How to Run a Microchipping Clinic

Running a microchipping clinic is an easy and fun way to help the community, meet your Statement of Compliance and raise funds for your organization or special cause. A successful microchipping clinic just needs a little preparation. Following these simple guidelines are sure to make your organization’s microchipping clinic a success!

**2-3 months in advance: Get organized**

- Reserve location, date and time of event
  - Venues with covered shelter in case of inclement weather are recommended
  - Allow 2-4 hours for actual clinic to take place
- Confirm staffing.
  - It is recommended that a veterinarian implant the microchips. If you do not have a veterinarian as a part of your organization, many will volunteer their time if they can use the event to also promote their practice.
  - At least 2 additional volunteers are recommended to manage the pet enrollments, collect money and assist the veterinarian.
- Determine cost of microchipping service and acceptable payment types
  - $25 is a common price for a microchipping clinic
  - Cash and check are generally the easiest forms of payment to manage

**4-6 weeks in advance: Promote your event**

- Send out Media Alerts, Press Releases and post information on your website and Facebook. Templates for Media Alerts and Press releases can be found at [http://www.akcreunite.org/clinics](http://www.akcreunite.org/clinics).
- Post flyers in local coffee shops and community bulletin boards
- Some organizations allow pet owners to reserve time slots in advance. Not only does this provide extra convenience for your clients, but it also helps you to forecast how many microchips you may need.

**3 weeks in advance: Coordinate/order necessary supplies**

- You will need a universal microchip reader. Our ProScan 700 and QuickScan 650 read all brands and types of pet microchips.
- We recommend microchips with prepaid enrollments. Not only are these microchips a tremendous value, but they are also the easiest to work with during microchipping clinics.
- Make sure you have pens and clipboards, as well as a cashbox and spare change.
- A complete checklist can be found [here](http://www.akcreunite.org/clinics).

**One week in advance: Follow up with media and refresh community bulletin boards**

**Days prior to event: Reconfirm staffing and overview microchipping clinic process**

- Pet owner fills out enrollment form
• Pet owner pays for microchip, its implantation and enrollment
• Pet is scanned to make sure it does not have a microchip
• Microchip is scanned in package and number on scanner is matched to barcode labels (just in case!)
• Pet is microchipped
• 2 barcode labels from microchip packaging are placed on enrollment form
  o 1 label is placed on the right side (perf-off portion) of the form
  o The other label is placed on the form being submitted to AKC Reunite
• Give Pet owner left side of form with microchip barcode and AKC Reunite contact information
• Microchipping organization keeps completed enrollment form and mails or faxes them at end of the clinic to:

  AKC Reunite  
  8051 Arco Corporate Drive  
  Suite 200  
  Raleigh NC 27617  
  FAX: 919-233-1290

  2 hours prior to event

  • Set up tables and supplies
  • Review process and assign responsibilities
  • Put up any signs you may have to direct pet owners to clinic location
  • Get your camera ready and have fun!