



## **HUMANE SOCIETY** CENTRAL TEXAS

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### **Humane Society of Central Texas Urges Community to Adopt or Foster as Shelter Nears Capacity**

Waco, TX — The Humane Society of Central Texas is nearing a critical situation, with its animal shelter almost at full capacity. As a result, the shelter has implemented free adoptions through the end of November and is urgently asking the Waco and McLennan County communities to consider adopting or fostering pets to prevent the need for euthanizing healthy, adoptable animals.

Over recent weeks, the shelter has faced an increasing number of animals being surrendered by community members. Nate Langley, a longtime volunteer, believes economic challenges may play a role in the rise of surrendered pets.

“I know many people have been hit hard by the current economic downturn in our community and maybe can't afford to feed and take care of an animal, and that's why we are seeing more animals being surrendered,” Langley shared. He added, “But I just beg my friends and fellow Wacoans to find it in their hearts to take care of these precious creatures. We can't turn our backs on them.”

The Humane Society's executive director, Carol Barkley, emphasized the urgent need for community support.

“It's just a shame that the shelter is so full and that we have to turn away animals that people want to drop off,” she said. “We have been at capacity for three weeks now, and we are at the point where we need to appeal to the public to help. I want my fellow McLennan County citizens to please come by and adopt or learn more about fostering. If even just 200 people agreed to foster or adopt, we'd clear half the animals out of the shelter.”

The need for adoption and foster support is evident in animal shelters nationwide, with the ASPCA noting a nationwide increase in pet surrenders due to financial strain and housing instability. The Humane Society hopes its waived adoption fees will draw in families, college

students, retirees, and individuals looking for a pet, even if on a temporary basis. For those unable to adopt, fostering offers a short-term way to provide a safe, loving environment for animals until they find a permanent home.

As the shelter nears capacity, time is of the essence. The Humane Society is extending open arms to all animal lovers and advocates to visit the shelter, meet these pets, and consider adopting or fostering. Barkley adds, “It’s a life-saving gesture, and right now, no time is better than the present.”

For more information about the animals available for adoption or fostering, please visit <https://humanesocietycentraltexas.org> or call (254) 327-4278.

**About the Humane Society of Central Texas:**

The Humane Society of Central Texas is a nonprofit organization dedicated to promoting animal welfare, preventing cruelty, and finding loving homes for homeless pets. Serving the McLennan County area, the shelter provides adoption, foster, and community outreach programs to support the well-being of local animals. Learn more at <https://humanesocietycentraltexas.org>

## **Distribution List:**

Waco Tribune-Herald:

- As Waco's primary newspaper, the Tribune-Herald would reach a broad audience. I would contact the news desk and the community events editor.

Contact/Submit a story:

<https://wacotrib.com/users/admin/contribute/article/>

Steve Boggs, Regional Editor, 254-757-5704

KWTX News 10 (CBS Affiliate):

- KWTX covers local news on television and digital platforms. I would reach out to their newsroom and weekend anchors, as weekend viewers may have time to visit the shelter.

Contact/Submit a story:

<https://www.kwtx.com/page/submit-a-story/>

Tommy Witherspoon, KWTX Managing Editor, [tommy.witherspoon@kwtx.com](mailto:tommy.witherspoon@kwtx.com)

KWBU - Central Texas NPR:

- NPR listeners may be particularly receptive to community-oriented calls to action. I would submit a press release to KWBU and ask for a possible feature.

Contact/Submit:

<https://www.kwbu.org/contact-us>

Joseph Riley, President & CEO, [Joseph\\_Riley@Baylor.edu](mailto:Joseph_Riley@Baylor.edu) , 254-710-7888

(This was the only person I could find contact info for, other than the general contact submission)

## **Additional Social Media Activities or other PR methods**

### **1. Social Media Campaigns**

- "Pet of the Day" Series: Share a daily post featuring one adoptable pet with a unique story, using hashtags like #AdoptWaco or #FreeAdoptionNovember. Each post could include a photo and a brief description, making the pets more relatable.
- Instagram Reels and Stories: Use short-form videos to introduce the animals and show playful moments, like dogs enjoying treats or cats cuddling. Stories could highlight the adoption process to demystify it for newcomers.
- Facebook Event: Create a Facebook event titled "Help Us Reach Zero: Free Adoption Days!" so people can RSVP and receive reminders. It would provide updates and allow supporters to share the event with friends.

### **2. Collaborations with Influencers and Community Figures**

- Partner with local influencers, college students, or pet-loving public figures in Waco to spread the message. Many people follow local personalities who may be willing to post about adopting or fostering to help the shelter.

### **3. Community Outreach**

- Adoption and Fostering Information Session: Host an open house event at the shelter with tours and information booths, including a presentation on the benefits of fostering or adopting. Invite attendees to meet the animals in person, which can help build bonds.
- Partnerships with Local Businesses: Reach out to local businesses to set up displays at their stores with photos of adoptable animals and adoption/foster information. Consider pet-friendly businesses like veterinary clinics, pet stores, or coffee shops.

### **4. Email Marketing and Newsletters**

- Email Campaign: Send a series of emails to the shelter's existing subscribers, highlighting the urgent need, free adoption incentive, and benefits of adopting or fostering.
- Humane Society Monthly Newsletter: Use the newsletter to share compelling stories, volunteer testimonials, and updates on the free adoption month to encourage readers to spread the word.