



StubbyDog™

Rediscover the Pit Bull.

Media Matters for Shelters and Rescues Lesson One: Creating Adopt-a-Bulls

Many potential adopters are burdened with negative images, stereotypes and myths about pit bulls. This can make it difficult for the public to see pit bulls in a positive light. Some of your visitors may even be afraid of the pit bull type dogs in your kennels. It's our job to help them rediscover pit bulls by creating a positive environment for pit bull adoptions.

Here are some tips:

1) Choose their names carefully. Stay away from names like Tyson, Diesel, Brutus and anything else that smacks of tough-guy machismo. Instead, give them names that you know will bring a smile to your adopters' faces. Try silly names like Sugar Lips and Honey Bear; old fashion names like Elsie and Stanley; and famous people and characters like: Peter Parker and Betty White.

From Daisy Faelten Balawejder, president of Hello Bully: "With all of the stereotypes facing the American Pit Bull Terrier, we need to do every thing we can to set them up to succeed. Tough names only make it harder to soften their image as individual dogs and as a breed.



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“Hello Bully has rescued and adopted out dogs with names like Polly Pocket (the Petite Pittie), Clarabelle Cuppycake and Tiger ‘TJ’ Chubberkins Jones. When we took in victims of dog fighting from the Ohio 200 bust, they earned names like Ferdinand the Bull, Isadora Bull and Franklin D. Roosebull. People love the names, and it helps us to open a dialogue with the general public on how amazingly sweet natured pit bulls can be.”

2) After you’ve found the perfect name, dress them up! No other dog can rock a sweater or a tutu like a pit bull can, so why not show off that special skill and dress your dogs up for their photos, events or even during adoption hours? At the very least, make sure they all have a colourful bandana. Ask your local pet boutique for donations of new or damaged costumes, sweaters and other accessories. Put a call out to adopters for gently used items.



3) Spruce up their kennels by adding a bright fleece blanket or cartoon bed sheet. Ask local home stores to donate irregular bedding and towels to your shelter. If you have volunteers that are handy with sewing machines or love shopping yard sales, these are the perfect projects for them!

4) Use their kennel cards to highlight the very best in each dog. Avoid leading with sad stories about their past, which may turn some adopters off, and focus on a positive introduction by sharing the skills and positive traits of each dog.

Use these tips to create a more friendly, welcoming environment for your dogs and their adopters. Adding fun, thoughtful details will help the public overcome their prejudices and help them envision your adoptable pit bulls becoming their newest family members!