

PHOTOS
7/26/12

Please always take intake photos showing the condition of the dog when first received. Usually this is just for their photo album BUT it can also play a big role in other ways. If we wish to apply for funds through some venues, we must have "before" and "after" photos.

If we wish to establish a case for neglect or fight a family who wants a neglected dog back, we need as much evidence as possible. All the written reports in the world don't have the impact in court as some good "before" photos showing the neglect.

We need to use all of the tools at our disposal to generate funds and good will. Nothing does a better PR job than to be able to show the before photo in our annual calendar along with the after photo. They can also be used at the parade, at expos, at National Parade, etc.

Please, always establish a good photo trail of the dog's care. At minimum, get a photo before you have done anything at all to the dog. Hopefully you will arrange to have the dog groomed early in the stay even if they are not extremely messy. Get a good photo after grooming and then your photo album will have better looking photos throughout.

And make sure you get that all-important good, clear, large headshot that can be used in our annual calendar. If you don't give us a good photo, we can't do much at the end of the year to make it better. We also use these photos for the Petfinder insert and the newsletters. They are often the tool that finds the dog their home. Set your camera to take large photos. The small ones don't work for things like the calendar.