

Ringworm Adoption Advocacy Volunteer Guide

To help the cats and kittens get adopted, all Ringworm Volunteers are encouraged to interact with the public and advocate for the cats within!

Greeting the Public

All visitors should be greeted when they enter and a conversation begun about how we can assist them today. Some suggestions include:

- *"Hi, I'm Maria. How can we help you today?"*
- *"Hi there. Are you interested in adopting today?"*
- *"Welcome to the Ringworm Adoption Center! Can I help with anything or would you just like to visit with the cats?"*

Similarly, when visitors leave, we always want to thank them for coming and encourage them to come back to see us again.

Visitor Sign-In and Last Stop

Immediately after greeting, all visitors need to be aware that they are inside the Ringworm Cattery and sign the door waiver. Additionally, Ringworm should be the last animal area on campus the visitor wishes to see, so that we do not spread ringworm to other animals. Some suggestions include:

- *"Welcome to the Ringworm Adoption Center. Have you visited all the other pets at APA! You'd like to see? We ask that this be your last stop at APA as all of these kitties are undergoing ringworm treatment. (If yes) Super, I'll show you the sign in sheet and then I'm happy to show you some kitties! (If no) No problem, go ahead and check out any other animals you'd like to, then come back and see us. We have the best cats and adoption fees are waived on all the cats and kittens in this room!"*

Fielding Ringworm FAQ's

Many visitors will not know that they stepped into the Ringworm Cattery or won't know what ringworm is. Some common questions and responses are:

- *What is ringworm? Ringworm is a very common skin fungus, just like athlete's foot but cats get it on their bodies.*
- *Is it contagious? Yes, it is contagious through contact but you're welcome to visit and touch the cats and wash your hands afterward.*
- *Am I going to get ringworm from being in here? It's technically possible but extremely unlikely!*
- *Can these cats be adopted? Absolutely! Ringworm is totally treatable and we even provide adopters with the medication and instruction on how to treat it. Plus, the adoption fees on these cats is waived/lowered so it's win-win!*

Showing Cats to Adopters

Volunteers are encouraged to recommend cats to visitors! Your goal is to give the adopter a few candidates that meet their general preferences and talk up how wonderful the cat is!

If a visitor is interested in possibly adopting, try to start a conversation on what type of cat they're looking for. *"Do you have a type of cat in mind? Any age or personality preferences?"* Once a conversation begins, you can ask more pointed questions like *"Do you have any other pets at home?"* so you can begin matchmaking. Ideally, you will be able to point out at least a few good candidates that meet the visitor's general requests.

Lead the visitor to those cats and give them a brief intro to the cat. Always use "marketing language" and only talk about the good qualities of the cat! Do not lead with any flaws or special needs of the cat. For example, "This is Delilah, she's around 2 years old and she is a real snuggle bug. She loves to ride on your shoulder and sit in laps!" If the cat has any special medical or behavioral needs, leave those out and let the staff member handle that conversation as they know the full medical and behavioral history of the cat.

Unless the cat is marked with special signage that they cannot be handled, help the adopter touch, hold, or visit with the cat/s. You do not need to stand with them at all times if the situation is well under control, but do remain available to answer more questions and show other cats.

If the visitor has a question you don't know how to answer, tell them you'll grab a staff member to get the answer for them.

If the visitor has decided to adopt, say how wonderful that is and give the adopter an adoption questionnaire to complete. From here, a staff member will take over the process.