



Creating a Pilot Program

Piloting a Program Overview

1. Use the term 'pilot'
2. Consider research resources ([1](#), [2](#)), [data](#), and similar programs already implemented by other organizations
 - a. Reach out directly to organizations implementing similar programs for support
 - b. Reach out to other [animal welfare professionals](#) if you aren't sure what exists
3. Create a plan (*See worksheet below*)
 - a. What are you piloting?
 - b. What problem are you trying to solve?
 - c. What does success look like?
 - d. How will you [measure success](#)?
 - e. What is the group/number of animals involved?
 - i. Can be one animal or an entire organization
 - f. What is your timeline?
 - i. Can be one day or a year or more
 - g. What resources do you need?
 - h. Who will be involved?
 - i. Anticipate questions that might be asked, and have answers for them ready.
4. Get [critical feedback](#) before presenting to administration
5. Inspire confidence
 - a. Clearly define [success and goals](#)
 - b. Speak the language of leadership – safety/liability, cost, positive publicity/political capital
6. Minimize [risk](#) initially
7. [Talk about your pilot!](#) (political capital)
 - a. Internally with staff, volunteers, foster caregivers, government leadership, and other departments
 - b. Externally with adopters, the public, media outlets, and other people who engage with your organization
8. [Report](#) and [evaluate](#) data regularly
9. At the conclusion of the pilot, adopt the program or pilot a second version of the program



Pilot Program Worksheet

1. What are you piloting?
2. What problem are you trying to solve?
3. What does success look like?



4. How will you measure success?

5. What is the group/number of animals involved? It can be one animal or an entire organization.

6. What is your timeline? It can be one day, one year, or more.



7. What resources do you need? What documents need to be created?

8. Who will be involved?