

How Your Business Model Can Supercharge or Sabotage Your TNR (or other) Program



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Please Include "Academy" in Subject Line



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How Your Business Model Can Supercharge or Sabotage Your TNR (or other) Program

The Material shared in this presentation may be applicable to any of the following types of organizations:

- Government-run Shelter
- Government-run Animal Control
- Non-Profit Organization with contract for Shelter Services
- Non-Profit Organization with contract for Animal Control
- Rescue Group (incorporated or not)
- TNR Group (incorporated or not)



How Your Business Model Can Supercharge or Sabotage Your TNR (or other) Program

The Business Model



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It would be reasonable to expect the plumber to ...

- Respond in a timely fashion.
- Be able to determine the cause of the problem.
- Have an understanding of how to fix the problem.
- Bring the necessary tools.
- Have the appropriate parts, or know where to get them.
- Provide some warranty on the work.



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When the job is finished, ...

- The leak is fixed or the drain is open - for the time being - BUT, ...
- The next time a pipe leaks or a drain clogs, you must call a plumber again



How Your Business Model Can Supercharge or Sabotage Your TNR (or other) Program

This is an example of

The Service Model



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How Your Business Model Can Supercharge or Sabotage Your TNR (or other) Program

The Service Model Applied to the TNR Program

- A Member of the community observes cat(s) outdoors.



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- Often the citizen is not familiar with free-roaming cats.



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- The citizen makes contact with the TNR Program.



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The Service Model Applied to the TNR Program

- A Member of the community observes cat(s) outdoors.
- Often the citizen is not familiar with free-roaming cats.
- The citizen makes contact with the TNR Program.
- When/if the group is able, they respond to the request for help.



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The Service Model Applied to the TNR Program

When the work is completed,

- TNR Accomplished – for the time being – BUT, ...
- If some cats have been missed - there will be a repeat call for help.



How Your Business Model Can Supercharge or Sabotage Your TNR (or other) Program

Sustainability of TNR Programs Using the Service Model

- Exposure in the community creates more demand



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- Most TNR Programs do not have unlimited resources.



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Sustainability of TNR Programs Using the Service Model

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- Most TNR Programs do not have unlimited resources.
- Eventually demand exceeds capacity.



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Sustainability of TNR Programs Using the Service Model

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- Most TNR Programs do not have unlimited resources.
- Eventually demand exceeds capacity.
- Either ...
 - Strict limits on the response to requests for service must be imposed (limiting the organization's accomplishments) ...



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Sustainability of TNR Programs Using the Service Model

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- Either ...
 - Strict limits on the response to requests for service must be imposed (limiting the organization's accomplishments) ...
- Or
- Dedicated members of the organization can experience Burnout.



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Sustainability of TNR Programs Using the Service Model

- Exposure in the community creates more demand
- Most TNR Programs do not have unlimited resources.
- Eventually demand exceeds capacity.
- Either ...
 - Strict limits on the response to requests for service must be imposed ...
- Or ...
 - Dedicated members of the organization can experience Burnout.
 - Some organizations cease to operate.



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Sustainability of TNR Programs Using the Service Model

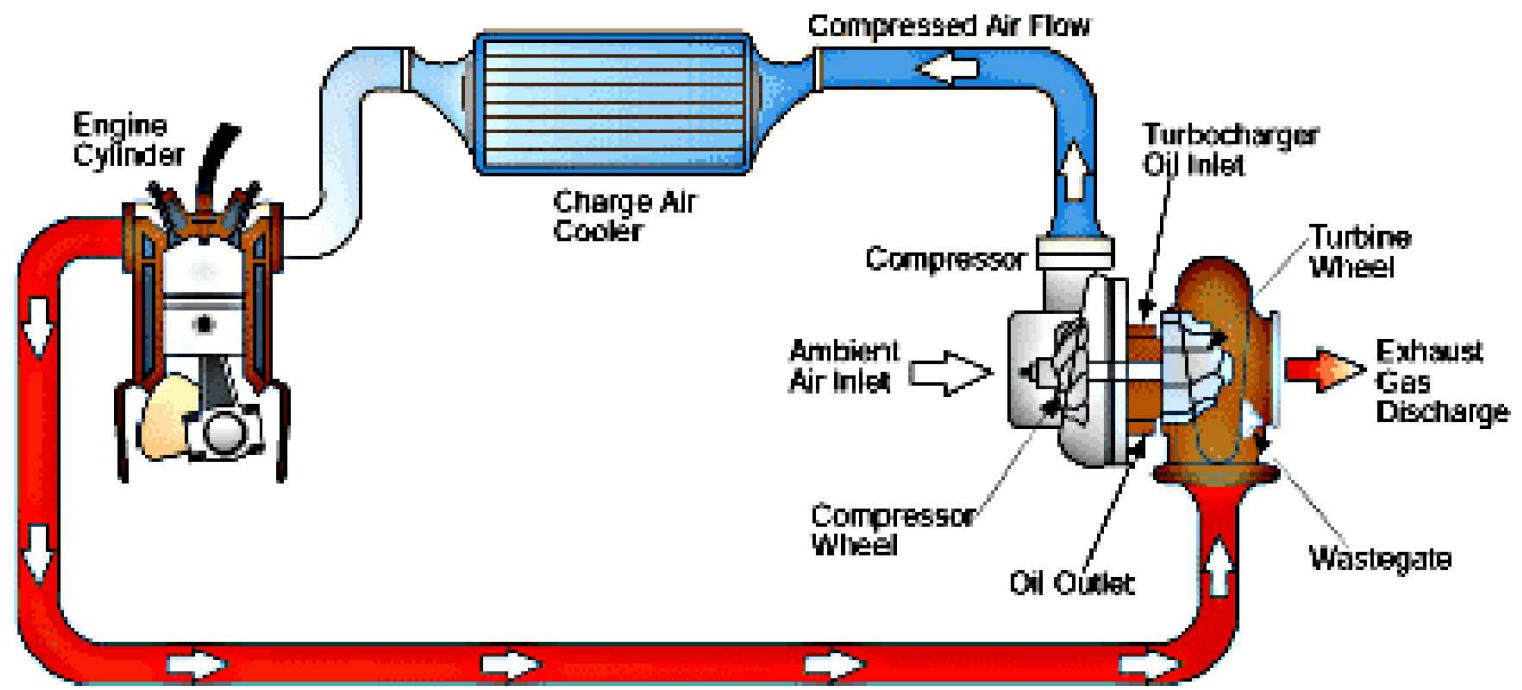
Signs of Burnout

- A passion to help others resulting in long working hours.
- Fatigued all the time (chronic fatigue).
- Inability to focus on tasks for a long period of time.
- Physical symptoms - muscle aches, back pain, gastrointestinal problems, weakened immune system (one cold after another).
- Anxiety.
- Insomnia.
- Depression.
- Lack of Enjoyment
- Emotional Detachment
- Anger.
- Feeling of Isolation
- Feelings of Hopelessness



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The Principle of the Turbo-charge



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An alternative to the Service Model



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An alternative to the Service Model

The Advocate may provide, ...

- List of government representatives to call, write letters to, or visit.
- What to say and how to phrase the request.
- How to follow up on the request.
- How to involve friends and neighbors to help.
- How to get publicity through newspapers, demonstrations, etc.
- Encouragement to run for office.



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This is an example of

The Organizing Model



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The Organizing Model



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REMINDER

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Our Most Important Goal
is to
Help Animals and People
and to
Make Their Lives Better



How Your Business Model Can Supercharge or Sabotage Your TNR (or other) Program

What is the greatest single resource for saving lives?

A brand new building?



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The Involvement of The Community



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How Your Business Model Can Supercharge or Sabotage Your TNR (or other) Program

How can the involvement of the community TURBO-CHARGE our Live-Saving Programs?

- Adoptions - Placing animals in the community
- Increasing Adoptions - Positive word of mouth in the community
- Volunteers - The community can multiply the effect of staff.
- Fundraising - Significant amounts from the community.
- Fosters - Members of the community.



How Your Business Model Can Supercharge or Sabotage Your TNR (or other) Program

“Many Hands Make Light Work”

– from Sir Beves of Hamptoun (~1300 A.D.)



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How Your Business Model Can Supercharge or Sabotage Your TNR (or other) Program

Enlisting the Involvement of the Members of the Community

Some References to Information about "The Link"

Animals & Society Institute
2512 Carpenter Rd, #202-A, Ann Arbor MI 48108-1188
www.AnimalsAndSociety.org
info@animalsandsociety.org
(734) 677-9240

The National LINK Coalition
37 Hillside Rd, Stratford, NJ 08084
www.NationalLinkCoalition.org
Phil Arkow, Coordinator - ArkowPets@snip.net
(856) 627-5118



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Enlisting the Involvement of the Members of the Community

Overcoming historical obstacles to community involvement.



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Enlisting the Involvement of the Members of the Community

Overcoming historical obstacles to community involvement.

- Animal Control perceived to want to impound any animal it can.
- Animal Shelter perceived to be the place where animals go to die.



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Enlisting the Involvement of the Members of the Community

Overcoming historical obstacles to community involvement.

- Animal Control perceived to want to impound any animal it can.
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Progress is being made in many jurisdictions which is changing these perceptions.



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Enlisting the Involvement of the Members of the Community

The first steps depend on having the proper MINDSET:

- Assume that people will take care of their pets to the best of their knowledge and ability.



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Enlisting the Involvement of the Members of the Community

The first steps depend on having the proper MINDSET:

- Assume that people will take care of their pets to the best of their knowledge and ability.

THEN:

- Establish programs to help the public to improve their knowledge and ability to care for their pets.
 - Providing information to the public
 - Solving pet problems
 - Resolving conflicts
 - Decreasing shelter intake
 - Increasing positive outcomes



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Enlisting the Involvement of the Members of the Community

- Animal Control attempts to provide solutions to problems first. Impound as a last resort, only.



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Enlisting the Involvement of the Members of the Community

- Animal Control attempts to provide solutions to problems first. Impound as a last resort, only.
- Animal Shelter attempts to keep pets in their homes by solving problems.



How Your Business Model Can Supercharge or Sabotage Your TNR (or other) Program

Start by taking the Mindset Self-Evaluation Test



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The Organizing Model in TNR Programs



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How Your Business Model Can Supercharge or Sabotage Your TNR (or other) Program

No, free-roaming feral cat populations do NOT exist because irresponsible pet owners allowed their cats outside.



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How Your Business Model Can Supercharge or Sabotage Your TNR (or other) Program

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- For thousands of years, before the time of refrigeration and preservatives, cats were taken on long sea voyages to protect the food supply from rodents.



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- Afterward, there were many voyages to the New World carrying settlers who brought cats.



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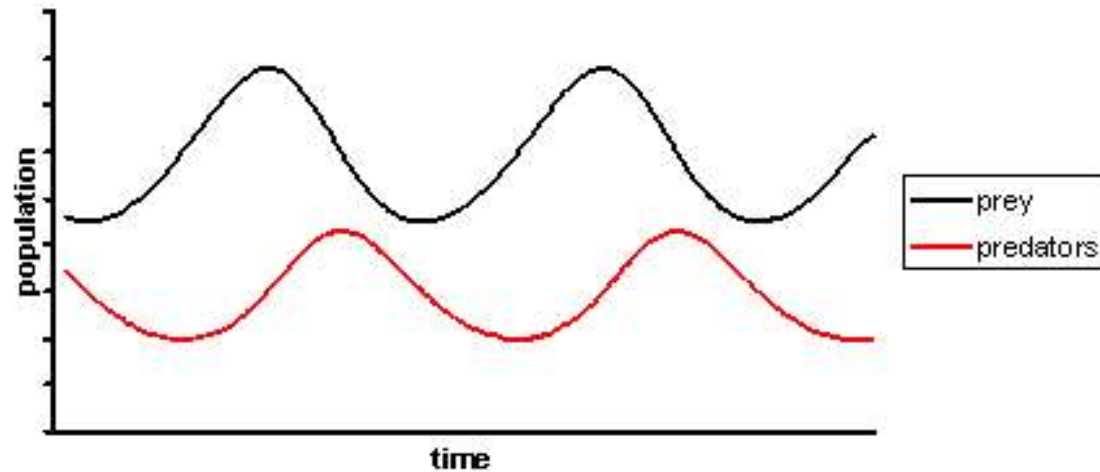
It's Not Nice To Fool With Mother Nature



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How Your Business Model Can Supercharge or Sabotage Your TNR (or other) Program

The Law of Nature tells us that prey and predator populations tend to maintain a balance.



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The Law of Nature tells us that prey and predator populations tend to maintain a balance.

- Cats live in the neighborhood because there is a food supply.
- When the predator population is low the prey population increases.
- When the prey population is high, the predator population will increase.



How Your Business Model Can Supercharge or Sabotage Your TNR (or other) Program

The Law of Nature tells us that prey and predator populations tend to maintain a balance.

- Removing cats from an area is counter-productive.
- When the cats (predators) are removed, the rodents (prey) will increase.
- With an increased population of rodents (prey), cats (predators) will migrate into the area.
- This is known as the "Vacuum Effect".



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TNR is the best approach for dealing with populations of community cats.

- Spay/Neuter
 - Stabilizes the population.
 - Reduces hormone levels, which all but eliminates undesirable ...
 - Spraying
 - Fighting
 - Howling
- Rabies Vaccination
 - Reduces the chances of rabid cats
 - Produces a barrier against transmission from other animals
- Provides free, natural rodent control

Have some printed handouts about the benefits of TNR available.



How Your Business Model Can Supercharge or Sabotage Your TNR (or other) Program

Give a BRIEF overview of a TNR Project

(This is not “Trapping Training” so keep it short and sweet.)

- Determine availability of trap loans, veterinary services, and funds.
- Establish a feeding schedule so that cats show up regularly.
- Schedule trap loans and veterinary appointments.
- Obtain traps on schedule, set traps at the feeding location on the evening before appointments.
- Trap cats and hold (in traps) in a safe location overnight.
- Deliver cats to veterinarian according to schedule.
- Pick up cats as advised by veterinarian.
- Hold cats (still in traps) in a safe location for recovery.
- On the following evening (48 hrs after trapping), return cats at the feeding location.



How Your Business Model Can Supercharge or Sabotage Your TNR (or other) Program

Organize a Community Cat Management Team

- There are likely others in the neighborhood who are concerned about the same cats. These can participate in the team effort.
 - Provide a location for regular feeding.
 - Help in the trapping effort.
 - Provide a safe holding area.
 - Transport to/from the veterinary clinic.
 - Contribute to veterinary costs.
- Identify individuals who are hostile to the cats. Provide information about the benefits of a managed colony in the neighborhood.



How Your Business Model Can Supercharge or Sabotage Your TNR (or other) Program

Plan the TNR Project

- Identify Team Members: Who will feed? Who will hold? Who will transport?
- Identify available traps for loan.
- Identify available veterinary services.
- Establish a feeding schedule.
- Schedule an appointment.
- Trap on the evening before the appointment.
- Hold cats in traps overnight in a safe location.
- Transport to clinic at the appointed time. Verify pickup schedule.
- Transport to a safe holding location.
- On the following day, at the regular feeding time, return cats to the feeding location.

