



THE WASHINGTON FEDERATION OF ANIMAL CARE AND CONTROL AGENCIES

Congratulations on receiving a SPAY ~ NEUTER ~ ADOPT spay/neuter grant! Since 2007, The Federation has awarded over \$615,000 in license plate grant funds to qualifying animal welfare organizations throughout Washington State. These funds have enabled the completion of more than 20,500 spay/neuter surgeries for pets of low-income households and feral or free-roaming cats.

The funds for this grant award are made possible by the sale of Washington State SPAY ~ NEUTER ~ ADOPT license plates, and we need your agency's help to keep this effort going!

You can be as creative as you like, and we look forward to hearing what you did to promote the sale of SPAY ~ NEUTER ~ ADOPT license plates in your grant report. Here are some ideas to get you started:

1. Post the link to the license plate on your agency website and explain how it is helping animals from your agency: <http://www.dol.wa.gov/vehicleregistration/splovespets.html>.
2. Get a SPAY ~ NEUTER ~ ADOPT license plate for your organizational vehicles and encourage staff, volunteers, board members and supporters to get one for their vehicle too.
3. Post the news about the grant and the license plate on your social media sites – Facebook, blogs and Twitter are easy and inexpensive ways to promote the license plates.
4. Distribute fliers to your adopters and supports. Here's a link to the fliers: [SPAY NEUTER ADOPT License-Plate-Flyer.pdf](#).
5. E-newsletters – Share the good news about the grant and how many animals it helped. Be sure to include the link to the Department of Licensing site and encourage supporters to get the plate.
6. Add the image of the license plate to your signature block during February, which is “Spay/Neuter Awareness Month” – or to any month!
7. Issue a press release to your local media.
8. Community awareness – Do you work with local veterinarians, pet supply stores, and businesses? Work with them to promote the plates by giving them the fliers to distribute or make available to clients.
9. Special events and fundraisers – Make sure the fliers and posters are at these events. It's an easy way to spread the message into the community.