



## HASS Rubric: Supported Self-Rehoming

How does the organization support self-rehoming pet marketing?

### Beginner

The organization provides resources to community members who are self-rehoming their pet(s) for pet marketing best practices. This support includes resources on how to create pet biographies and take pet photos.

### Intermediate

The organization provides resources to community members who are self-rehoming their pet(s) for pet marketing best practices. This support may be physical or digital and includes resources on how to create pet biographies and take pet photos. The organization also offers direct support by a staff or volunteer representative to provide customized pet marketing support or review existing content and make recommendations.

### Advanced

The organization provides resources to community members who are self-rehoming their pet(s) for pet marketing best practices and offers direct support by a staff or volunteer representative. Staff support includes but is not limited to customized review of existing pet marketing and the creation of pet biographies on behalf of community members rehoming pets if provided with appropriate source materials. The organization includes adoption listings for community pets being rehomed directly on their website and social media pages. These listings may come from a direct rehome page managed by your organization or an external platform such as Adopt-a-Pet, Home-to-Home, or GetYourPet.