



# TIPS ON DROPPING BREED LABELS

## **1. Stop Using Breed Labels in Social Media Posts.**

Sometimes a breed label gives followers a reason to say no and keep scrolling. Try telling a story instead. Stories help people connect with dogs they otherwise might not be drawn to.

## **2. Remove Breed Labels from Your Kennel Cards.**

Make sure volunteers and staff know how to chat with potential adopters without referring to breeds.

## **3. Ask Your Shelter Software Provider to Remove Breed Labels.**

This includes internal software and companies like PetFinder. We've got

tips on how to approach this in the following section.

## **4. Role Play with Staff and Volunteers about How to Respond to Breed Inquiries.**

Remember the truth works. Tell people if you don't know a dog's breed. Let them know if the majority of your dogs are a mixed breed of unknown origin. Make sure they know that labels based on guesswork are extremely inaccurate.

## **5. Challenge Yourself and Your Colleagues to Find Non-Breed Descriptors for Dogs.**

It's human nature to put things into categories. Most of us label dogs by breed, especially if it's for a functional reason - like asking someone to, "Go adopt that Maltese." Find other ways to describe a dog - like "Go adopt that fluffy, white fuzzball wagging her tail."

