



REUNITING FAMILIES - ONE CHIP AT A TIME

Benefits of holding a Chip Clinic in your area:

There is no denying that one of the most powerful tools to get lost pets home is the secure identification through a microchip. Your effort to chip each of your shelter animals is just part of the equation. Remove some of the barriers by hosting a chip clinic in your area. Microchip clinics help raise funds for your organization while increasing the number of pets returned to their owners. Many groups combine chip clinics with vaccination clinics in their communities as an added service.

How do you get started?

- Download the planning guide
- Download the supply guide
- Download chip registry documents
- Download owner take home documents
- Order free marketing materials
- Download free sample press releases and media alerts
- Download sample fliers to post around your community



MICROCHIP CLINIC PLANNING GUIDE

Start planning your Chip Clinic:

- Check state laws. Does your state require a Veterinarian to be present on-site?

Outline your objectives:

- What are the goals? Community awareness, revenue generation or a combination?

Identify cost savings opportunities:

- Is there an opportunity for a local business or foundation partner to sponsor the event?
- Can you have a local RVT program or veterinarian school send volunteers to work the event and save staff time?
- Will a local business donate a high profile location and assist in event promotion?

Identify Chip Clinic details:

- Place your order for MiniChips well in advance.
- What will be the location, date and hours of event?
- What is the pricing for the service? Will you provide any additional services such as sales of retail pet items, vaccines, city license sales?
- How will you collect payment? Cash or check only? Will you have the ability to take credit cards on-site?
- How will you register chips? Will you register in real time in PetPoint or EVE? Or will you rely on the paperwork filled out on the day of the event and have volunteers or staff input a day or two later?
- Remember to think about a covered location for inclement weather if outdoors. Set aside at least a 2-4 hour window for the event.
- Secure your staff and volunteers! Arrange for at least four people:
 - 2 people dedicated to the actual microchipping of the pet.
 - 2 people dedicated to collecting payments and paperwork.
 - Consider if you may need help with parking and crowd control including providing carriers and leashes as necessary to clinic patrons.

Get your marketing ready:

- Order promotional materials – 24PetWatch provides marketing materials for your event at no charge, just ask your designated Account Representative or order online through the shelter section in the bottom corner on www.24petwatch.com.
- Contact local media announcing plans for the event at four weeks, three weeks, two weeks and daily during the week of the event. Sample press releases and media alerts can be found on www.24petwatch.com.
- Talk to local media and ask if you can film or record an on-air promotion. Perhaps conduct an interview or broadcast a commercial to help promote?
- Develop a social media plan to announce your event including special announcements, advanced sign up and contests. Give out prizes to attendees, for example reward the person or family that chips the most pets.
- What will you use for signage at the event? Will you need to produce a banner or place directional street signs out to assist? Keep it simple! Participants don't need anything fancy, they need the safe implantation of a microchip!
- Produce low cost fliers and ask local volunteers and/or businesses to post or handout.
- For all marketing materials or press announcements make certain to include the following details:
 - Time, date, location
 - Purpose of event; Benefits of attending
 - Any sponsor names and/or partners
 - Costs associated with event
 - Any additional services provided or extras (contests, free giveaways etc.)



EXECUTE AN ORGANIZED EVENT

Day of event:

- Have your staff and volunteers arrive early to set up the clinic and organize supplies, including set up of directional signage.
- Have a meeting with your microchip clinic team to review process and remind them of their previously assigned responsibilities.
- Have extra volunteers on hand in case additional help is needed to manage the line, provide assistance with pets and even conduct a survey of the clients while they wait.
- Review all paperwork with each client and ensure everything was completed as needed, including accurate contact information for owner and emergency contact information.

Hold a debrief after event:

- Find out what worked and what could be improved upon to make your next clinic even more successful.



MICROCHIP CLINIC SUPPLY LIST

Gather your supplies:

- Microchips and injectors, Universal Microchip Scanner
- Cash, credit card processor and cash box
- Tables, chairs, and a tent for inclement weather
- Sharps containers to dispose of needles properly
- First Aid supplies
- Poop Bags – for clean up
- Water (with bowls) and treats for canine customers
- Extra carriers for feline customers and extra leashes for canines
- Reprinted registration forms and clipboards
- If registering in real time, arrange for laptops and tablets with wireless access setup
- Office supplies including plenty of pens
- Camera – take pictures of the clinic to use for future promotional pieces and for any social media
- Marketing materials – promote other upcoming shelter events, shelter supply needs, funding needs and adoptable animals
- Directional signs to post at cross streets near and leading up to event
- Have 24PetWatch chip contact information materials on hand to pass out to each owner/attendee. Owner take-home documents can be found at www.24petwatch.com.