

KEY QUESTIONS TO ASK--AND ANSWER--BEFORE YOU START A RESCUE ORGANIZATION

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ORGANIZATION

1. What is my mission statement and what are my goals and objectives?
2. How large of an organization do I want to create?
3. What are my liability and insurance requirements?
4. What are the zoning restrictions/limitations?
5. What will my neighbors, local businesses, local leaders think of my operation?
6. Will I be public or private?
 - a) Will I want to incorporate, become an LLC, a non-profit, or remain a hobbyist?
 - b) Will I need to establish a board of directors, if so, when, who, how?
 - c) Will I need a mentor or sponsor?
7. Where will I conduct operations (home, remote location, rental space)
8. Do I have room for expansion, do I want to expand?
9. How will I seek improvement, get education and training, gain expertise?

OPERATIONS

1. How can I obtain permits, certification, training, and meet the required city, county, state or federal laws/requirements?
2. How will I fund my rescue (donations, out of pocket, corporate, or sales)
3. Will I use volunteers or family?
4. How will I align my organization with other rescues or animal welfare organizations, societies or groups?
5. How will I conduct marketing and advertising to:

- a) The Public
 - b) Animal welfare/humane/rescue organizations
 - c) Law Enforcement
 - d) The Media
6. What is my message to the above (what themes, thoughts or beliefs do I want to convey?)
 7. Where will I handle intakes and drop offs? (Actual location versus remote location).
 8. How will I handle intakes?
 - a) Emergencies
 - b) Routine
 - c) Communications methods (email, phone, snail mail, walk ins)
 - d) Quarantine versus short term versus long term
 - e) Fostering

MISSIONS/FUNCTIONS

1. What will I rescue? (Exotics versus natives).
2. Will I do rehabilitation?
3. How will I keep rescues/rehabs/residents?
4. How will I handle the adoption/placement/release or euthanasia of animals for which I am responsible?
5. In what peripheral activities will I engage? Training, education, display, pick up/removal?

INFRASTRUCTURE

1. What are my space/storage requirements for:
 - a) Animals
 - b) food items
 - c) dry goods and supplies (durable versus disposable)
 - d) medical supplies
2. How will the public access my facility
3. How can I restrict/permit access to visitors? Neighbors? Children?
4. What are my security requirements?
 - a) Internal versus external
 - b) Physical versus electronic
 - c) Emergency procedures (natural/manmade, electrical, water, wind, fire)
 - d) Evacuation procedures
 - e) Escape prevention and mitigation
 - f) Recovery and restoration