



of York County

Shelter Scan

Interactive Kennel Card



adōpets

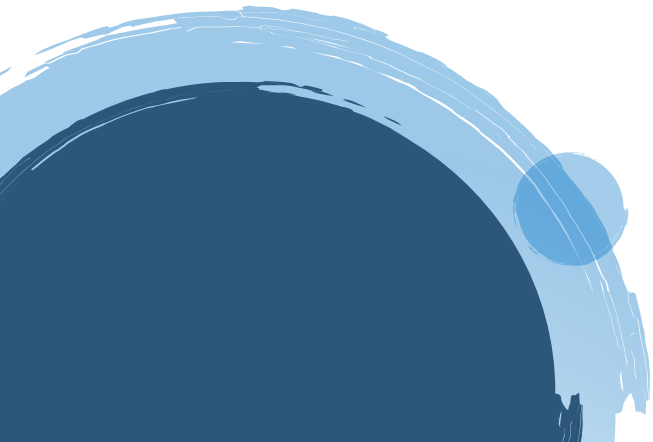
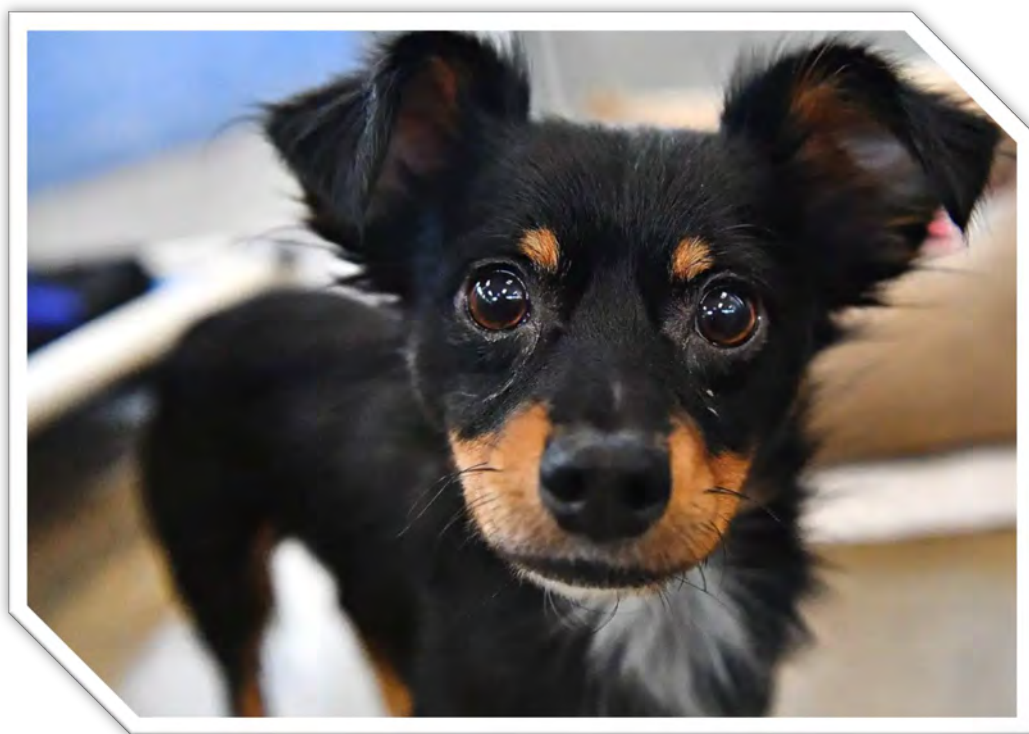


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The Dilemma

Our society has evolved into one that requires instant gratification. Smartphones, Alexa, delivery apps, etc. The animal adoption experience is no different. When potential adopters are walking through a kennel, they are eager to know the most up-to-date information on an animal in the moment.

Most shelters use very antiquated kennel card systems. Historically, these cards were intended to provide information for shelter staff. For example, information such as where that animal was found, its identification number, and if there is any holds was pertinent information for professional staff. Here at the York County SPCA, we used very simple index cards with minimal information and nothing of importance to an adopter. The cards lacked personality, salesmanship, and were not intended to make love connections between people and pets.

We were missing out on a huge opportunity to use kennel cards as a written introduction of the animal to a potential adopter like a dating profile for people. We need to provide eye-catching, current, and positive personality profiles, to showcase the animal in the best light possible. We need to leverage our technology-driven world to appeal to adopters and give them a chance to interact with each animal in a new and innovative way. The goal to address this problem aims to showcase the animal and make a better first impression, allowing people to see them outside of a kennel environment, learn important information about them quickly, decrease length of stay in the shelter, and increase overall adoption rates.

This challenge exists in shelters all over the country.

The Solution

Shelter Scan!

Shelter Scan is a visually appealing interactive kennel card that contains a unique QR code and eye-catching personality traits to help the animal stand out to prospective adopters. The card can be displayed on the outside of a cage like previous kennel cards. When scanned with a smart phone, the QR code will direct an adopter to a predetermined landing page specified by shelter staff.

Each shelter's QR code destination may be customized depending on their digital platform. If a shelter does not have an organizational website, they can still utilize the interactive kennel cards with an outside company landing page such as PetFinder, Adōpets, Facebook, and others.

Adōpets, which is a pet adoption management system, helped develop the kennel cards in collaboration with the York County SPCA. In order to utilize the interactive kennel cards, each shelter must create a free account with Adōpets since their platform helps power and houses the technology.

Example

Marmalade



Sex: Female

Age: Adult

Size: Large



**SCAN TO GET
MORE INFO**

More about me:

Calling all Dane lovers! Meet Marmalade! This gentle giant is all around quite the catch! Marmalade's ideal home would have large dog experience and be willing to continue with daily routine. Marmalade has done well with all hoomans she has met, as well as other dogs. She walks well on leash, appears to be housebroken, but she could use better manners when it comes to jumping. If Marmalade is that cutie-pup-tootie you've been searching for, please apply to meet her!



**Loves Car
Rides**



Housetrained



Leash Trained



**Loves Food &
Treats**

Example



Sugar

YORK-A-1923

[Apply for Adoption](#)

Dog - Terrier, Pit Bull
Sex : Female
Age : 6Y / 6M / 2W
Weight : 37.00 lbs
Location: Foster Home

Adult-Only Home Preferred, No Cats, Single Dog Home

Why are we so grateful for fosters? Because of dogs like Sugar.

Sugar came to us in April of 2021. She was timid, shy, and fearful in the shelter environment, and she clearly hadn't received much training in her life. Plus, she wasn't a fan of other animals. All these reasons made it difficult for Sugar to get even one adoption application. But what all the shelter staff and volunteers knew, and what the public couldn't see, was that Sugar was as sweet as her name and she just needed a safe, loving home environment to show it.

Unfortunately, after a year in the shelter, Sugar had still received no adoption interest. We were trying our best to find her perfect adopter when Sugar's journey got derailed. She tore her ACL

At the York County SPCA, we link our QR code to that specific animal's adoption profile on our website. This allows the adopter to view additional photos and videos outside of the kennel environment, a more detailed personality profile, and a very visible "Apply for Adoption" button to click, all while standing in front of the cage!

The top section of the card features the animal's name, your organization's logo, a large photo, basic information, and a very noticeable QR code.

The middle section is an “About Me” area where a profile summary can be included. This has a character count of 500 (approx. 75 words).

Lastly, the bottom section is an area that can display up to 4 pet characteristics.

More about me:

Meet Klaus! Brought into the shelter by our Humane Officer, sweet Klaus had a rough start to life but is ready for his new beginning. Klaus' family should be loving, patient, and allow him time to decompress after some big life changes. Klaus previously lived with a larger dog and did well. He smiles while he runs, walks well on a leash, and gives the best puppy-dog eyes! He takes treats very gently and very much enjoys pets and rubs! If Klaus is the sweet, laid back boy you have been looking for please apply today!

Laid Back **Leash Trained** **Loves To Be Brushed** **Cuddler**

Pet Characteristics are eye-catching icons with a small title below them. Their purpose is to draw an adopter in to learn more about that animal. The list of available pet characteristics is comprehensive to include fun, whimsical icons, as well as more informational icons depending on the wants of each shelter.

Getting Started

Below we cover the steps needed to create your account and utilize the kennel cards. Please reach out to Adōpets' customer service for technical support and any questions.

1

Visit www.adopets.com, click "Request a Demo", and fill out the short form.

2

An Adōpets representative will reach out to schedule a demo. Adōpets will demonstrate how to use their software and discuss what your needs are.

3

After signing a proposal, onboarding will kick off. Depending on if you choose to utilize any of Adōpet's additional features, onboarding may look a little different. If you are only utilizing the kennel card solution, the process is free and proceeds in the following way:

- a. Adōpets creates a unique account for your organization.
- b. A one-hour integration meeting is scheduled where Adōpets connects your shelter software and discusses any details specific to your shelter.
- c. Your account will be enabled, and the kennel card technology activated.

4

Add pet characteristics by inserting their hashtag (in the form of #characteristicname) to the kennel card memo of your base software.

Adōpets will recognize the hashtags and convert them into an icon in the pet characteristic portion of the kennel card. There are potentially other options to add pet characteristics depending on your shelter software, which would require an additional fee. For example, we utilize the attributes section in ShelterLuv and are able to simply click on the relevant characteristic and it will appear on the card.

5

To print the kennel card, find the desired animal in your Adōpets dashboard. Click on the three small dots at the right of their listing and select Kennel Card. There will be three separate options for cards. The Shelter Scan card is labeled “Full Page (Shelter Scan)”. This will automatically print as a full 8.5” x 11” paper. If you would like a smaller card, select print two pages per sheet and it will be half the size.



BEHAVIORAL

Active Lifestyle
Laid Back
Housetrained
Special Behavioral Needs
Talkative
Service Dog Material
Cuddler
Independent
Knows Tricks
Playful
Leash Trained
Loves Food & Treats
Loves the Water
Loves Car Rides
Loves to be Brushed
Bonded Pair
Experienced with Dogs
Dog Selective
No Dogs
Unknown with Dogs
Experienced with Cats
Cat Selective
No Cats
Unknown with Cats
Experienced with Kids
No Kids
Unknown with Kids
No Small Animals

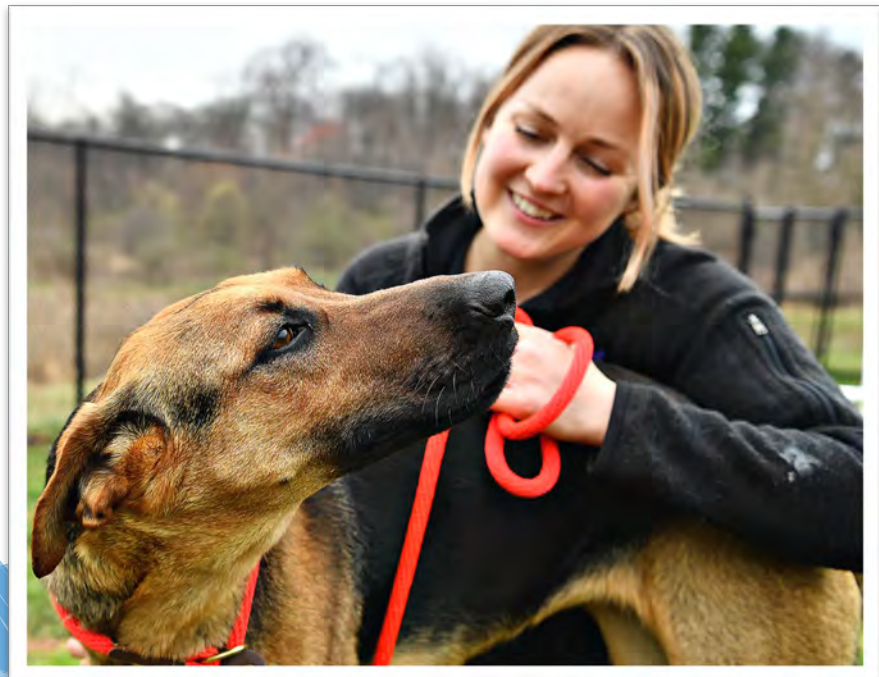
ENVIRONMENTAL

Long-Term Resident
No Livestock
Fenced Yard Required
No Apartments
Foster Eligible
Working Cat
Indoor Only
Indoor/Outdoor

MEDICAL

Special Medical Needs
FIV Positive
FELV Positive
Heartworm Positive
Declawed
Special Diet

Pet Characteristics



Benefits

Shelter Scan offers a total adoption experience by providing the most useful and flattering impression of an animal. Our solution hinges on an attractive kennel card that encourages adopters to scan a QR code directing them to experience a more positive overview of that animal. We all know that many dogs act up in a kennel environment, so we want to overcome that challenge by helping them make a better impression and show what their actual personality is like outside of the kennel. When a prospective adopter scans the QR code and reviews the pet's personality profile, the chances of a successful adoption outcome increases.

Another benefit is gaining the ability to track QR scans so you can see how many people are utilizing the kennel cards. How to track scans may vary with each shelter depending on where your QR landing page is. For example, at the York County SPCA the QR code links to our website where we track clicks and traffic to pages on our website via Google Analytics. Another benefit is gaining the ability to learn which animals are "less popular". Your communication team can then focus more of your marketing and storytelling on these animals whose length of stay may become a concern.

We hope you enjoy the Shelter Scan project as much as we have! Please do not hesitate to reach out to info@ycspca.org or Adōpets with any questions, concerns, or feedback!

