



IT ALL STARTS WITH WHAT YOU NAME THE DOGS IN YOUR CARE

What you name the dogs in your care might seem like a small thing. But, it's the second thing people notice about a dog after their appearance. If the name you give your dog isn't memorable, you're missing out on an opportunity to create a lasting positive first impression with potential adopters.

Think about a potential adopter. Let's say that person has had a really hard day and they're scrolling through Facebook and up pops a picture of a dog named "Chardonnay." The potential adopter might think:

"Wow, a glass of Chardonnay sounds really good right now."

That doesn't sound like it has much to do with the dog, but here's the thing - that dog is going to stick with them. That dog's name triggered

something in them. They made a connection. If the dog was named "Fido," well, they likely would have kept scrolling.

At AFF, we've had dogs named after wines and recently a litter of puppies with fish aquatic names (think Dory from *Finding Nemo*).

Unleashed Pet Rescue and Adoption in Mission, Kansas is one of the best at naming their dogs. The rescue works with open intake shelters in their area, particularly Kansas City Animal Control.

We chatted with Unleashed's Danielle Reno, the organization's director, about how the shelter decides on crazy names for the dogs in their care and the effect that has on adoption rates.

To make things simple, Unleashed uses themes to

name their dogs. They choose a different theme each week for the dogs from Kansas City Animal Shelter.

Danielle told us:

"[We choose] names that appeal to the senses and subconsciously appeal to adopters."

So, Jelly Bean, Chocolate Chip Cookie, Cucumber Melon, Salted Caramel Blondie, Autumn Air, Cotton, etc... will help get an animal more attention and essentially adopted quicker."

She added:

"NO TOPIC OR THEME IS OFF THE TABLE. WE GET INSPIRATION FROM MUSIC, POP CULTURE, TV, ETC..."

GIVE PEOPLE SOMETHING TO REMEMBER. DON'T BE AFRAID TO GET A LITTLE CRAZY.

The day David Bowie died, three dogs were named in his honor – China Girl, Space Oddity, and Starman. They did something similar when Natalie Cole (Pink Cadillac, Paper Moon, and Unforgettable, to name a few) and Merle Haggard (Workin' Man Blues, Twinkle Twinkle Lucky Star, and Big City, among others) died.

They've also named dogs after soap operas.

Some of their other themes include Westerns:

- Blazing Saddles
- Gun Smoke
- Dances with Wolves
- High Noon
- True Grit

Then there were the 90s toys to bring back a little nostalgia for potential adopters:

- Polly Pocket
- Bop-It
- My Size Barbie
- Tamagotchi



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We asked Unleashed what potential adopters thought about these unique names. Danielle said:

“Adopters usually laugh when they find out their names but then they always remember them! I believe it has increased our adoption rate, although I have no definitive way to prove it. But it catches people’s attention, so we know it’s working. We are known for our names!”

And, indeed, Unleashed is known for its names. In 2015, their dog Miss Marshmallow’s story went viral, resulting in her adoption and increased attention on the rescue.

While we can’t guarantee silly names will make your dogs go viral, you will garner extra attention from potential adopters. After all, who can forget names like Slick Booty, Shaggy Booty, and Correction Tape?