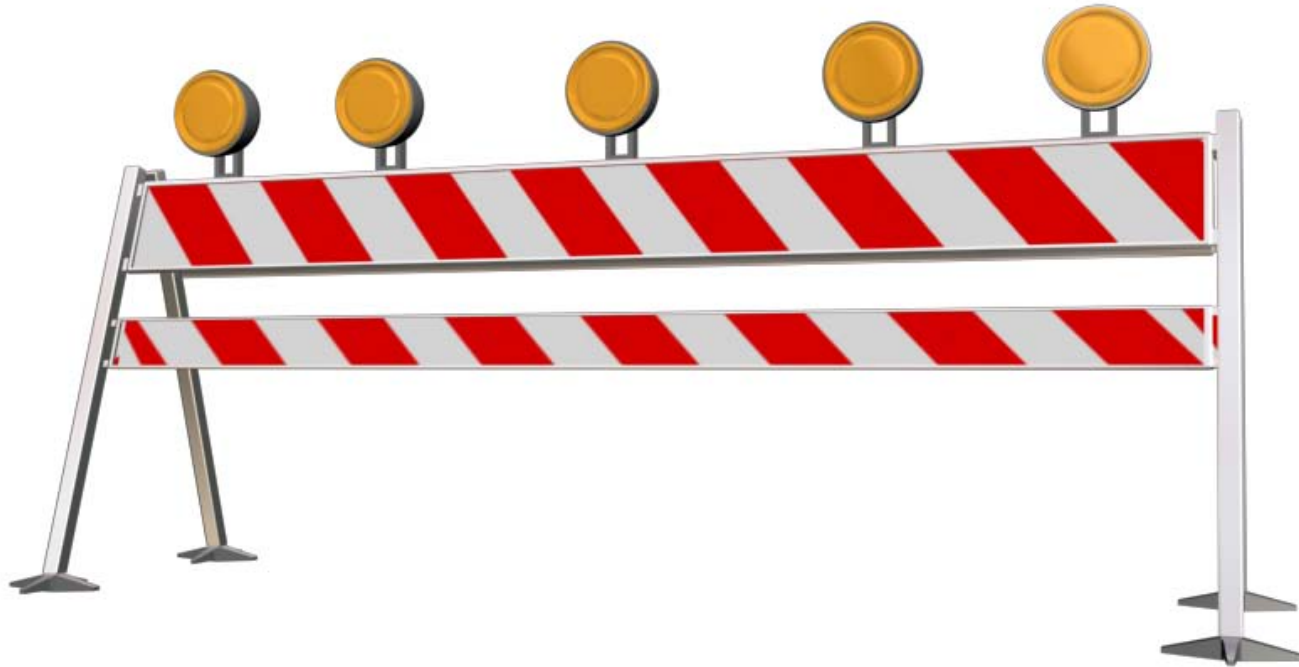


That's a lot of work!

So, what are the benefits?

- Traditional methods ineffective
- Quality vs. quantity
- Shelter intake is highest here
- Most at-risk
- Spay/neuter is not the social norm
- Little to no access to resources
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What are the barriers?



The 4 Ps

What is this and what does it mean for me?

- Product
- Place
- Price
- Promotion



Questions?



Building an Action Plan

