PETSMART Charities

BUILDING A SUSTAINABLE ADOPTION PROGRAM

1. OFFER A SEAMLESS JOURNEY

Own the animal, volunteer and adoption program model that works best for your organization

- Events partner
- Foster Led Adoptions partner
- Cat Center partner

Work with the store team to create a workable, welcoming and supportive space

- Start with one store, pilot the process and expand as volunteer coverage grows.
- Prioritize creating a strong partnership with the store team.
- Establish a monthly check-in with the store leader.
- Weekly check-ins are recommended for Cat Center partners.

- **A positive customer service experience is one that invites people in; it is a connection, not a transaction.**
- **Every store has its own ecosystem of individuals, foot traffic, floor plans, and processes.**
- **Communication and flexibility between partner and store is key.**

Make volunteering an easy "YES"

- Recruit for flexible schedules and roles needed.
- Set clear expectations with volunteers.
- Ensure staff and volunteers know their roles and schedule on event day.
- Provide supplies, training, guidance and live support.

2. THE EASY "YES" FORMULA

CLEAR TASKS
Turn the work into small, specific roles.

SIMPLE TRAINING
Build event leads through shadowing.

SHORT SHIFTS
Most roles can be same-day sign-ups.

NAMED CONTACT
Know escalation steps for handling issues.

ROLES SHOULD BE EASY TO UNDERSTAND

Examples of successful volunteer roles in stores:

DOG TRANSPORT
Pick up one dog, stay with them at event and return if needed.

CAT TRANSPORT
Move cats between the shelter and adoption event.

CAT CARE
Refresh litter, food and water; provide enrichment and socialization.

EVENT LEAD
Onsite contact; guide volunteers, manage supplies and process applications.

EVENT SUPPORT
Setup, water, enrichment and teardown; no direct dog handing required.

REMOTE CONTENT CREATOR
Create adoption snapshots or event and social graphics from home.

Partner with your Adoption Grants Manager