



SUBMISSION FORM

All submission forms must include the following information. Separate submission forms must be turned in for each eligible program. **Deadline: Tuesday, April 7, 2026.** Please include this submission form as the first page of your electronic entry. Contact [Gage Harter](#) with any questions.

PROGRAM INFORMATION

County: Montgomery County

Program Title: Kitten Season is a Team Sport: Montgomery County's Community-Driven Kitten Supply Drive

Program Category: Communications & Community Outreach

CONTACT INFORMATION

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SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Angela M. Hill

Title: County Administrator

Signature: *Angela M Hill*

VACo Award Submission | Montgomery County

Kitten Season is a Team Sport: Montgomery County's Community-Driven Kitten Supply Drive

Award Category: Communications and Community Outreach

Executive Summary

Each year, more than 500 kittens are brought to the Montgomery County Animal Care and Adoption Center (ACAC), creating a significant seasonal demand for supplies and community support. To better meet this need, Montgomery County transformed its traditional one-day donation event into a month-long, highly engaging community campaign in 2025.

Branded around the theme “Kitten Season is a Team Sport,” the initiative kicked off with an “Opening Drive Tailgate” event and continued throughout June with coordinated outreach efforts, including social media engagement, partnerships with local libraries and volunteer organizations, and interactive on-site displays. The campaign used humor, sports-themed branding, and targeted messaging to educate the public, encourage participation, and expand its audience.

With a budget of just \$200, the program leveraged strong collaboration between Animal Care and Adoption Center staff, the County's Public Relations and Community Engagement team, and community partners. The results were significant: monetary donations increased by more than 65 percent compared to previous years, and supply donations responded directly to real-time needs communicated through social media.

This innovative and cost-effective program demonstrates how creative outreach, strategic partnerships, and consistent messaging can mobilize a community to support critical animal welfare services.

Problem / Challenge

Each year, the Montgomery County Animal Care and Adoption Center (ACAC) experiences a significant influx of kittens, with more than 500 entering the shelter annually. This seasonal increase—commonly referred to as “kitten season”—places substantial strain on shelter resources, including food, litter, medical supplies and foster capacity.

Historically, the ACAC addressed this need through a one-day supply donation event. While successful, the limited timeframe constrained community participation and did not fully capitalize on opportunities for sustained engagement, education and support.

The challenge was twofold: to increase the volume of donations needed to care for a growing kitten population, and to expand community awareness and involvement in a way that was engaging, accessible, and sustainable. ACAC recognized an opportunity to rethink its approach by transforming a single-day event into a broader, more dynamic outreach campaign that could better mobilize community support.

Program Description / Implementation

In 2025, Montgomery County reimaged its kitten supply drive as a month-long campaign running from May 31 through June 30, anchored by the theme “Kitten Season is a Team Sport.” Planning for the event included collaboration between ACAC staff and the County’s Public Relations and Community Engagement team.

The campaign launched with an “Opening Drive Tailgate” event on May 31, designed to generate excitement and establish momentum. A sports-themed version of the ACAC logo was developed and incorporated into t-shirts, flyers, and promotional materials, creating a cohesive and recognizable campaign identity. A printed “kitten care playbook” was also produced to educate potential foster caregivers.

Throughout the month, a multi-channel outreach strategy was implemented. Social media played a central role, featuring a mix of educational content, humorous posts, and direct calls for specific supply needs. Posts were designed to engage a wide audience—including self-identified “dog people”—and to make animal care approachable and relatable.

Community partnerships expanded the campaign’s reach. Donation bins were placed at regional libraries during “Caturday” events, where children read to adoptable cats. The ACAC also partnered with Volunteer Montgomery to host a “Meet the Kittens” event, where admission was a donation from the shelter’s wish list.

On-site, an interactive football field display tracked progress toward donation goals, reinforcing the campaign theme and encouraging continued participation. Regular updates kept the community informed and motivated throughout the drive.

Innovation, Collaboration, and Model Practices

This program stands out for its creative approach to community engagement and its effective use of collaboration and branding to achieve measurable results.

The campaign’s sports theme provided a unique and accessible framework that resonated with a broad audience, transforming a routine donation drive into an interactive and memorable experience. By framing kitten care as a “team effort,” the program encouraged widespread participation and reinforced a shared sense of responsibility.

Collaboration was central to the program’s success. The ACAC staff worked closely with the County’s Public Relations and Community Engagement team to develop messaging and materials, while partnerships with the Montgomery-Floyd Regional Library branches and Volunteer Montgomery extended outreach into the community. Media engagement, including local radio appearances, further amplified visibility at no cost.

The program is also highly replicable. With minimal financial investment, other localities can adopt similar strategies—such as themed campaigns, extended timelines, and multi-channel outreach—to increase engagement and support for animal services or other community needs.

Financing and Staffing

The program was implemented with a total budget of approximately \$200, demonstrating a highly cost-effective approach to community outreach. Primary expenses were associated with the “Opening Drive Tailgate” event, while many elements—including snacks, yard games, and supplies—were donated.

Staffing consisted of existing ACAC personnel and members of the County’s Public Relations and Community Engagement team. Staff contributed time to planning, content creation, event coordination, and community engagement as part of their regular duties.

Additional support was provided through partnerships with community organizations and media outlets, allowing the program to expand its reach without increasing costs.

Results and Impact

The 2025 Kitten Supply Drive achieved significant and measurable success. Monetary donations totaled more than \$3,330 between May 31 and June 30, representing an increase of over 65 percent compared to the historical average of approximately \$1,980 during the same period.

Supply donations also increased in both volume and responsiveness. Social media proved particularly effective, as posts requesting specific items often resulted in those items being donated within days. Online wish lists further streamlined the donation process, making it easier for supporters to contribute directly to current needs.

Beyond financial and material contributions, the campaign strengthened community awareness and engagement. Educational content increased public understanding of kitten care

and shelter operations, while partnerships and events created meaningful opportunities for interaction.

Overall, the program successfully expanded community participation, increased resources available for animal care, and established a sustainable, scalable model for future outreach efforts.



Montgomery County Animal Care and Adoption Center ...

Posted by Montgomery Virginia
May 27 · 🌐

🐶 Very Good Boy Charlie wants to make sure "dog people" know they can help his kitten pals during our supply drive. He's been busy gathering items kittens need to grow up to be strong, healthy cats!

Charlie hopes you'll join us for our Opening Drive event on May 31 from 11am-3pm to drop off supplies and enjoy some fun! Supporting from a distance? Our wish lists are online. Go to montva.com/acac for links or to download a wish list PDF file.

Charlie and the kittens thank you in advance for your generosity!

@followers



SAT, MAY 31

Opening Drive "Tail" Gate (Kitten Supply Drive)

480 Cinnabar Rd., Christiansburg, VA, United States, Virginia 24073

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[Boost post](#)

👍❤️ 17

13 shares



Montgomery County Animal Care and Adoption Center ...

Posted by Montgomery Virginia
Jun 3 · 🌐

Say hello to one of the kittens you help when you donate to the Kitten Supply Drive! 🐱 The Supply Drive continues to the end of the month, and this week's supply challenge item is dry kitten food. Growing kitties need nourishment. Did you know kittens 4-12 weeks old need up to a 1/2 cup of food per meal and eat 3-4 meals a day? 🐱

If you're able to assist, thank you in advance! We might even name a kitten after you! Seriously. 🐱

If you need it, our wishlist is on our website. montva.com/acac



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👍❤️🐱 101

7 comments 27 shares



Montgomery County Animal Care and Adoption Center ...

Posted by Montgomery Virginia
Jun 10 · 🌐

Hi team. Let's talk poop. Yup. Poop. 🐛 Kitten poop, specifically. This week's kitten supply challenge item is non-clumping clay cat litter. With how much kittens eat, of course it needs to go somewhere! Did you know? Kittens need help using the bathroom until they are about 4 weeks old, and litter box training starts around the 3-week-old mark. 🐱

If you're able to assist with litter, thank you so much! We're going to name a kitten after you! :)

Our wishlist is on our website. montva.com/acac

🐱 Kitten Season is a team sport!



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Rachel Lucas WSLs 10 News + 57

8 comments 18 shares



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Montgomery County Animal Care and Adoption Center



Posted by Montgomery Virginia

Jun 16 · 🌐

Let's face it, team, kittens do not know how to use napkins. They can get a little messy at feeding time. 🐱 Regardless, getting them formula is critical to their growth, even if it gets all over their faces! This week's supply challenge items are kitten milk replacer, nursing bottles, and replacement nipples.

If you are able to assist, we appreciate you! 🐱 A kitten will be named in your honor--just talk to the great folks at the front desk. P.S. Feel free to toss in some paper towels, too. 🐱



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👍❤️👍 114

8 comments 38 shares



Home



Reels



Notifications



Menu

LET'S KEEP THE KITTENS FED.
HELP US GET INTO THE RED! DONATE TODAY!





MEET THE KITTENS!

**JUNE 24
6PM-8PM**

 **VOLUNTEER MONTGOMERY OFFICE**



ABOUT

Come out to Volunteer Montgomery to meet kittens available for adoption at the Montgomery County Animal Care and Adoption Center (ACAC)!

Make a new feline friend while enjoying refreshments from our Lemonade Stand, creating Butterfly Hugs for Spirit FM, and learning about volunteer opportunities through our program!

ENTRY

Donate an item from the Montgomery County ACAC's attached Wish List for entry!



 210 S. Pepper St., Suite D, Christiansburg

 540-382-5775