



# WELCOME





**Susan Cosby**

Director of Lifesaving Programs, Petco Foundation

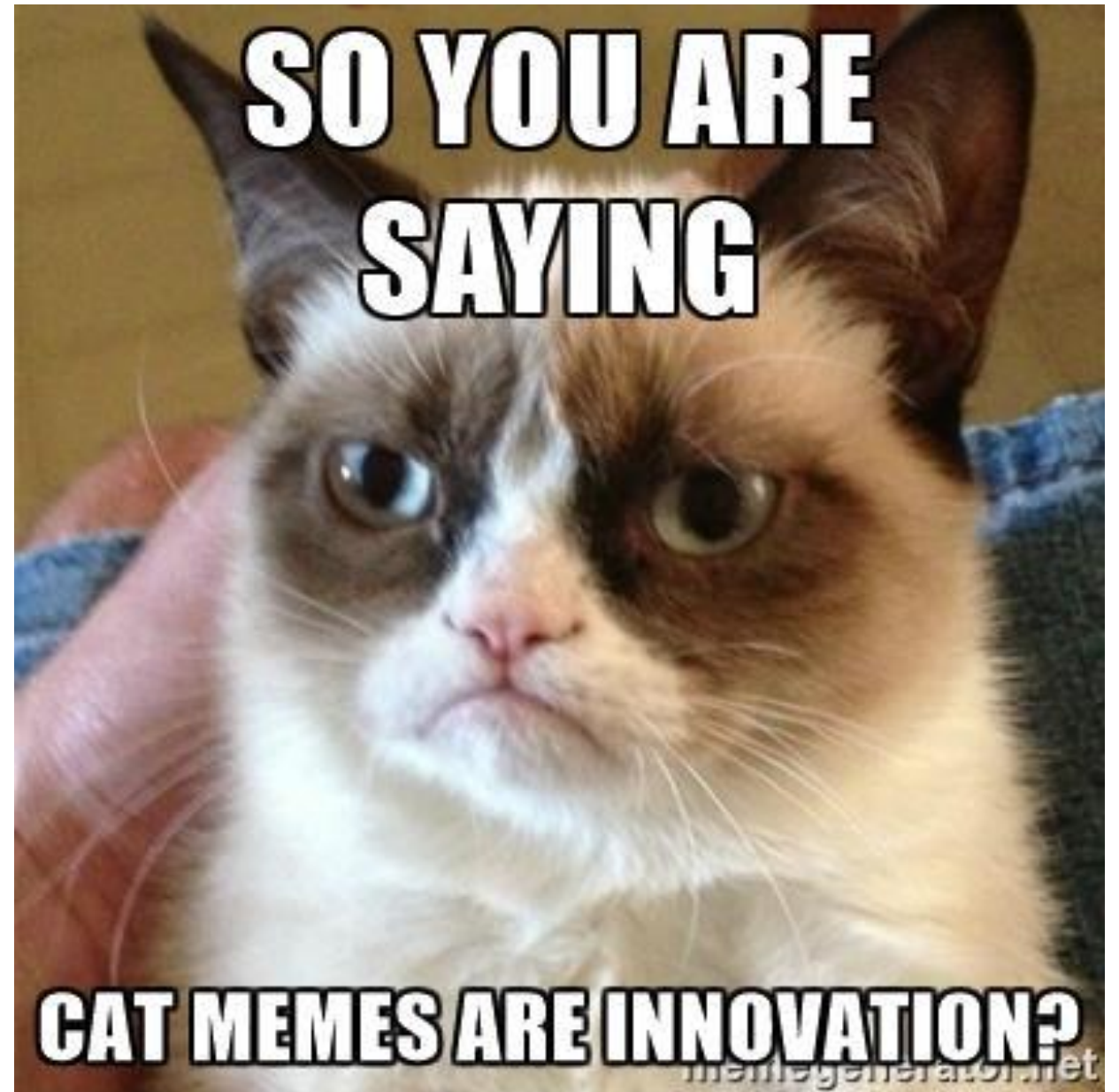
**Who let her have  
a dog?**



**I've never heard  
this before**



**Maybe I heard  
this before**





**I've heard this  
before**

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AUGUST 15 - SEPTEMBER 17

# **BACK IN BLACK**

**ADOPTION EVENT**

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**50% OFF**  
adoption fees for  
black animals



# And this

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We have a **FULL HOUSE!**

Our kennels are at capacity  
& **every dog is urgent.**



Give a dog a  
**LUCKY BREAK,**  
adopt today!

**Large breed dogs are FREE 6/5 and 6/6**  
Sunday: 10 am - 5 pm Monday: 1 pm - 8 pm



111 W. Hunting Park Ave.  
Philadelphia, PA 19140  
acctphilly.org • 267-385-3800



# And this

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## Petco National Adoption Weekend!

Come to one of ACCT Philly's Petco store adoption events and find a new best friend!



Saturday, June 4th  
12 p.m. - 3 p.m.

Petco Willow Grove, 2522 W Moreland Rd  
Petco Bensalem, 2353 Street Rd  
Petco Brooklawn, 700 Crescent Blvd, NJ

Sunday, June 5th  
12 p.m. - 3 p.m.

Petco Andorra, 8500 Henry Ave #10  
Petco Grant, 9717 Roosevelt Blvd  
Petco Aramingo, 3300 Aramingo Ave

**ACCT** Philly  
Animal Care &  
Control Team



[www.acctphilly.org](http://www.acctphilly.org)  
[adopt@acctphilly.org](mailto:adopt@acctphilly.org)  
267-385-3800



This too

A  **MUTTS**  Adoption Event

*Love Changes Everything*

May 7- May 8  
ALL PETS ARE FEE-WAIVED!



**SATURDAY**  
12 p.m. - 3 p.m.

Petco Grant  
9717 Roosevelt Blvd

Petco Willowgrove  
2522 West Moreland Rd

Petco Brooklawn  
700 Crescent Blvd.

**SUNDAY**  
12 p.m. - 3 p.m.

Petco Andorra  
8500 Henry Ave

Petco Aramingo  
3300 Aramingo Ave

Petco Bensalem  
2353 Street Road

MUTTS © 2016 PHILLY MUTTS. mutts.com/adopt

[www.acctphilly.org](http://www.acctphilly.org)



# Please get new slides

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## KITTIES GONE WILD!



## ADOPTION EVENT

**SATURDAY, JANUARY 30TH - 12PM-4PM**

**SUNDAY, JANUARY 31ST - 12PM-4PM**

[www.acctphilly.org](http://www.acctphilly.org)  
[adopt@acctphilly.org](mailto:adopt@acctphilly.org)  
267-385-3800

Petco Unleashed  
1210 Bethlehem Pike  
North Wales, PA



OK I haven't  
seen that

LOVE it

**THE MAGNIFICENT SEVEN**

**They barked like seven hundred.**

**ACCT Philly**  
Animal Care & Control Team



**BRICK**  
A30266045

**THOR**  
A30725093

**NYLA**  
A30723649

**BELLA**  
A30721711

**LIONEL**  
A30699445

**SPIKE**  
A30654451

**DUBLIN**  
A30560861

ONCE YOU'VE MET THEM...YOU'LL HAVE TO ADOPT THEM!

**Our seven longest-term dogs, FREE adoptions 2/27 & 2/28**

111 W HUNTING PARK AVE ★ ADOPT@ACCTPHILLY.ORG ★ 267-385-3800 ★ ACCTPHILLY.ORG



# That's new too!

LOVE it



## CATUCOPIA

**NOV. 9TH THRU 15TH** **\$10 CATS** **ACCT Philly**  
111 W HUNTING PARK AVE **WEEKDAYS: 1 P.M. - 8 P.M.** **Animal Care & Control Team**  
ADOPT@ACCTPHILLY.ORG **WEEKENDS: 10 A.M. - 5 P.M.**  
267-385-3800 **WWW.ACCTPHILLY.ORG** **\$50 KITTENS**

Is that  
cheating?  
that a lot

# SPRING SNEEZIN' CHALLENGE!

**ALL MONTH LONG!  
APRIL 1-30, 2015**



**Cats with kitty  
colds are FREE!**

**PLUS:** Receive free  
medication and a  
packet of catnip to help  
them feel better.

**Come adopt, rescue or  
foster a sneezy cat in  
need and save a life!**

MONDAY- FRIDAY: 1PM - 8PM  
WEEKENDS: 10AM - 5PM



111 W Hunting Park Ave  
Philadelphia, PA 19140

[www.acctphilly.org](http://www.acctphilly.org)  
[adopt@acctphilly.org](mailto:adopt@acctphilly.org)







**Now that we've got everyone's  
attention** |

*Sorry* We're

**CLOSED**

**Yay!**

---





Boo ☹️

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Wow, that was  
news?



## Shelter's first Christmas opening allows pets to be adopted on holiday

By MATT KATZ  
Courier-Post Staff

### VOORHEES

Joe McCormick, 16, didn't know what he was getting for Christmas until he unwrapped his gift Thursday morning and found a little doggy bed.

"I unwrapped it and was like, 'Ohhh,'" he said, "and then I put two and two together."

It was a Christmas wish he had made known to his mother months earlier.

And because the Animal Welfare Association's shelter was open

Christmas Day for the first time in its 37-year history, Christmas wishes like McCormick's were able to be fulfilled on the holiday itself.

"It's my puppy!" McCormick said when he first saw his tiny black terrier mix. "Hello!"

As of midafternoon, three dogs had been adopted from the shelter.

Two of them, including McCormick's, were puppies from an animal shelter in West Virginia where they might have been euthanized because of overpopulation.

Not only did opening

on Christmas Day allow more dogs and cats to be adopted, customer service manager Susan Cosby said, but it also drew attention to the shelter.

"People were thrilled that they could come down on Christmas Day and pick up their pet," she said.

The prize Christmas Day adoption was Mattie, a black-and-white terrier mix who had been at the shelter since July, longer than any other dog.

"She's been overlooked for so long, the staff was ready to cry

when she left," Cosby said. "It made it all worthwhile to come in today."

Keryl Hausmann of Voorhees, one of the volunteers who spent her Christmas at the shelter, was upset to see Mattie go, but she was pleased with the couple who adopted her.

"She'll get all the attention she wants," she said. "That's what makes it all worth it — when they go home."

Reach Matt Katz at (856) 486-2456 or mkatz@courierpostonline.com



Shelter worker Diane Hallowell holds Mattie, who was adopted on Christmas Day by Jesse (center) and Leah Cave (right).

MICHAEL SCHWARTZ/Courier-Post

**Open**  
**365 Days**  
**a year**











**Now that we've got everyone's  
attention AGAIN** |



**You've got to  
be kidding me**

---



**Why?**  
**We just want**  
**to do the right**  
**thing**

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# The (mythical) perfect family

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**Because  
honestly...**

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**As I was  
saying...**

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# Unintended consequences

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**Get the right  
results**





**LOVE**  
The three  
pillars of  
adoption  
programs



# EMPOWER R

LOVE  
(let people  
rescue)





**inform**  
**with**  
**LOVE**  
**(nobody likes a**  
**lecture)**





# inspire

love  
and  
compassion  
!)



# My orange friends (let people rescue)



## Elk County Update: Adoption Event a Success!

July 6, 2010 at 11:42am

The ASPCA is thrilled to report that 139 adoptions took place at the Elk County Independence Day Adoption Event, and that the remaining cats have been placed with ASPCA partner agencies throughout the country. The nearly 400 severely neglected felines were discovered in late June, living in deplorable conditions at a "sanctuary" known as the Animal Friends of Elk and Cameron Counties in St. Mary's, PA.

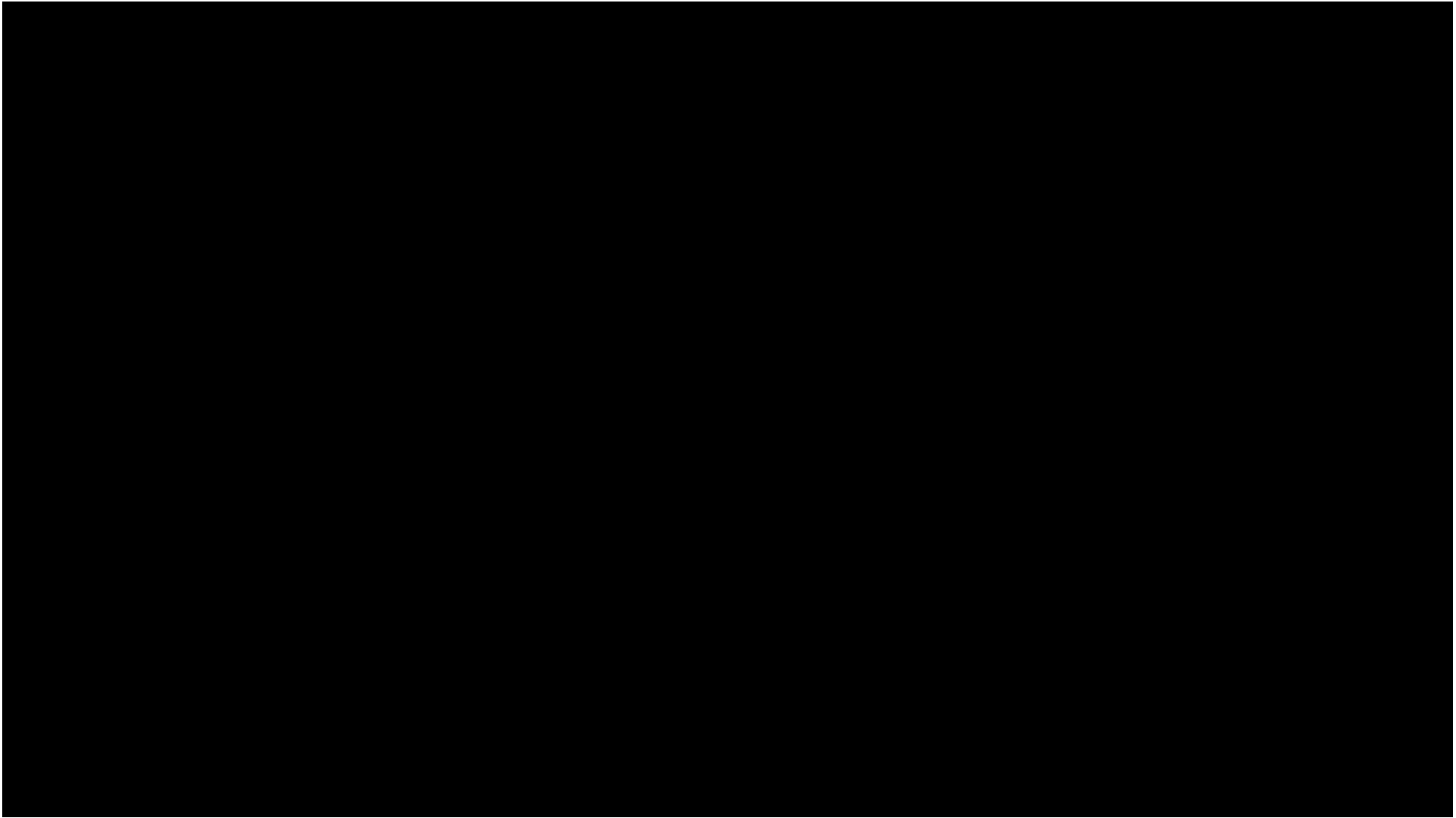


“The community really stepped forward to support this adoption event,” says Tim Rickey, ASPCA Senior Director of Field Investigations and Response.

“One of the **most surreal moments of my entire career** was standing at the event site wondering if anyone would show up. When a line of 50 people walked up the hill with crates in their hands, I nearly broke down.”

The two-day event attracted more than 500 potential adopters.

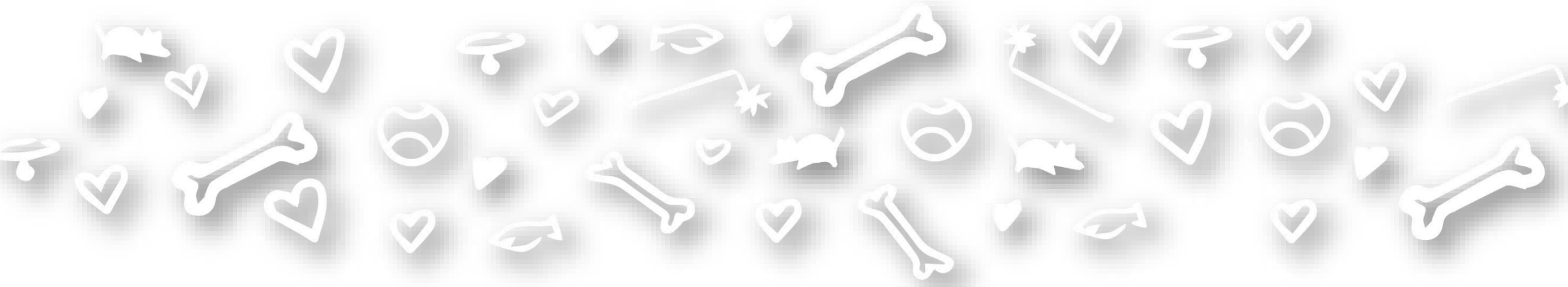






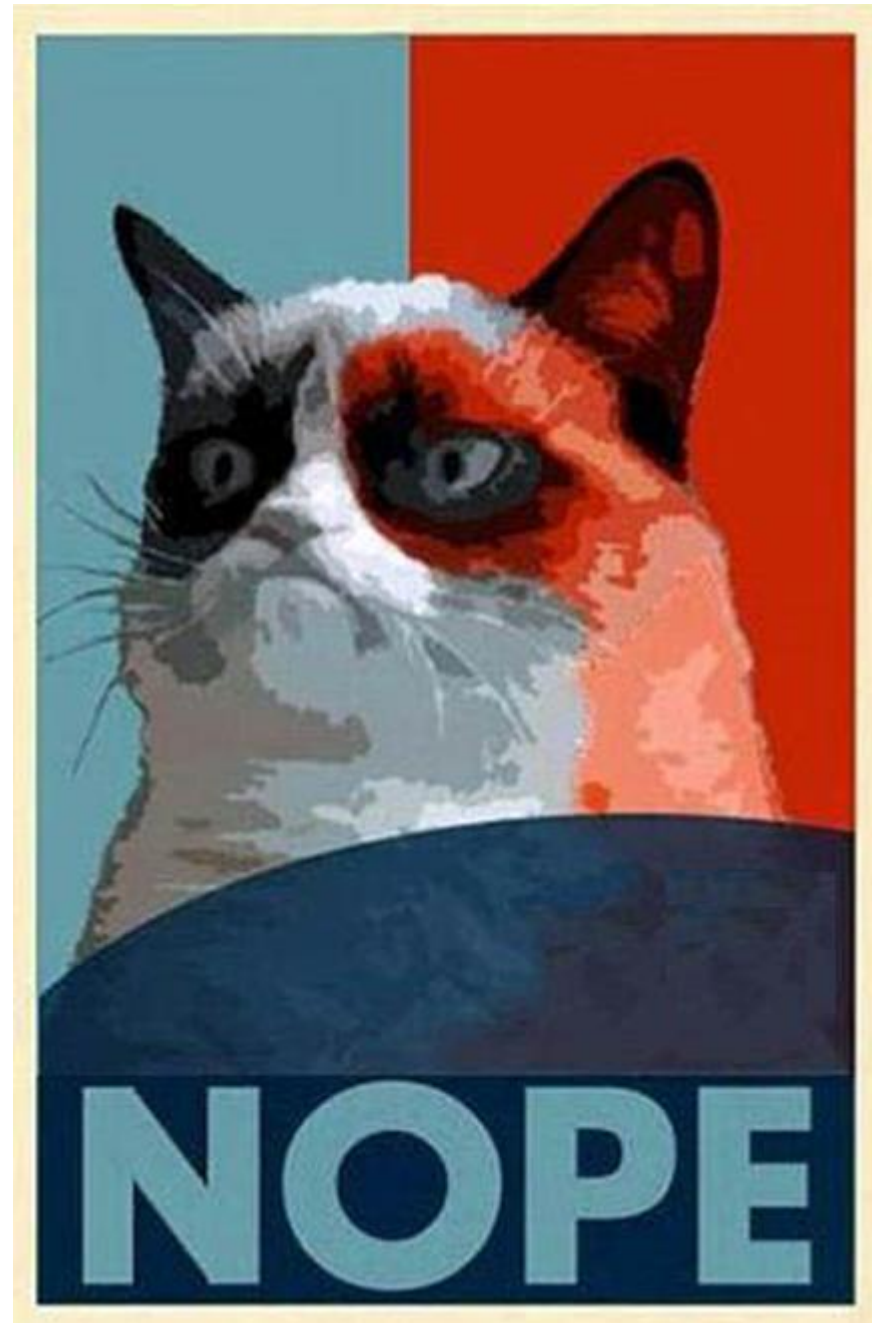
# Adopting Your New Best Friend

Everything you need to know



**We all have  
carefully crafted,  
data driven,  
tested & proven  
successful  
adoption  
applications**

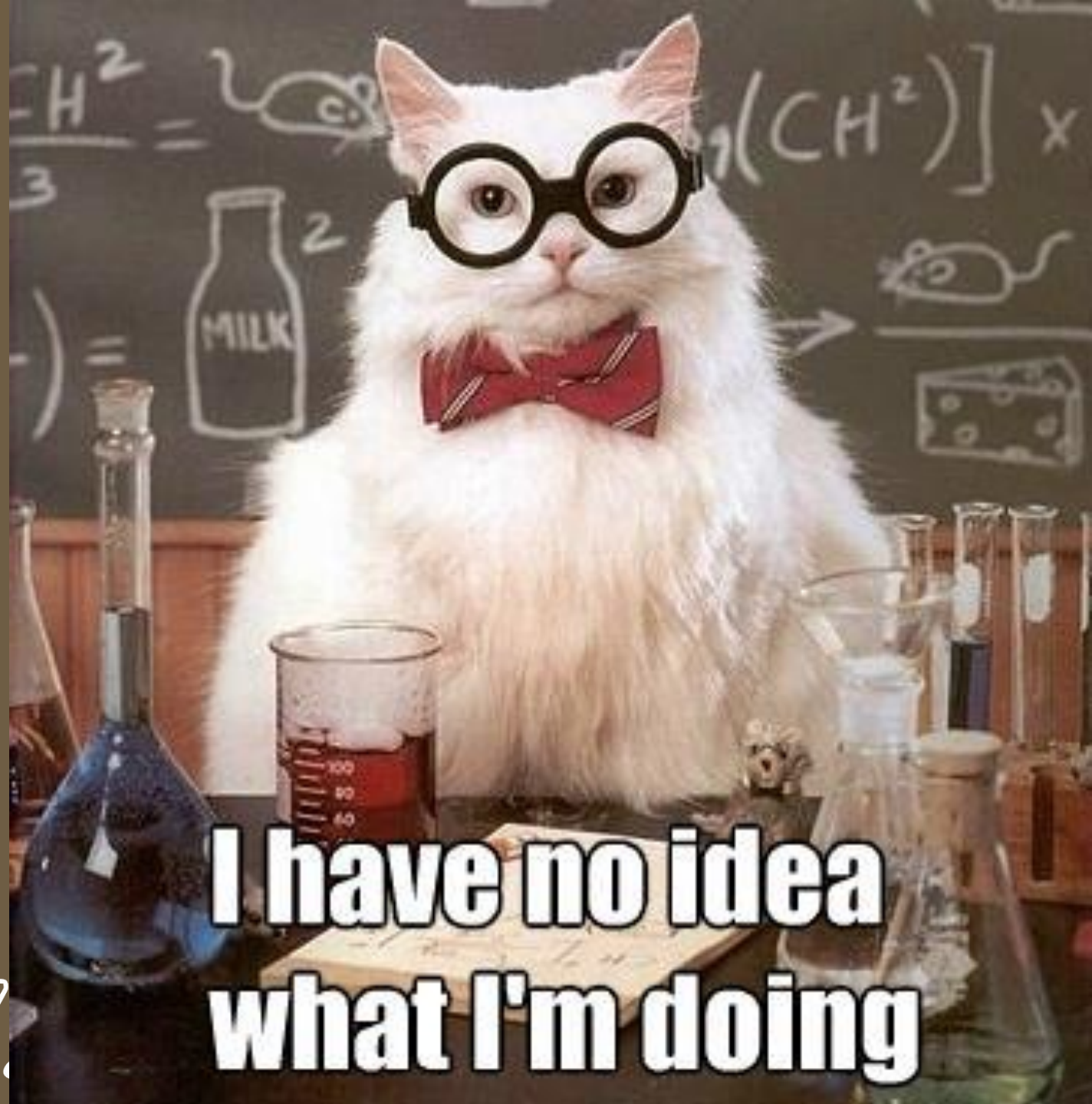
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# Adoption Programs: Making stuff up

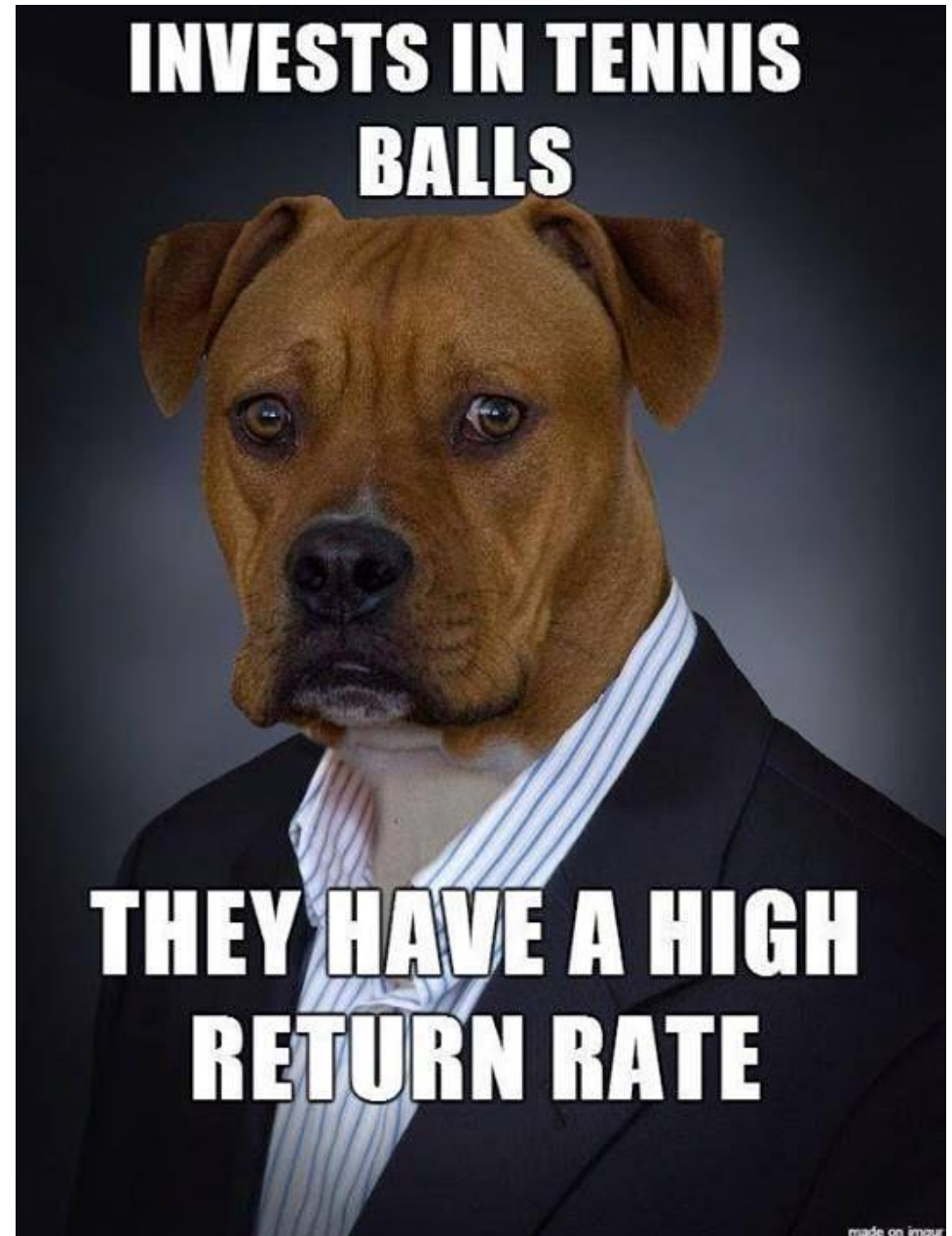
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**I have no idea  
what I'm doing**

# How to make better investments

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# Be a mythbust er

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# Be a **big** mythbust er

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# Customer Service

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**(isn't optional)**



“Someone calling themselves  
a customer says they want  
something called service.”

**There are some  
things polite  
people just  
don't say**

---





**Avoid  
existential  
questions &  
other poorly  
designed ones**

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**No really, I'm  
serious!**

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[www.glasbergen.com](http://www.glasbergen.com)



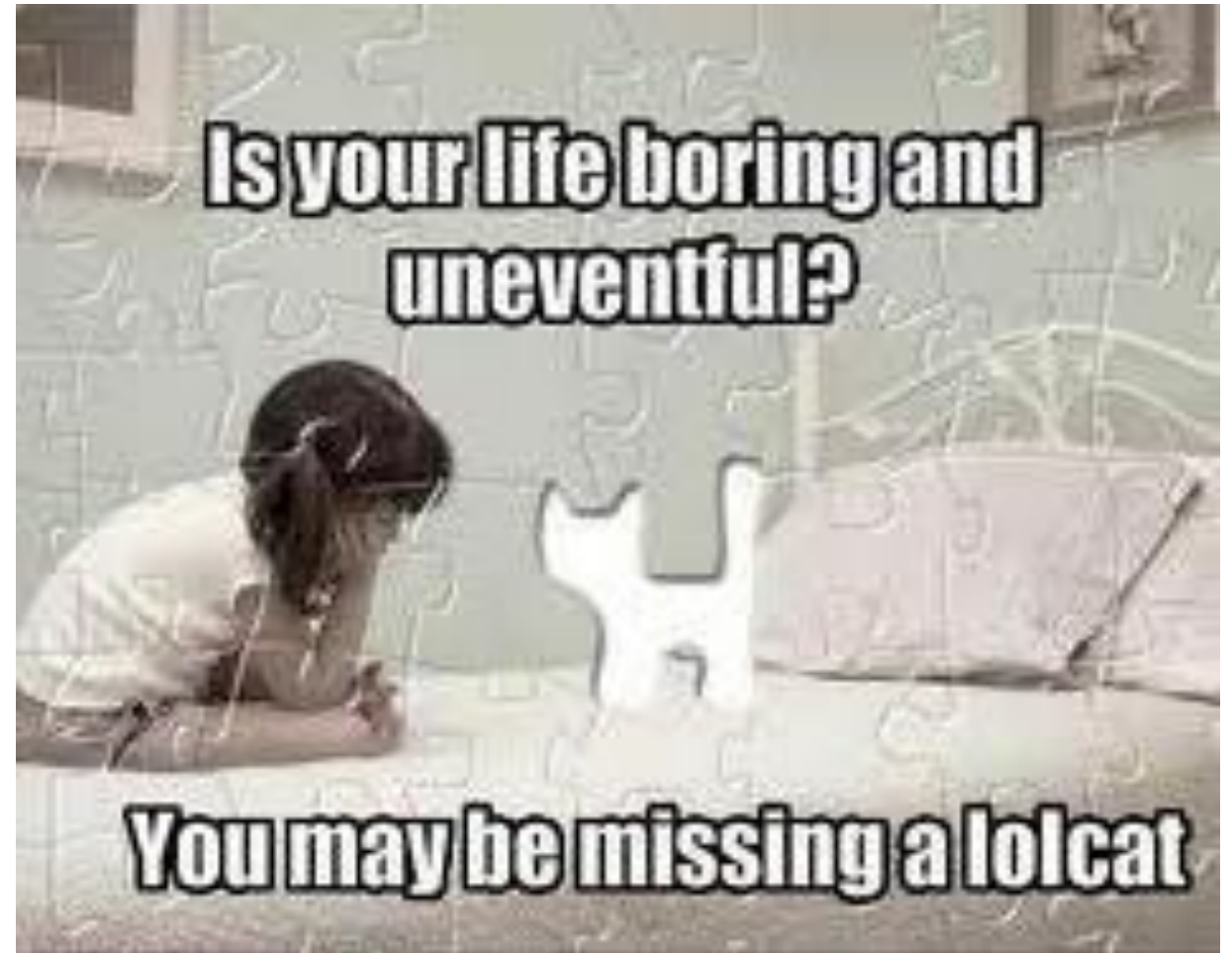
**"The bad news is, our customers hate us. The good news is,  
we have a lot fewer customers than we used to!"**

We waited  
30 min  
NO SERVICE



**People  
will**

**LOVE**  
**(with or without  
you)**



# Pets & people will find

(with <sup>LOVE</sup> or without  
you)



**We're all  
better  
when we work  
Together**

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**!**





**Do what you do  
so well that they  
will want  
to see it again  
and bring their  
friends.**

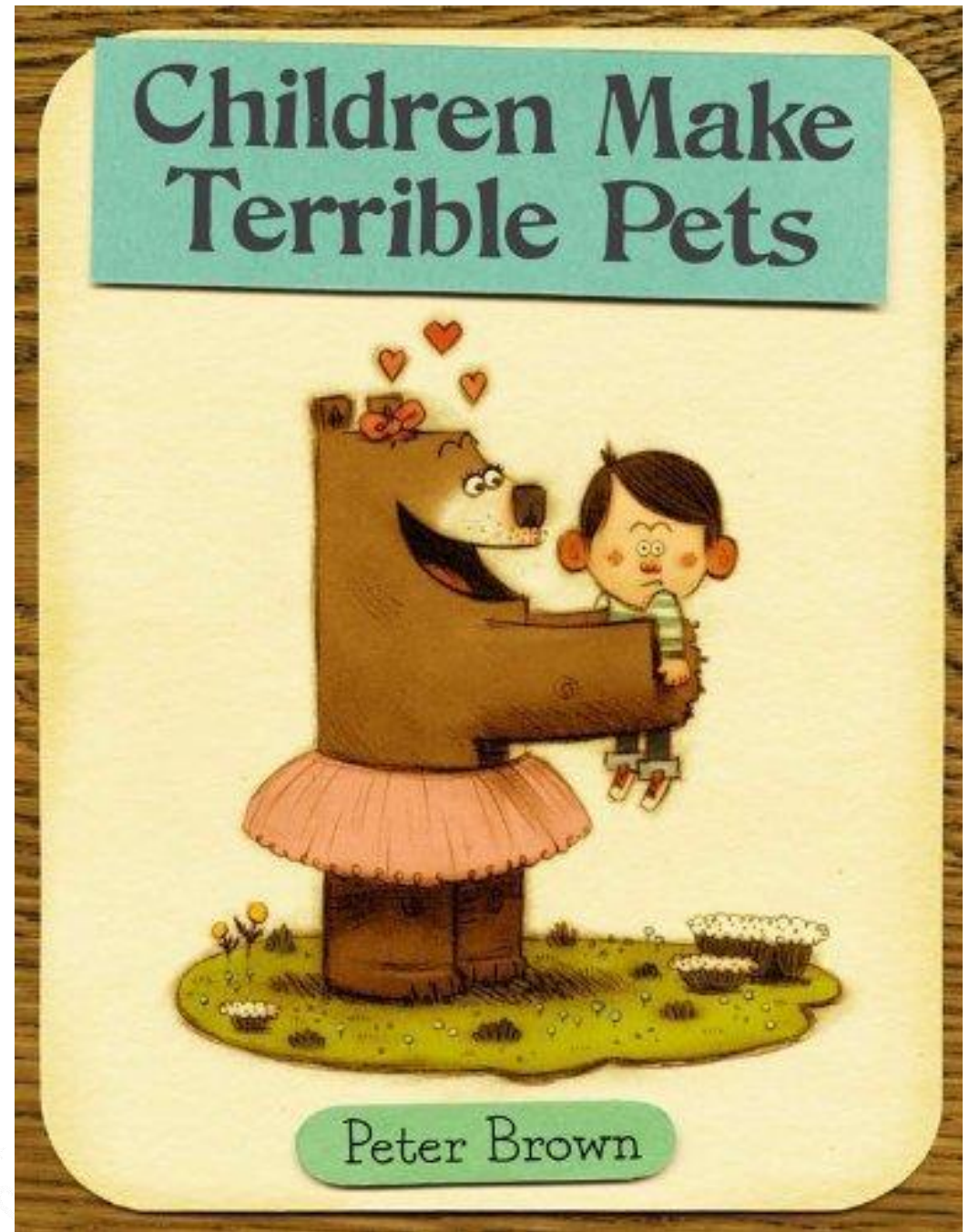
**-Walt  
Disney-**



You  
**CAN**  
adopt more  
pets because

---

LOVE



**Special thanks to:**



**petco  
foundation**

**HSUS Pets for Life Program**

**ASPCA**

**ACCT Philly –**

**[facebook.com/acctphilly](https://facebook.com/acctphilly)**