

THE CARL W. NELSON ANIMAL SHELTER

STRATEGIC PLAN

JUNE, 2005

GOAL 1: Provide quality care for animals in need of placement into a life-long home.

Objective A: Establish a plan for the creation of an animal shelter.

Action Steps:

- Identify stakeholders.
- Create governing board.
- Complete Articles of Incorporation.
- Establish by-laws.
- Complete 501c3 application.
- Apply for Employee Identification Number.
- Create committees/subcommittees.
- Establish dates and times for board meetings and membership meetings.
- Contact other animal shelters for guidance.
- Create a Policies and Procedures manual for the purpose of running the animal shelter.

Objective B: Provide quality medical, physical, and psychological care to shelter animals.

Action Steps:

- Develop a veterinarian presence at the shelter.
- Develop an animal trainer/behaviorist presence.
- Provide for grooming needs at the shelter.
- Provide for socialization of shelter animals.

GOAL 2: Provide community wide education regarding proper animal care.

Objective A: Provide age appropriate education to the community.

Action Steps:

- Develop educational curriculums for youth and adults.
- Identify and utilize appropriate educational stakeholders.
- Establish a web site, newsletter, educational brochures, and media contacts.
- Establish an animal behaviorist program.

GOAL 3: Establish a financial plan for the long term operation of the animal shelter.

Objective A: Design and implement a financial plan.

Action Steps:

- Organize a Finance Committee.
- Organize a Fund Raising Committee.
- Organize a Membership Committee.
- Identify stakeholders.
- Implement a budget and bookkeeping system.
- Establish a Site Building Plan Committee.
- Establish a marketing plan.

GOAL 4: Create community wide involvement in the shelter.

Objective A: Develop a volunteer program.

Action Steps:

- Identify stakeholders.
- Establish volunteer guidelines.
- Acknowledge and salute volunteers.
- Create Volunteer training program.
- Develop strong and reputable community presence.
- Partner with other animal shelters to seek guidance.

Objective B: Develop a strong and reputable community presence.

Action Steps:

- Establish strong and positive media coverage.
- Promote donor recognition.
- Develop volunteer recognition program.
- Support other community projects.

GOAL 5: Promote an alternative to euthanasia for adoptable animals.

Objective A: Promote permanent placement of animals.

- Screen applicants in a timely manner.
- Conduct post-adoption conferences.
- Implement a pre-adoption spay and neuter program.
- Develop a feral cat program.
- Develop an animal behaviorist program.
- Create a rescue group resource list.
- Utilize Internet to attract adopters.
- Establish a foster home program.
- Return lost pets to their owners