

Pet Adoption Center



The state of Michigan is experiencing extremely high levels of unemployment, second only to New Jersey. Its residents are dealing with lost jobs and diminishing income. Many are able to purchase only necessities, and when faced with choosing between buying food and medication, and paying their bills, many have been forced to abandon their pets. Oakland County's Pet Adoption Center was able to manage these abandoned pets in the past, but as this amount has increased, it has become more difficult.

The Pet Adoption Center has **utilized GovDelivery email alerts to reach the pet adopting community in a cost-effective way.** The response has been great; the County has experienced an increase in pet adoptions that nearly parallels the increase in abandoned animals.



GovDelivery email and digital subscription management solution is cost-effective and will result in positive ROI, however, there are some benefits that cannot be measured. The increased communication and interaction with residents will improve public trust and community satisfaction.



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