



## HASS Rubric: Supported Self-Rehoming

How does the organization share self-rehoming resources?

### Beginner

Supported self-rehoming resources are made available to the public during in-person interactions, such as an individual engaging with your intake team on-site. Resources for supported self-rehoming **may include** adoption marketing tips, how to process or transfer ownership of pets, technology solutions (to aid in the rehoming process), meet and greet tips and/or options for free or low-cost medical care.

### Intermediate

Supported self-rehoming resources are made available to the public during in-person or phone interactions and email outreach. Email outreach may include scheduled marketing campaigns (pre-planned and coordinated marketing outreach to a set of subscribed email addresses, social media posts, website banners) or correspondence with support requests.

### Advanced

Supported self-rehoming resources are made available to the public during in-person or phone interactions and email correspondence. These resources are also accessible on the organization's website and applicable social media pages.