



HASS Rubric: Intake-to-Placement

How does the organization utilize media to highlight pet placement options?

Beginner

Organization shares information on current pet placement needs, initiatives, events, or fundraising goals with established local media connections at least once per quarter.

Placement topics include foster initiatives, pet placement needs, adopter or foster on-deck recruitment, success stories of placements, transport partner details, and more. Pet placement needs may include a need for supplies, support services, fundraising, and more.

Intermediate

Organization shares information on current pet placement needs, initiatives, events, or fundraising goals with established local media connections at least once per month.

Advanced

Organization utilizes established connections with local media to strategize media pitches related to pet placement needs, initiatives, events, or fundraising goals on a recurring schedule; Strategic planning for major pet placement efforts occurs at least two weeks before the deadline or event.