



Intake-to-Placement Field Services and Adoption Events

Overview

Field Services staff may participate in local events, hosted by the shelter or community-hosted events, to promote shelter pet adoption. This approach allows Field Services an outlet to connect with the community positively, outside of typical job duties and may increase morale.

Getting Started

Consider the following examples that can make an impact at adoption events.

- **Consider a wide range of events** in your planning process. Every community is different but you may consider events like fairs, festivals and events hosted by neighborhood associations, the public library, or schools.
- **Consider prioritizing off-site events in areas** where adoptions from residents are lower (compared to other geographic areas in your community).
- **Field Service officers may transport** adoptable shelter pets to and from the event.
- **Feature pets who are available for rehoming** in the community for increased adoption visibility.
- **Set up a process** to allow completing an adoption while at the event.
- **Provide one-pager printed resources** on best practices for basic pet care and training.
- **Recommend free or low-cost local services to soon-to-be pet owners** by providing a quick-grab list of available programs/services in your community.

Additional Consideration

Consider integrating materials that are child-friendly when attending or hosting community events. These samples may be printed or used as inspiration:

- [Maddie's Tail Wag - An Activity Book for Ages 7-10](#) - Maddie's Fund ©
- [Maddie's Tail Wag - An Activity Book for Young Children - English Version](#) - Maddie's Fund ©
- [Maddie's Tail Wag - An Activity Book for Young Children - Spanish Version](#) - Maddie's Fund ©
- [Sample Coloring Book Pages](#) - National Animal Care & Control Association (NACA)

Supporting Research

- [Animal Control and Field Services Officers' Perspectives on Community Engagement: A Qualitative Phenomenology Study](#) (Moss et al., 2023)
 - “The definitions of community engagement varied greatly across this sample of U.S. officers. However, most officers agreed that strategies such as **relationship-building, providing assistance or information, and allowing time for compliance** were among the most effective community engagement strategies.”
 - “To empower communities to prevent and respond to animal cruelty and neglect, animal control and field services organizations **must employ effective and culturally responsive community engagement strategies** [6]. These strategies include efforts to address systemic and sociocultural barriers to accessing pet support services (e.g., veterinary care, behavior care, and basic supplies) [7,8].”
 - “When we return an animal that was running at large instead of taking it to the shelter, I think that’s building trust (Participant 9). **Many officers described return-to-field (RTF) practices in the field as community engagement.** Rather than impounding the animal, citing the owner, or charging fees, officers simply returned the animal to the owner while in the field. Officers expressed that trying to figure out where a lost dog belongs in a neighborhood before bringing it to the shelter, such as walking door to door or checking for a microchip, positively impacts trust with the community. **Similarly, many officers shared that the community can help get lost pets home and believed this leads to effective community engagement.** Officers explained that when community members find dogs, it is an opportunity for the animal control and field services officer to develop a relationship. Situations such as this allow officers to build upon existing community strengths.”