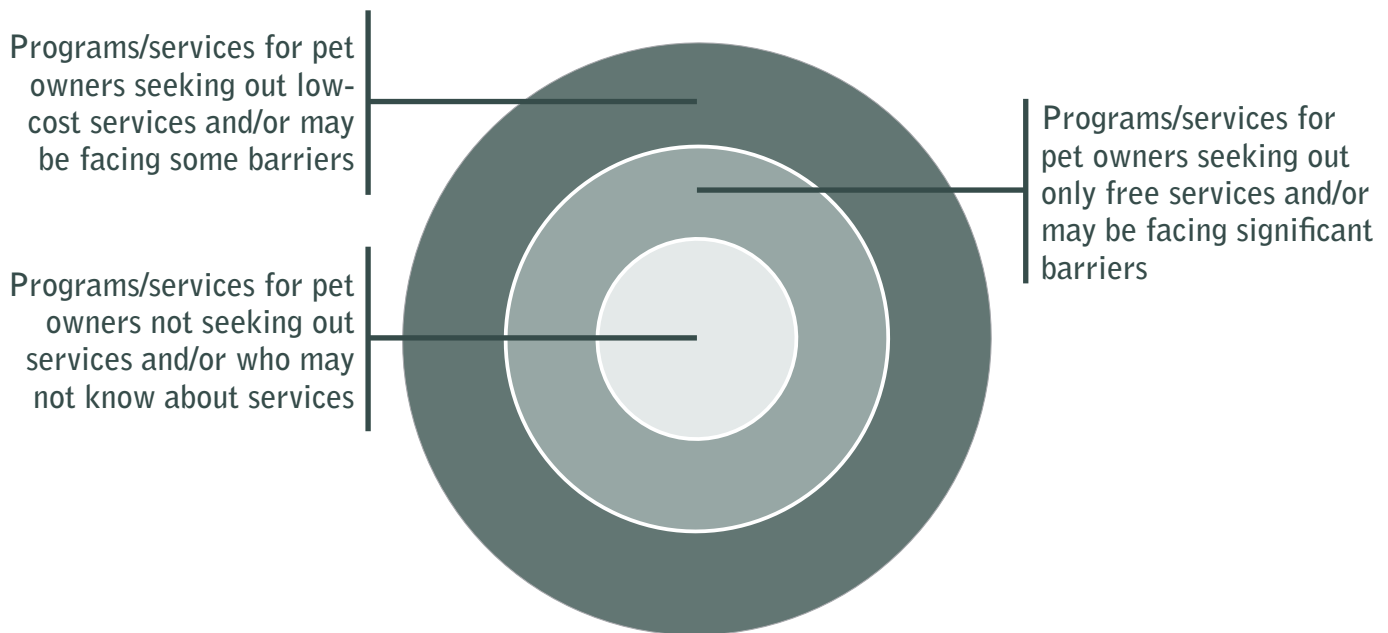


Designing Programs for All Pet Owners

The most successful clinics design programs and services which ensure that the needs of **all** pet owners in their communities are being met. Each of the Program Rings in the model below represents a group of clients we serve at Emancipet.

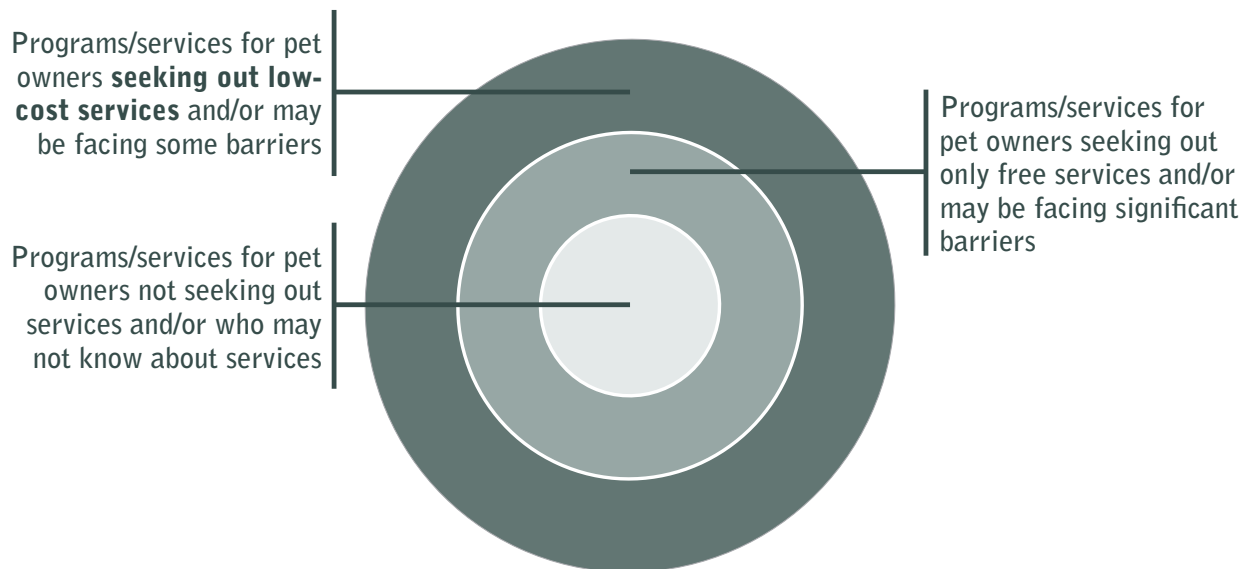
As you think about the services and programs you currently offer in terms of the Program Rings model, remember that your target may look different! The more resources (time, money, employees) your organization devotes to a specific ring on the target model, the larger that ring will be in proportion to the target overall.

Using the target model can also help you identify services and programs that are missing from your community, or if a group of pet owners' needs are not being met.



Designing Programs for Pet Owners Seeking Low Cost Services

The most successful clinics design programs and services which ensure that the needs of **all** pet owners in their communities are being met:



Low cost services for those who are seeking them are probably the services that you are already offering, or planning to offer. They may need to be partially subsidized in order to make them truly affordable in your community, but as a rule programs in this ring cost less than the inner rings because a fee is collected from each client. Services in the outer ring are a fundamental necessity in most communities. Providing ample access to low cost services will help to ensure that as you move toward the inner programming rings, you are offering free services to those that really need them.

Here are some key points to keep in mind when designing services and/or programs for pet owners who are *seeking out low cost services*:

These pet owners...

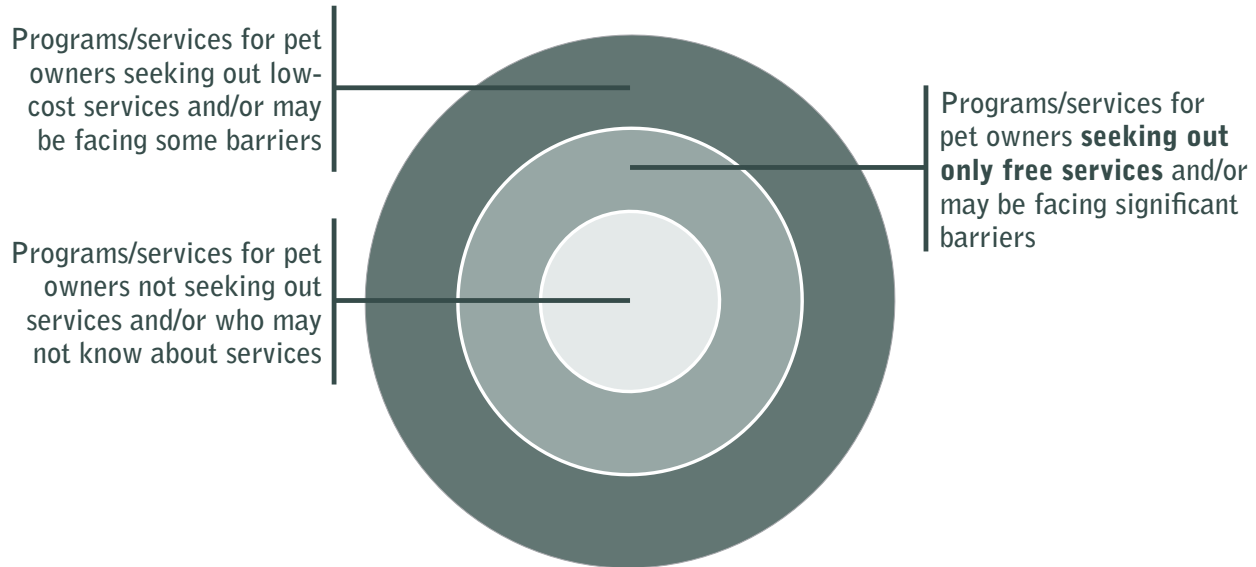
- know what spay/neuter is and want to get it for their pets
- love their pets and want to do what is best for them, but may not have all the information they need
- cannot afford market rates for spay/neuter and are seeking a safe, lower cost option
- are likely to be concerned about the safety of their pet, especially if they are not familiar with veterinary services
- are likely to be unaware of the right age to spay/neuter

These clinics should ideally...

- be located near areas with a median annual income of \$35K or below
- set low-cost pricing that is truly affordable based on the local cost of living
- have convenient hours and outstanding customer service
- share marketing/communication messages online that focus on the convenience and safety of the services offered
- have outstanding, multi-lingual customer service
- offer preventative care services at the same time as a spay/neuter to increase convenience

Designing Programs for Pet Owners Seeking Free Services

The most successful clinics design programs and services which ensure that the needs of **all** pet owners in their communities are being met:



Adding free services for those who are seeking them is a necessary step towards the center ring. This tends to cost more than the outer ring in that it must be fully subsidized by your organization and/or a partner. Creating a structure for offering free services to those seeking them, without creating barriers to service, can be tricky. It is important that they are offered inside neighborhoods with a lower median income – this eliminates the need to income qualify, which can be cumbersome and keeps animals that need your services from receiving them. Like the outer ring, offering these services for free to those who are seeking them will help to ensure programs in the inner ring have the highest impact possible.

Here are some key points to keep in mind when designing services and/or programs for pet owners who are seeking out free services:

These pet owners...

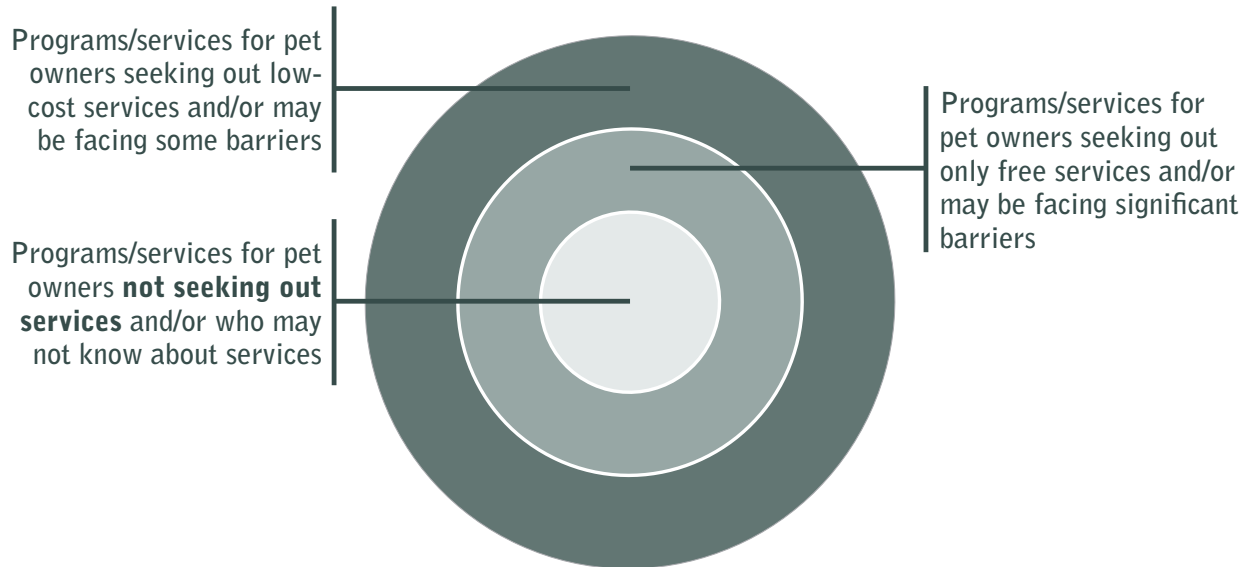
- know what spay/neuter is and want to get it for their pets
- have little to no discretionary income
- love their pets and want to do what is best for them, but may not have all the information they need
- are likely to be unaware of the right age to spay/neuter
- are willing to make sacrifices of time and convenience to take advantage of free services that are offered (but they shouldn't have to)
- may be community cat caretakers

These clinics should ideally...

- deliver services through mobile or event-based free days
- be located in areas with a median annual income well below \$35K
- offer free spay/neuter, rabies vaccines, and microchips
- have convenient drop off and pick up hours for shift workers
- share marketing/communication messages via less high tech methods (ex: flyers, door hangers) and focus on the availability of free services and how to access them
- never income qualify- targeting is by geographic area not individual proof of income
- have outstanding, multi-lingual customer service
- offer other services as a tool to increase pet health literacy

Designing Programs for Pet Owners Not Seeking Services

The most successful clinics design programs and services which ensure that the needs of **all** pet owners in their communities are being met:



At Emancipet we often call the inner ring of this model the Holy Grail - this is where the most impactful and life saving work can happen. It's also the most expensive programming that we have. When serving pet owners who are not seeking you or your services, we must offer the services for free, and often times we offer transportation, additional services, and we always provide follow up. It's a lot of work! And yet, this is where we see social change happen on the ground. Through these programs and services we are able to create new service seekers and see pets and people we never would have seen through the first two rings programs!

Here are some key points to keep in mind when designing services and/or programs for pet owners who are *not seeking out services*:

These pet owners...

- may not know what spay/neuter is or why it could benefit their pet or the community
- have little to no discretionary income
- have a low level of pet health literacy and spay/neuter is not a part of the cultural norms in their neighborhoods, families, etc.
- love their pets and want to do what is best for them, but may not have all the information they need

These clinics should ideally...

- deliver services through door to door outreach, community events, partnerships, wellness clinics, etc.
- be located in areas with a median annual income near the poverty level
- offer free spay/neuter, rabies vaccines, microchips, and other services based on needs in the area
- provide free transportation
- share marketing/communication messages in person only and by people trained to provide non-judgmental community engagement
- never income qualify- targeting is by geographic area not individual proof of income
- have outstanding, multi-lingual customer service
- focus on making genuine connections and building relationships with their clients