



**DocuPet**

# **A New Standard for Pet Licensing** *for the City of Des Moines, WA*

*April 2025*

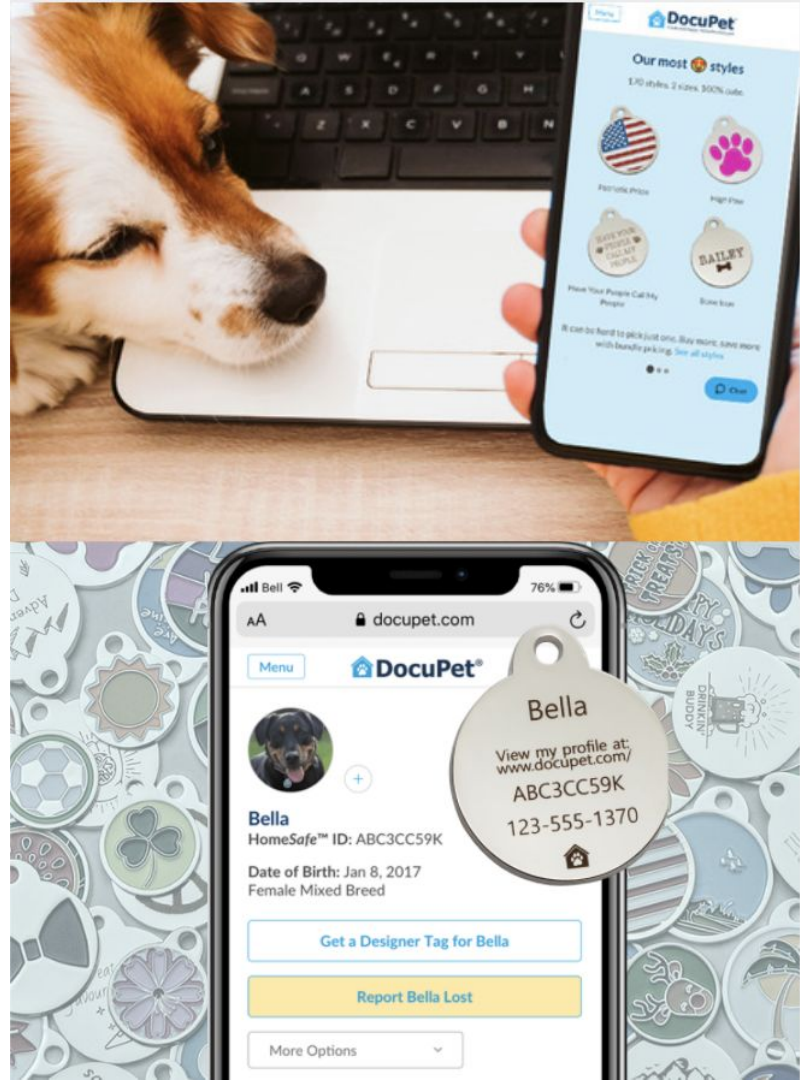





# What is DocuPet?

DocuPet is North America's only complete licensing solution. We have reinvented pet licensing in order to...

- Get more pets home safely with better tags and services
- Increase revenue for animal care and protection
- Make licensing program administration easier and less costly
- Provide new management tools and offerings for program administrators







Now Serving 260+ Jurisdictions  
40+ Partners Already in Queue for 2025

New States:  
MO, VA, TN,  
AL, IA, WA, OR,  
UT & DE

Noteable:  
Delaware  
Maricopa, AZ  
Toronto, ON



# DocuPet...The National Pet Registry Platform

With support from national, regional, and local animal welfare organizations, together we can...

- Normalize Registration across North America
- Increase pet reunification and decrease the number of animals entering and/or staying in shelters
- Increase revenue for our animal welfare providers and our government partners

## National Partners



## Regional Partners



## Select Local Partners





# A New Standard

## For Pet Owners...

- Online Payment and Document Management for New and Renewal Licenses
- Secure Online Profile
- Fun and Personalizable Tags
- Free 24/7 HomeSafe Lost Pet Service
- Bilingual Customer Support via Phone, Email and Chat
- More frequent, multi-channel reminders
- Communication throughout the year





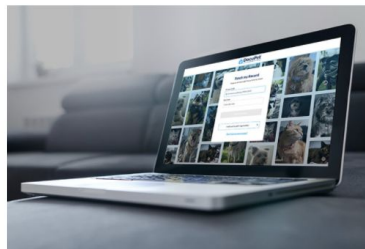


# A New Standard

## For Our Partners...

- Customized Branded Websites
- Modern Online Licensing Platform
  - 360 Pet Licensing Program Management
  - Increased Data Points with Full Data Access
  - Financial and Performance Reporting
  - Community Canvassing Software and Support
- Reminder Communication Preparation and Delivery
- Pet Tag Provision and Shipping, and Lost Pet Support
- Bilingual Customer Care and Partner Support
- Mailed-In Order Processing
- Veterinarian Rabies Vaccination Record Data Entry and Follow-ups
- Marketing/Awareness Support
- Donation Collections

## Key Services



## Software Solution

A customized online registration experience for licensees with a secure backend system designed to make administration easy. [Learn More](#)



## Pet Owner Facing Website and Marketing Materials

Optimized messaging and marketing collateral templates that help you get the word out in the best way possible. [Learn More](#)

[illegible]

## Data Tools

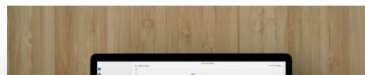
Our proprietary data upload tool makes it easy to keep records up to date and free of duplicates while retaining the level of access you need to make informed decisions. [Learn More](#)

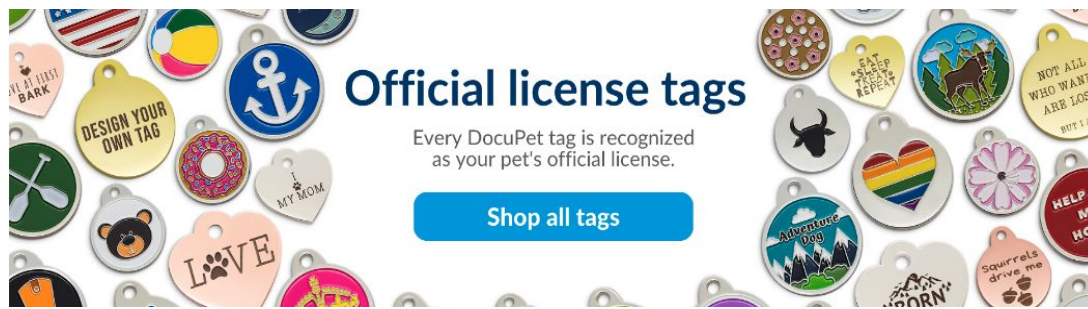


## Pet Tags and Order Fulfillment

We provide quality tags in every style imaginable to give pet owners the tags you want their pets wearing, in the designs they actually want their pets to wear. Free for you, awesome for them.

[Learn More](#)





## Free 24/7 HomeSafe™ lost pet service



Every tag is linked to your pet's profile and is equipped with our 24/7 lost pet service.

[Learn more](#)

## It's personal(ized)



# A real eye turner

[Butler County, OH 2024](#)

The license tag is the most tangible component of any licensing program. What if pet owners could choose the style and size of their own tag? What if they could personalize their tag with their phone number and pet's name? What if the tag actually helped lost pets get home 24/7?

Our designer tag program brings fresh awareness opportunities to our partners.

## Your pet license is expiring.

Renew online here:  
[pimacounty.docupet.com](http://pimacounty.docupet.com)

or scan this QR code with your  
smartphone to get started:



MARY COONS  
3556 E Fairmount St  
Tucson AZ, 85716  
US



May 4, 2023

Dear Mary Coons,

Thanks for registering your pet with Pima Animal Care Center. Our records show that the pet license for ARCHIE is expiring soon and must be renewed prior to the license expiration date listed below.

Pet Name	License	Other Fees	License Exp.	Rabies Exp.
• Dog - ARCHIE	\$15.00	\$1.00	Jun 17, 2023	Jun 17, 2024

Your order will include a \$1.00 processing fee per license.

### Licensing Requirements in Tucson

- All dogs three months of age and older are required to be licensed.
- Each pet must have a valid and current rabies vaccination. Proof of rabies vaccination shall be provided at the time of licensing. Licenses expire if a rabies vaccination is expired. Licenses can, however, be extended if an updated proof of rabies vaccination is provided prior to the license expiration date.
- Renewed licenses begin on the date of expiration of the previous license if renewed on time.

### Renew Online Through Your Existing DocuPet Account

You already have an account with DocuPet, our official pet licensing partner. Follow the easy steps on the reverse side of this letter to access your account and renew your license. If you are unable to access your online account, please contact DocuPet at 1-877-239-6072 during regular business hours.

### Have you moved or do you no longer have your pet?

Please let us know by following the instructions on the reverse side of this letter. Instruction "A" should be used to inform us that you no longer have a licensable pet. Instruction "B" should be used to update your address.

IF YOU RENEWED THE LICENSE ABOVE WITHIN THE LAST 30 DAYS, OR HAVE INFORMED US THAT YOU HAVE MOVED OR NO LONGER HAVE YOUR PET, NO ACTION IS REQUIRED.

## HOW TO RENEW YOUR PET LICENSE

Visit [pimacounty.docupet.com/login](http://pimacounty.docupet.com/login) on your mobile device or desktop, scan the QR code on the reverse of this page to begin. Enter your email address and password to login.

If you have forgotten your login information, select **Forgot Password**. DocuPet will email you a link to reset your password so you can log into your account.

Once logged in, you will be directed to your account dashboard. Select the **License Now** button at the top.

On the **Confirm Contact Details** page, confirm that all information is up to date. If all details are correct, select the **Contact Details Are Correct** button. If not, select the **Edit** button to update your information.

Next, on the **Review Pet Details** page, verify your pet's information and select **Upload Documents** to upload proof of your pet's rabies vaccination.

If you're on a mobile device, easily upload the document by taking a photo of it from your phone. On desktop, add your document by scanning it and uploading the file.

Now it's time to select a license tag for your pet. Browse hundreds of options, or create your own unique tag with the **Design Your Own Tag** feature. You may also select the standard tag at no cost.

Once you select your license tag, choose the **Add to Basket** button. Then, proceed to checkout and complete your order. Payment can be made using a credit card or Visa/Mastercard debit card.



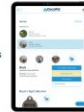
## HOW TO UPDATE YOUR DOCUPET PROFILE

If you have moved, or if you no longer have your pet, please follow the steps below to make the necessary changes to your account. This will ensure you are not contacted again in the future.

**A** If your contact information, including address, phone number, secondary contact person, or email address has changed, click the **Edit** button located in the **My Details** section of your account.



**B** To remove a pet from your account, select your pet's name in the **My Pets** section of your account, then select **More Options** which will allow the **Remove This Pet** prompt to appear.



# Never forget

Prior to launching with DocuPet, most communities send a single post card prior to license expiration and (maybe) another if a license is expired. Renewal rates are often unknown, but when we examine historical records, we can see that, too often, pet owners aren't renewing their licenses and we know this is often because they simply forget.

Our comprehensive reminder communications program ensures that no pet owner can ever "miss the message".



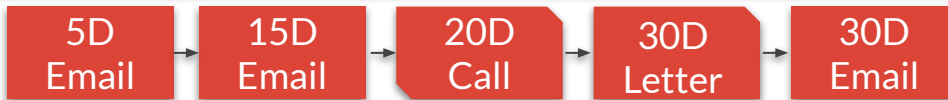


# Campaign-style Reminders

## Pre-Expiry Communications



## Post-Expiry Communications



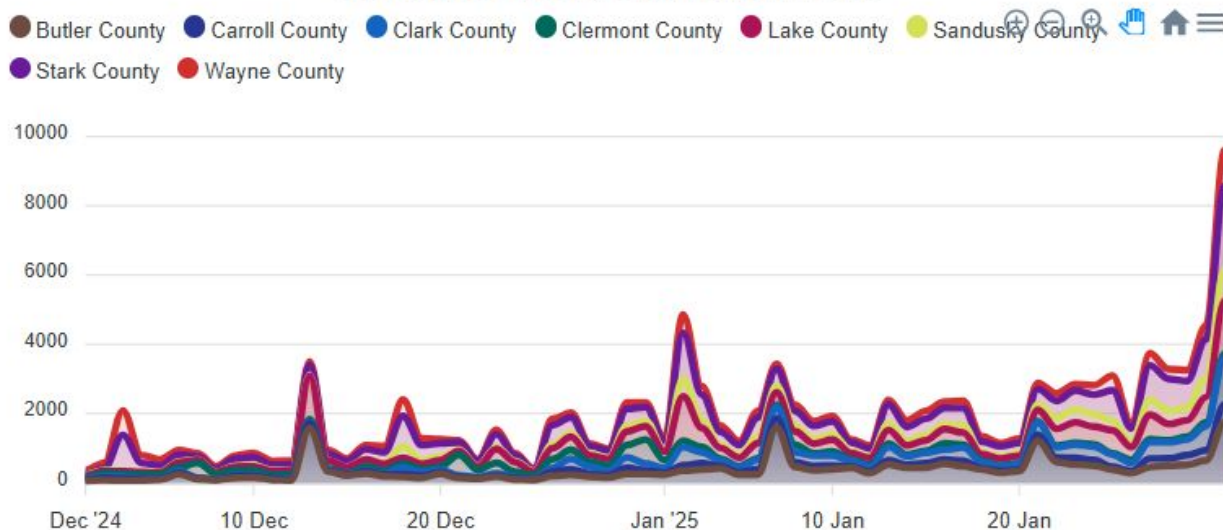
\*Communications cease upon license renewal.



# Ohio Licenses

## 2025 Dog Season

All License Sales By Organization In 2025



12-01-2024 to 01-31-2025

- Sales per Day: 1,928
- Renewed Pet: 102,952
- New Pet: 14,703
- Existing Owner: 111,705
- New Owner: 5,950
- **TOTAL: 117,655**



# Canvassing Program

Our upgraded Canvassing Software Module allows partners to:

- View License Data in Map Overlays
- Map and Plan Canvassing Zones
- Conduct Canvassing Campaigns
  - Tablet-optimized Data Entry
    - Log visits
    - Sell licenses
  - Print Walking Sheets with Record Details
  - Send Follow-up Letters if pets are identified
  - Track progress and earnings

The screenshot displays the Canvassing Software interface, which includes a map view and data entry forms.

**Map View:** The map shows a residential area with streets like W Rowland St, W Marbury St, W Theilborn St, W Verness St, and Hollenbeck Ave. A red location pin marks "CNC ROSE PHARMACY". A black outline on the map indicates a canvassing zone. Various house numbers are visible on the map.

**Data Entry Form:** The form is divided into two sections, each for a different address.

**Section 1: 254 N Bradoaks Ave**

- NO RECORD FOUND AT THIS ADDRESS
- NO INTERACTION: (A) (E) (B) (Y) (N) (S) (H) (D) (I)
- RESIDENT INTERACTION: (Z) (L) (T) (X)
- PET IDENTIFICATION NOTES: [Empty text box]
- VISIT NOTES: [Empty text box]
- Buttons: CREATE NEW RECORD, LOG VISIT, REVISIT LATER

**Section 2: 306 N Bradoaks Ave**

- Abby (N1Z9GA4N)  
Lic. Exp. Mar 15, 2025  
(-936 days ago)  
Frankie (N1ZMP5K3)
- D/M/S - Labrador Retr - Red - DOB Apr 27, 2019 (3 yr, 3 mo)  
Rab. Exp. Mar 15, 2025  
(+936 days from now)  
D/M - DECEASED
- NO INTERACTION: (A) (E) (B) (Y) (N) (S) (H) (D) (I)
- RESIDENT INTERACTION: (Z) (L) (T) (X)
- PET IDENTIFICATION NOTES: [Empty text box]
- VISIT NOTES: [Empty text box]
- Buttons: LOG VISIT, REVISIT LATER



# Canvassing Results

- **27,068** Canvassing Visits so far in 2023
- Pets identified on **9.7%** of Visits
- **60%** of Identified Pets have resulted in a License Sale
- You have earned **\$2.53** in Licensing Revenue on average per Visit

**\$185-\$250+**

New Licensing  
Revenue per  
Canvassing Run





# Promos Galore!

If “compliance” is boring, getting a free tag for your pup sure isn’t!

1. Giveaways for...
  - Customer Care
  - Field Services
  - Seasonal Promotions
2. Discounts for...
  - Renewal Programs
  - Vendors and Partners

## REDEEM YOUR FREE DESIGNER TAG!

When you license your pet with Inland Valley Humane Society and S.P.C.A. and DocuPet. Use promo code **IVHS2023** at checkout\*

\*Promo code expires December 31st, 2023 and can only be redeemed for one designer tag. Personalization, upgraded connectors, GlowTags, sale items, keychains, wallet cards and Pet Essentials excluded. One use per person. Cannot be applied to previous orders. Only applicable to residents in Claremont, Covina, Diamond Bar, Glendora, La Verne, Mt. Baldy, Pomona, San Antonio Heights, San Dimas, Unincorporated cities (Chino, Chino Hills, Ontario, & Moreland).



## DOCUPET IS THE OFFICIAL PET LICENSING PARTNER OF INLAND VALLEY HUMANE SOCIETY AND S.P.C.A.

Licenses help keep pets safe and fund important animal welfare initiatives that support the animals in need in our community. Licensing your pet is now easier than ever with DocuPet's quick and easy online experience. Scan the QR code or visit [ivhsspcadocupet.com](http://ivhsspcadocupet.com) to license your furry friend, and browse hundreds of fun (free) designer tag styles!



Scan this with your phone!



 [ivhsspcadocupet.com](http://ivhsspcadocupet.com)

 @docupet

 docupet



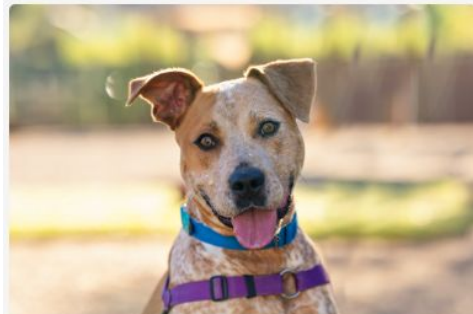
# Driving Donation Revenue

They deserve a license tag that looks as good as they do.

Scroll to browse hundreds of tag styles, or design your own to match your pet's 1-in-a-million personality.



Choose a designer tag and we'll donate 20% of the purchase to San Diego Humane Society.



Cart Total: \$43.24

## Would you like to make a donation to San Diego Humane Society?

Your gift will make a lifesaving difference for animals in need. Together, we can give more than 40,000 animals a second chance this year by providing the safe shelter, medical care and love each one needs to thrive. Donations to San Diego Humane Society are tax-deductible as permitted by law. A tax receipt will be provided to you by San Diego Humane Society.

Select your donation amount

\$ 10.00

\$ 25.00

\$ 50.00

\$ 100.00

\$ 250.00

\$ 500.00

\$ Custom Amount

Add Donation and Continue to Checkout

No Donation Today, Thanks - Continue



# How it works

- Implementation
  - 8 week process highlighted by:
    - Discovery and Planning
    - Licensing and GIS Data Transfer
    - System Customization
    - Training
- Soft-Launch
  - Systems are Live
  - Marketing Plan is Prepared
- Hard-Launch
  - Full Licensing Communications Roll-out including “License Recovery”
  - Marketing Plan is Deployed
- 3-month Performance Review
  - Where do we stand and what can we do together to drive growth?



**Implementation  
Kickoff**