



# HOSTING A SUCCESSFUL KITTY COLLEGE EVENT

Bringing **National Kitten College** to your campus is an opportunity to strengthen your neonatal (those requiring shelter support before being eligible for adoption) kitten program, grow your foster network, and unite your community around lifesaving work. The steps below will help ensure your event is impactful, well-attended, and successful.



## Identify Your Audience

To maximize impact, your event should include a broad cross-section of your community:

- **All active kitten fosters**
- **Animal care staff** (including intake, medical, and volunteer teams)
- **Community members interested in fostering or volunteering**
- **Local rescues and neighboring shelters**
- *Inviting partner organizations helps build a coordinated, community-wide kitten safety net.*



## Promote Early & Widely

To maximize impact, your event should include a broad cross-section of your community:

- Share event details through **email, social media, and newsletters**
- Invite **local media and news outlets** to cover the event
  - *This is an excellent way to reach new fosters, volunteers, and supporters while highlighting your shelter's lifesaving efforts.*
- Encourage partner rescues and shelters to help spread the word



## Coordinate with Kitten College

To ensure a smooth and well-supported event:

- **Notify Kitten College at least two weeks prior** to your scheduled date
- Provide an **estimated number of attendees** so adequate training materials and supplies can be prepared



## Plan for Two Core Presentations

Each Kitten College event includes two complementary trainings designed for different audiences:

### Kitten College: Small Program, Huge Impact

**Audience:** shelter & rescue administrators, leadership, and staff

**Focus:**

- Program development and sustainability
- Building foster-based systems
- Scaling lifesaving impact without overextending resources

### Taking the Fear Out of Bottle Feeding and Basic Kitten Care

**Audience:** Animal care staff, current fosters, and potential fosters

**Focus:**

- Kitten basics and confidence-building
- Bottle feeding, environment, and daily care
- Supporting fosters for long-term success



## Set The Tone

This event is more than a training—it's a community call to action. Position it as an opportunity to:

- Save more kittens locally
- Support and empower caregivers
- Build partnerships that strengthen outcomes for everyone



**Thank you for joining the National Kitten College Program.** Together, shelters, rescues, fosters, and community members can create a coordinated, lifesaving kitten network—one campus at a time.



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