



## Massachusetts Animal Coalition

Working together to decrease the number of homeless, neglected, displaced and abused animals in Massachusetts.



# **“I’m Animal Friendly” License Plate Program Annual Report 2005-2008**

Updated August 2008

## The Massachusetts Animal Coalition

MAC, Inc is a statewide not-for-profit organization of animal professionals. It was formed in February of 2000 to help promote collaboration among animal care professionals. By joining together, MAC members have created strong alliances and developed new programs and initiatives. Ever increasing numbers of Massachusetts animals have benefited from this cooperation.

MAC members include:

- Animal control officers
- Veterinarians
- Representatives from shelters
- Canine breed rescue
- Feline rescue
- Pet supply retailers
- Cruelty investigators
- Attorneys
- Representatives of state agencies, humane societies, state veterinary associations, and veterinary schools.

MAC members have initiated task forces on a number of fronts. MAC members and volunteers have joined together to create task forces to work on specific projects collaboratively. These projects include:

- Feral Cats
- Reshaping the Shelter Image
- Behavioral Evaluation of Shelter Dogs
- ACO/Shelter Support
- Foster Care
- Resource Directory
- Advocacy Council

Members meet approximately four times/year on weekends. Some meetings feature invited speakers. Each meeting includes an opportunity for members to update others about progress with their task forces. MAC meetings promote vigorous discussion and positive interactions, and animals benefit as a result.



[www.massanimalcoalition.org](http://www.massanimalcoalition.org)

## History of the License Plate Program

In the early 1990s, several individuals and animal shelter and rescue groups filed a bill to create a special license plate to help fund the spaying and neutering of homeless animals.

In September 2002, the Massachusetts Legislature passed Chapter 334 of the Acts of 2002, sponsored by Representative Verga. This Act authorized many organizations to operate special license plate programs. It was required that each organization post a \$100,000 bond (to prevent the state from losing money on the plate if it didn't sell well) and that 1,500 pre-sales be obtained.

The Humane Coalition of Massachusetts, which was named in the legislation, had not been fully operational for years, and merged with the Massachusetts Animal Coalition, a group with many of the same goals.

The MSPCA had staff members involved with MAC and posted the \$100,000 bond in 2003. From 2003 to April 2004, volunteers and organizations gathered applications and checks for \$40 from 1,500 people to fulfill the second requirement.

Once obtained, manufacturing began and the pre-ordered plates reached the branches of the Registry of Motor Vehicles (RMV) in August 2004. Since September 2004, the plates have been available from the RMV, both online and in full-service branches. In October and November of 2004, MAC held an online auction for low-numbered plates. On November 4, a live auction was held in Waltham.



As of mid-2008, there are more than 6,500 plates on the road and close to half of a million dollars has been granted to non-profit organizations and municipalities during four grant cycles. Close to 10,000 animals have been spayed or neutered as the result of this program.

# How the Program Operates

---

The plates can be purchased for \$40 from any full-service Registry of Motor Vehicles Branch (RMV) or online at [www.mass.gov/rmv](http://www.mass.gov/rmv). From the initial cost of the plate, \$28 is deposited in the Program (\$12 is retained by the RMV to cover the cost of manufacturing). Upon renewal, the entire \$40 is deposited in the Program. There is a swap fee charged by the RMV (approximately \$20) to exchange plates. The plates are renewed every 2 years through the regular registration renewal process.

Each month, the RMV deposits the income from monthly sales and renewals to an license plate account, set up exclusively for license plate income and expenses. Each year in the Spring, a grant application is posted on the MAC website ([www.massanimalcoalition.org](http://www.massanimalcoalition.org) or [www.petplate.org](http://www.petplate.org)). Municipalities and non-profit organizations 501(c)3; can apply to receive funds for spay and neuter programs.

A 5-member task force consisting of an animal control officer, veterinarian, a MAC member and members of the shelter and rescue community, review grants and make recommendations for funding. Grants are for a one-year term. The criteria that is used to evaluate proposals include:

**Goal/Scope:** The proposal should state the specific problem the grant funds will be used to address. The proposal should contain specific goals and demonstrate how those goals will be met and how the target population (both human and animal) will be impacted. Proposals that focus on feral cats should specify how attempts will be made to impact the entire colony/population/community.

**Need:** The proposal conveys a good understanding of a particular need in the targeted area and adequately describes how the proposed project addresses it.

**Project design:** The project should define and quantify the pet overpopulation problem in your community, be well-thought out and present a clear method/strategy to reduce pet overpopulation. Successful proposals will document the particular overpopulation sources in the community targeted, and clearly define a plan to address those issues in the most cost-effective and practical manner. Proposals should pay special attention to preventing the often overlooked contributions to pet overpopulation and make use of methods to prevent these through pediatric spaying and neutering, spaying pregnant animals and spaying and neutering *all animals* prior to adoption.

**Collaboration:** The proposal should consider any possible collaborations (with animal shelters, other rescue organizations, veterinarians, educational outreach providers) that can effectively help reach the proposal's goals, provide additional services, or lower the cost of surgery per animal.

**Assessment:** Proposal should explain what measurable criteria will be used to determine if your organization reaches its objectives. How will you measure the success of your proposed program?

**Continuation/leverage:** The proposal should address how the applicant will attempt to continue its project after the grant term.

All grantees are required to advertise the license plate. They also must return any unused money at the end of the grant year. They submit mid-cycle reports and final reports documenting the work they have accomplished with the funds.



**2005 Animal Friendly License  
Plate Grantees**  
\$100,000 distributed

<b>All Dog Rescue Stow</b> <i>To spay and neuter dogs in local shelters and for low-income pet owners.</i>	<b>\$1,320</b>	<b>Commonwealth Cats Natick</b> <i>To increase the number of spay and neuter feral cat clinics.</i>	<b>\$4,339</b>
<b>Dakin Animal Shelter Leverett</b> <i>For the King Fund Program, to provide sterilization for the female pet cats of people who cannot afford even the low-cost sterilization offered through other Dakin programs.</i>	<b>\$5,000</b>	<b>Concerned Citizens for Animals Springfield</b> <i>To expand the services provided in the "special needs fund" to subsidize the cost of spay/neuter surgery.</i>	<b>\$6,289</b>
<b>Merrimack River Feline Rescue Society Salisbury</b> <i>To expand Sunday spay/neuter clinics for feral cats.</i>	<b>\$5,000</b>	<b>MassPaws Winthrop</b> <i>To expand spay/neuter for homeless and feral cats and homeless dogs in the greater Boston North areas, primarily Revere, Lynn and Chelsea.</i>	<b>\$4,193</b>
<b>Metro West Humane Society Framingham</b> <i>To trap/neuter/return at two locations in Framingham and one in Hudson.</i>	<b>\$4,300</b>	<b>New Bedford Animal Control</b> <i>To operate Project SNIP to spay and neuter the pets of low income families and animals that get reclaimed by the owner brought in by the ACO.</i>	<b>\$2,516</b>
<b>Alleycat Advocats Somerville</b> <i>To trap/neuter/return cats in the three Winter Hill neighborhoods in Somerville.</i>	<b>\$3,354</b>	<b>Pound Hounds Hopkinton</b> <i>To expand the spay/neuter program to 10 new ACOs and to offer spay/neuter for ACOs who do not have convenient access to low-cost veterinary services.</i>	<b>\$3,145</b>
<b>Habitat for Cats Dartmouth</b> <i>To conduct spay days for feral cats in the Greater New Bedford area.</i>	<b>\$5,534</b>	<b>Alliance for Animals South Boston</b> <i>To provide spay/neuter services for cats and dogs who would not be able to get services otherwise, including seniors, feral cat caretakers and low-income pet owners.</i>	<b>\$8,385</b>
<b>Hub Cats Boston</b> <i>To spay and neuter stray and feral cats and to assist low-income people to spay and neuter their cats.</i>	<b>\$6,289</b>	<b>Animal Advocates Dartmouth</b> <i>To provide spay and neuter services to feral cats, homeless dogs and cats, and cats and dogs from low-income families.</i>	<b>\$8,385</b>
<b>Kitty Angels Tyngsboro</b> <i>To expand the trap/neuter/return program.</i>	<b>\$6,289</b>	<b>Second Chance Animal Shelter East Brookfield</b> <i>To provide spay/neuter services to stray and barn cats, and dogs, in Central Massachusetts.</i>	<b>\$5,199</b>
<b>Pet Partners Fall River</b> <i>To spay and neuter feral cats in Fall River.</i>	<b>\$4,864</b>	<b>Southwick Animal Control</b> <i>To start a spay/neuter program in Southwick.</i>	<b>\$5,031</b>
<b>Town of Seekonk</b> <i>To offer spay/neuter assistance to owned cats.</i>	<b>\$2,348</b>	<b>Charles River Feline Rescue Waltham</b> <i>To trap/neuter/release cats living in a colony behind Rose Hill Way in Waltham.</i>	<b>\$1,845</b>
<b>Second Chance Fund for Animal Welfare Bolton</b> <i>To conduct six monthly spay/neuter clinics for owned pet cats living in northwest Worcester County.</i>	<b>\$6,375</b>		

## 2006 "I'm Animal Friendly" License Plate Grantees

\$120,262 distributed

<b>A Helping Paw</b> <i>To offer assistance to low-income individuals to enable them to get their cats spayed or neutered and to spay and neuter feral cats.</i>	<b>\$6,000</b>	<b>Merrimack River Feline Rescue Society</b> <i>To spay/neuter feral cats at Sunday spay/neuter clinics.</i>	<b>\$10,000</b>
<b>All Dog Rescue</b> <i>To prevent the euthanasia of dogs in Massachusetts that can be adopted into an appropriate home and by providing funding toward spay and neutering for dogs in local shelters or private homes and by working with ACOs.</i>	<b>\$1,976</b>	<b>PAWS</b> <i>To reduce and control the population of free-roaming cats in several local neighborhoods.</i>	<b>\$1,500</b>
<b>Billerica Cat Care Coalition</b> <i>To provide spay/neuter services to qualified low-income families in Billerica.</i>	<b>\$1,500</b>	<b>Pioneer Valley Humane Society</b> <i>To spay and neuter owned and feral cats, and dogs, in Franklin county, focusing on female and pediatric cats.</i>	<b>\$10,000</b>
<b>Concerned Citizens for Animals</b> <i>To offer low-cost spay/neuter for people with a financial need in Western Massachusetts.</i>	<b>\$6,496</b>	<b>Second Chance Fund for Animal Welfare</b> <i>To conduct ten monthly spay/neuter clinics in Athol and Gardner for owned pet cats living in northwest Worcester county to spay/neuter 2% of the unaltered pet cat population of the target area.</i>	<b>\$13,020</b>
<b>Dakin Animal Shelter, Inc</b> <i>To sterilize feral or barn cats in central and western Massachusetts.</i>	<b>\$5,000</b>	<b>Sweetpea Friends of Rutland Animals</b> <i>To spay/neuter animals prior to adoption.</i>	<b>\$1,500</b>
<b>Habitat for Cats No Kill Shelter</b> <i>To spay and neuter cats for low-income cat owners and feral cat caretakers.</i>	<b>\$8,000</b>	<b>The Humane Coalition for Animals of Greater New Bedford</b> <i>To spay and neuter cats and dogs for low-income pet owners through Project Spay/Neuter Program.</i>	<b>\$10,000</b>
<b>Homeless Cat Project</b> <i>To operate a trap/neuter/return program for free-roaming cats in western Massachusetts.</i>	<b>\$7,230</b>	<b>Town of Dartmouth Animal Control</b> <i>To spay/neuter feral cats in the town of Dartmouth.</i>	<b>\$5,000</b>
<b>HubCats</b> <i>To operate programs to spay/neuter feral, stray and low-income owned cats.</i>	<b>\$12,000</b>	<b>Town of Stoughton Animal Control</b> <i>To conduct trap/neuter/return and to spay/neuter animals prior to adoption.</i>	<b>\$2,000</b>
<b>Hull Seaside Animal Rescue</b> <i>To sterilize all cats and kittens rescued by HSAR shelter, increase participation in low-cost Spay Days and address the feral cat population with Spay Days and the Spay Van.</i>	<b>\$10,000</b>	<b>Town of Warwick Animal Control and Care</b> <i>To establish a spay/neuter program to allow unclaimed dogs or cats in the animal control officer's custody to be sterilized prior to being put up for adoption, as well as offering Warwick pet owners with financial need reduced cost spay/neuter by paying half of the surgery cost.</i>	<b>\$1,620</b>
<b>Mass PAWS</b> <i>To expand spay/neuter services for homeless and feral cats and homeless dogs in the greater Boston north area, primarily Revere, Lynn, Chelsea, Malden and Saugus.</i>	<b>\$7,420</b>		

The descriptions of programs for 2005-2008 are summaries of grantees' programs. Each group was required to specify exactly how many animals would be spayed or neutered as part of their detailed applications and report on the results of their programs funded with the "I'm Animal Friendly" license plate funds.

## 2007 "I'm Animal Friendly" License Plate Grantees

\$131,388 distributed

### **Second Chance Animal Shelter East Brookfield** **\$10,000**

To expand the low cost spay/neuter program geographically to increase services provided to low-income residents, rescues, shelters and animal control departments.

### **Commonwealth Cats Southborough** **\$5,000**

To provide spay/neuter surgery to feral cats in Massachusetts.

### **Concerned Citizens for Animals Springfield** **\$8,000**

To offer low-cost spay/neuter for people with a financial need in Western Massachusetts.

### **Homeless Cat Project Springfield** **\$8,000**

For the spay/neuter surgeries for the operation of a trap/neuter/return program for feral cats.

### **Pet Partners Fall River** **\$5,000**

To spay cats and dogs for low-income pet owners in the South-Coast area.

### **A Helping Paw Buzzards Bay** **\$7,000**

To expand the "Stop the Killing" campaign to reduce both the owned and feral population.

### **Town of Orange** **\$3,500**

To establish a spay/neuter program to allow unclaimed dogs to be sterilized prior to being put up for adoption.

### **Town of Warwick** **\$3,000**

To spay/neuter dogs and cats in the animal control officer's custody prior to adoption and to spay/neuter cats and dogs owned by Warwick residents in need of reduced cost surgeries for their pets.

### **Second Chance Fund For Animal Welfare Bolton** **\$10,000**

For affordable spay/neuter clinic program ("quick fix clinics") in the Worcester County area.

### **Woburn Feral Cat Coalition Woburn** **\$2,500**

To help control the feral cat population through trap, neuter, release and by providing spay/neuter assistance to individuals at a low-cost fee.

### **All Dog Rescue Stow** **\$3,700**

To prevent the euthanasia of dogs in Massachusetts that can be adopted into an appropriate home and by providing funding toward spay/neuter for dogs in local shelters or private homes and by working with ACOs.

### **Kitty Angels, Inc. Tyngsboro** **\$8,000**

To expand spay and neuter services to the feral population and low-income cat owners.

### **City of Fall River** **\$5,000**

To implement a trap, neuter, return program within the community and to spay and neuter animals for low-income residents in public housing units.

### **Animal Rescue Merrimack Valley Bradford** **\$8,000**

To operate a weekly clinic for low-income individuals to have their cats spayed or neutered.

### **PoundHounds Hopkinton** **\$8,000**

To work with Animal Control Officers to provide spay/neuter to "pound" dogs.

### **Habitat for Cats No Kill Shelter Inc. Dartmouth** **\$8,000**

To spay and neuter cats for low-income cat owners and feral cat caretakers.

### **The Humane Coalition of New Bedford** **\$8,000**

To spay/neuter cats and dogs for low-income pet owners.

### **Merrimack River Feline Rescue Society Salisbury** **\$5,000**

To sterilize feral cats at Sunday clinics.

### **Taunton Animal Shelter** **\$3,500**

To spay/neuter all puppies and kittens prior to adoption.

### **PittieLove Rescue Framingham** **\$2,188**

To spay and neuter pit bulls from animal shelters, animal control facilities and owner surrenders.

### **Dakin Pioneer Valley Humane Society Leverett** **\$10,000**

For the Litter Prevention programs to provide accessibly priced sterilization surgery for the cats of low-income residents of Franklin and Hampshire counties.

## 2008 "I'm Animal Friendly" License Plate Grantees

\$132,700 distributed

<p><b>New England Society for Abandoned Animals</b> <b>Osterville</b> <i>To spay/neuter cats for low-income individuals and feral cats.</i></p>	<p><b>\$5,000</b></p>	<p><b>Town of Orange</b> <i>To continue the spay/neuter program to allow unlicensed dogs to be sterilized prior to being put up for adoption and for reduced surgeries for residents with financial need.</i></p>	<p><b>\$3,000</b></p>
<p><b>Ahimsa Haven</b> <b>Winchendon</b> <i>To provide spay/neuter services to animals taken in by Winchendon, Royalston, and Ashburnham animal control.</i></p>	<p><b>\$1,600</b></p>	<p><b>Town of Warwick</b> <i>To spay/neuter dogs and cats in the animal control officer's custody prior to adoption and to spay/neuter cats and dogs owned by Warwick residents in need of reduced cost surgeries for their pets.</i></p>	<p><b>\$2,000</b></p>
<p><b>Animal DREAMS</b> <b>Pittsfield</b> <i>To trap, neuter and return feral cats in North Adams, MA.</i></p>	<p><b>\$3,500</b></p>	<p><b>Second Chance Fund For Animal Welfare</b> <b>Bolton</b> <i>For an affordable spay/neuter clinic program ("quick fix clinics") in the Worcester County area targeting financially challenged households.</i></p>	<p><b>\$10,000</b></p>
<p><b>Charles River Alleycats</b> <b>Newton</b> <i>To trap, neuter and return 30 cats living in an abandoned area off of Sydney Street in Somerville.</i></p>	<p><b>\$1,500</b></p>	<p><b>Woburn Feral Cat Coalition</b> <b>Woburn</b> <i>To help control the feral cat population through trap, neuter, and return.</i></p>	<p><b>\$3,500</b></p>
<p><b>Forever Paws Animal Shelter</b> <i>To spay/neuter dogs for low-income individuals in the Greater Fall River area.</i></p>	<p><b>\$5,000</b></p>	<p><b>City of Fall River</b> <i>To continue the trap, neuter, and return program and to spay/neuter animals for low-income residents in public housing units.</i></p>	<p><b>\$5,000</b></p>
<p><b>Feline Rescue and Adoption Society</b> <i>To provide services for both feral and owned cats belonging to low-income individuals in Lowell.</i></p>	<p><b>\$5,000</b></p>	<p><b>Animal Rescue Merrimack Valley</b> <b>Bradford</b> <i>To add an additional day to the low-cost/no-cost spay/neuter clinics for dogs and cats for low-income individuals.</i></p>	<p><b>\$8,000</b></p>
<p><b>Mass PAWS</b> <b>Winthrop</b> <i>To spay/neuter owned and feral cats, and homeless dogs, in Lynn, Revere, East Boston, Winthrop, Swampscott, Chelsea, Malden, Saugus and Everett.</i></p>	<p><b>\$6,000</b></p>	<p><b>PoundHounds</b> <b>Hopkinton</b> <i>To work with animal control officers to provide spay/neuter to "pound" dogs.</i></p>	<p><b>\$9,600</b></p>
<p><b>Town of Athol</b> <i>To spay or neuter every animal prior to adoption from the animal control facility.</i></p>	<p><b>\$3,000</b></p>	<p><b>Habitat for Cats No Kill Shelter Inc., Dartmouth</b> <i>To spay/neuter cats for low-income cat owners and feral cat caretakers.</i></p>	<p><b>\$8,000</b></p>
<p><b>Town of Templeton/Hubbardston</b> <i>To spay and neuter dogs and cats for low-income residents.</i></p>	<p><b>\$2,500</b></p>	<p><b>The Humane Coalition of Greater New Bedford</b> <i>To spay/neuter cats and dogs for low-income pet owners.</i></p>	<p><b>\$8,000</b></p>
<p><b>Second Chance Animal Shelter</b> <b>East Brookfield</b> <i>To expand the low-cost spay/neuter program geographically to increase services provided to low-income residents, rescues, shelters and animal control departments.</i></p>	<p><b>\$10,000</b></p>	<p><b>Merrimack River Feline Rescue Society</b> <b>Salisbury</b> <i>To sterilize feral cats at Sunday clinics and for spaying/neutering cats, whose owners face economic hardship, in their new mobile clinic.</i></p>	<p><b>\$10,000</b></p>
<p><b>Commonwealth Cats</b> <b>Southborough</b> <i>To provide spay/neuter surgery to feral cats in Massachusetts via high-volume clinics.</i></p>	<p><b>\$7,500</b></p>	<p><b>Dakin Pioneer Valley Humane Society</b> <b>Leverett</b> <i>For the CatSnip program to provide accessibly priced sterilization surgery for the cats of low-income residents of Franklin and Hampshire counties.</i></p>	<p><b>\$10,000</b></p>
<p><b>A Helping Paw</b> <b>Buzzards Bay</b> <i>To expand the "Stop the Killing" campaign to reduce both the owned and feral population of cats.</i></p>	<p><b>\$5,000</b></p>		

# Results

---

To date, 9,631 animals have been spayed or neutered as a result of these plates:

<b>RESULTS</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Totals</b>
Dogs	164	98	202	<b>464</b>
Cats	2,088	3,530	3,549	<b>9,167</b>
<b>TOTAL</b>	<b>2,252</b>	<b>3,628</b>	<b>3,751</b>	<b>9,631</b>

## The Real Results

---



**Johnny** was hit by a car and brought to the Stoughton Animal Shelter where he was never claimed by his original owners. After 10 days he was neutered and adopted to a GREAT family and is now named Frankie and still living in Stoughton, MA!



**Merlin** was dumped on the side of the road in Stoughton, MA. After 10 days he was neutered and adopted to a wonderful family and now resides in North Attleboro, MA.



**Clarence and Snowball**, Siamese mix half-brothers, 3 and 2 years old, were rescued by MassPAWS and neutered with grant monies received from the "I'm Animal; Friendly" License Plate program.

Along with 18 other cats from one North Shore home, these two handsome and charming boys received appropriate veterinary care, including neutering, were placed in foster care, and were adopted.

# Marketing

Recognizing that the funds available to help animals is directly related to the number of plates sold and renewed, consistent efforts have been made to market the plates. This has been done with the additional knowledge that there is increased competition from other specialty plate programs.

Most of the efforts are coordinated and carried out through volunteers, grant recipients, MAC members and others who participate in MAC events. There are also individuals who demonstrate initiative by placing information about the plate in local veterinary offices, pet supply stores, through their mailings, and more.

## EVENTS and OTHER OUTREACH

- Low-plate auction held when plate program began. This was covered in dozens of media outlets. Bob Lobel of WBZ-TV hosted the auction.
- Fliers and posters were distributed to MAC members, shelter and rescue groups, pet supply stores, veterinarians, RMV branches and others.
- Local media, including TV news, radio and print outlets cover the creation of the plate. Bark, Dog Fancy, and other national publications also provide coverage.
- A table was staffed at PetRock Festival, Shrewsbury, MA ([www.petrockfest.com](http://www.petrockfest.com))
- A table was staffed at EarthFest, Esplanade, Boston ([www.Earthfest.com](http://www.Earthfest.com))
- Billboards were placed in eastern Mass. (space donated by Clear Channel)
- A table was staffed at the Massachusetts Veterinary Medical Association (MVMA) continuing education conference
- Easy to remember URL ([www.petplate.org](http://www.petplate.org)) created.
- Radio Ads played on WBOS (92.2 FM) (2006 & 2007).
- We created a new page on the MAC website with advertising ideas, downloadable logos for website, sample language, etc.
- We received repeat free advertising in Pets!, Pet Gazette and Yankee Dog.
- Herb Chambers, head of the auto dealership, did a photo op with a dog promoting the plates.
- Especially for Pets (EFP) held 6 events that we tabled at.
- Dozens of articles, radio PSAs and other media on the plates by working with Let It Be Known PR.
- Contracted with part-time coordinator to help market the plates.
- A Cable TV PSA in currently progress.



# Promotional Materials

The flier below is available in quantities to display in veterinary clinics, pet supply stores, car dealerships — anywhere pet lovers might visit. The actual size is 8.5 x 3.75 and we can provide cardboard holders. We also have posters (see page 11) sized 16 x 12 with a cat or dog image available. Please email [macadmin@massanimalcoalition.org](mailto:macadmin@massanimalcoalition.org) to obtain a supply of these materials.

## 10 Simple ways for you to spread the word about the animal friendly license plate

1. Will your **local pet supply store** put fliers out and a poster or two on the wall?
2. What about your **local animal shelter or humane society**? If you don't already work or volunteer for the organization, how about stopping in and seeing if they will display the materials? They may be eligible to receive funds from the program — an extra incentive!
3. Does your **realtor or mortgage counselor** have a newsletter? Many of them do and put tidbits and information in them. How about asking for a blurb on the license plates? We can also email an image of the plate. One realtor even put copies of the flier in the mailing!
4. **Car dealerships.** Getting your car serviced? Buying a new or used car? How about asking to display the information? This is an audience we know has cars and if a person is buying a new or used car, they need to get a plate anyway!
5. How about your **veterinarian's office**?
6. Are you too busy? Why not bring some fliers to the places you are visiting anyway. Keep some in your car and when you stop by:
  - Your health club/YMCA
  - Dry cleaner
  - Food co-op or supermarket
  - Public library
  - Groomer
  - Laundromat
  - People at the dog park
7. Tired of reading bad news in the paper? **Local papers** are often looking for news. You can contact your local paper and ask them to print information. Often, this information – coming from locals – is more likely to be printed. How about a quick letter to the editor? This is the most widely read page of the whole paper!
8. Visit your **local Registry of Motor Vehicles** and ask to put information up. They should have it there anyway, but might run out and not contact us. If you don't want to ask, next time you are at the RMV, check to see if you find information about the plate. If not, let us know!
9. **Join the MAC animal friendly license plate marketing group.** Here we will think of new ideas and carry them out, including targeting larger chains (Petco, Subaru, insurance companies, etc) to promote the plate and/or put information in their mailings.
10. **Buy a t-shirt** from MAC and advertise the plate whenever you wear it!

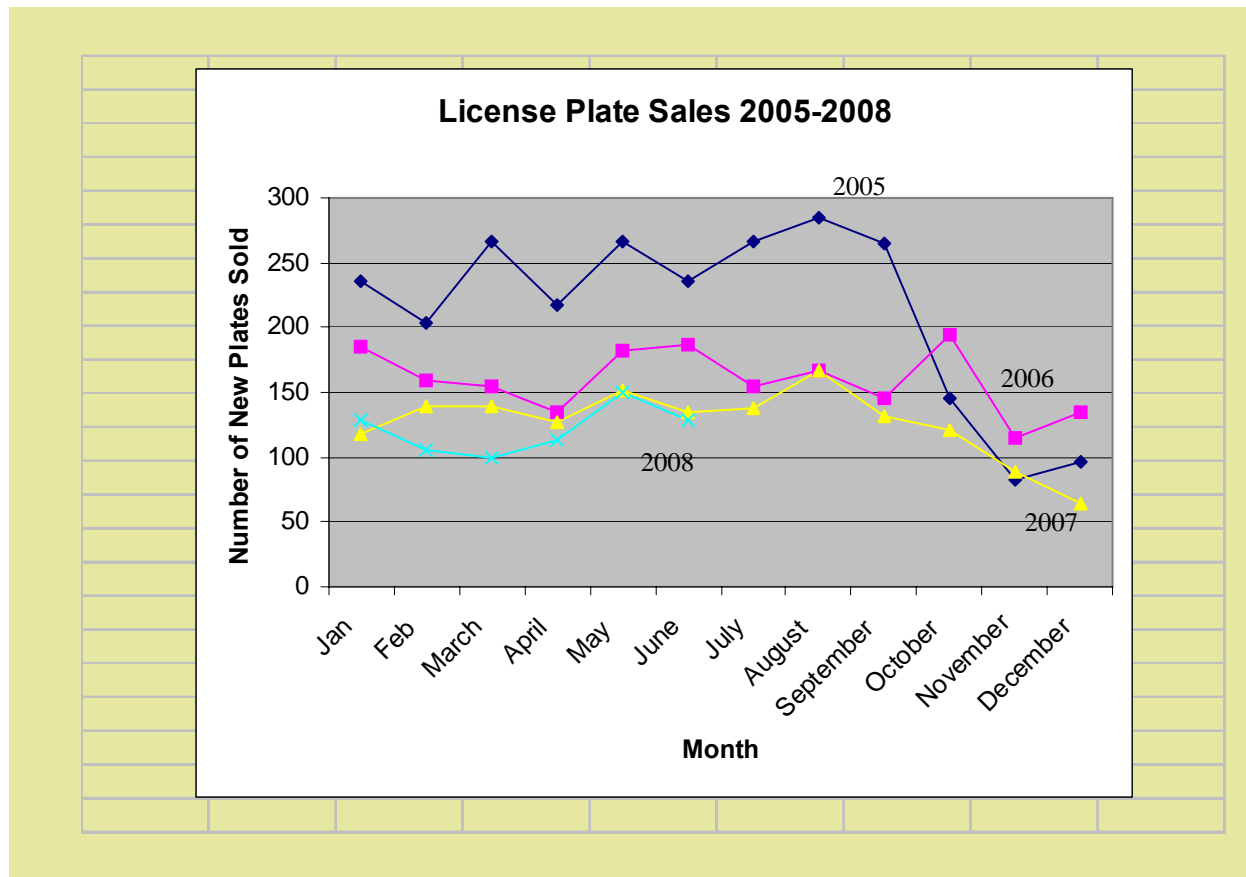
The image shows the front and back of a promotional flier for the Massachusetts Animal Friendly license plate. The front side features the text "HELP CATS AND DOGS BY BUYING THE ANIMAL FRIENDLY PLATE" at the top. Below this is an image of the license plate itself, which reads "OCT • Massachusetts • S N 0000" and includes the logo "I'm Animal Friendly" and "Massachusetts Animal Coalition". Text below the plate explains that the plate tells the community that the owner cares about animals and that purchasing it contributes to a statewide spay/neuter program. It also states the initial cost is \$40, with \$28 going to the program and \$12 for manufacturing. A photo of a white dog is shown. The back side of the flier is titled "ABOUT THE MASSACHUSETTS ANIMAL COALITION, INC. (MAC)" and describes the organization's mission to reduce homeless, neglected, and abused animals. It lists "MAC MEMBERS INCLUDE:" such as shelter and humane society professionals, veterinarians, animal control officers, pet supply retailers, feline rescue representatives, canine breed rescue representatives, and cruelty investigators. It also mentions that funds from the sale of the plates are dispersed annually through grants to non-profit humane organizations and municipal animal control agencies. A photo of a dog's face is shown. At the bottom, it says "GO TO: www.mass.gov/rmv to get an Animal Friendly license plate." and provides the organization's address and website. A silhouette of a dog and cat is at the bottom right, with the text "Photography by Heather Bohn-Talman www.kbphoto.com Design by Mark Rappie" and the "Massachusetts Animal Coalition" logo.

Fliers (holders available) — front and back pictured

# Plate Sales

We have been tracking data received from the RMV on plate sales. Unfortunately, a geographic breakdown cannot be provided. 2005 was the first year they were available, so the higher sales rate is not surprising. Our goal with marketing efforts is to increase sales.

## SALE OF NEW "I'M ANIMAL FRIENDLY" LICENSE PLATES JANUARY 05—JUNE 08



**Let pets drive you**



[www.petplate.org](http://www.petplate.org)

*This design to the left is from our t-shirts. Please see contact information on page 12 if you are interested in ordering one.*

# How You Can Help

**Buy a plate and encourage others to do so!**

[www.mass.gov/rmv](http://www.mass.gov/rmv)

**Visit:**

<http://www.petplate.org/License%20Plate%20Promotion.html>  
for ideas, images and more information on how you can help advertise the plates.

For more information about the license plates and the program, contact MAC at [macadmin@massanimalcoalition.org](mailto:macadmin@massanimalcoalition.org)

To receive a supply of fliers or posters, or to order a t-shirt, please email [macadm@massanimalcoalition.org](mailto:macadm@massanimalcoalition.org)



Poster (another one features a dog).

## Massachusetts Animal Coalition:

### OFFICERS

President  
Sarah Luick  
*Animal Legal Defense Fund*

Treasurer  
Stacy LeBaron  
*Merrimac River Feline Rescue Society*

Clerk  
Heather Donnelly  
*MSPCA*

### DIRECTORS

Erin Barbato  
*Volunteer*

Dale Broadbent  
*Volunteer*

John Denardo  
*MSPCA*

Marianne Gasbarro  
*Animal Rescue League of Boston*

Barbara Hayes  
*Thomas J. O'Connor Animal Control and Adoption Center*

Kara Holmquist  
*MSPCA*

Emanuel Maciel  
*Animal Control Officers of Massachusetts*

Emily McCobb  
*Tufts VETS*

Linda Tolf  
*Volunteer*

### “I’m Animal Friendly” Task Force members:

Kara Holmquist\*  
Emanuel Maciel\*  
Donna Bishop\*  
Melissa Cox  
Suzanne Starr, DVM

\* term ends in 2008.

## Acknowledgements:

Cathie Soter

Mark Bappe

Especially for Pets

Clear Channel

Heather Bohm-Tallman

Regan Communications

Marci Tyldesley

Bryn Conklin

Bob Lobel

Herb Chambers

Petco

All the volunteers!