



# Branded Partnerships Trainer

## Onboarding



# OUR TEAM



**JIM SOUDERS**

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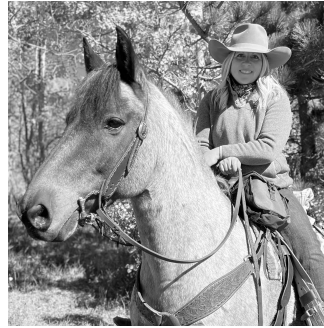
**EXECUTIVE  
DIRECTOR**



**ANN SOUDERS**

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**OUTREACH &  
EDUCATION  
DIRECTOR**



**AMANDA MILLS**

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**MARKETING &  
OPERATIONS  
DIRECTOR**



**STACIE ZIMMERMAN**

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**ENGAGEMENT & EVENT  
DIRECTOR**



**MATT ZIMMERMAN**

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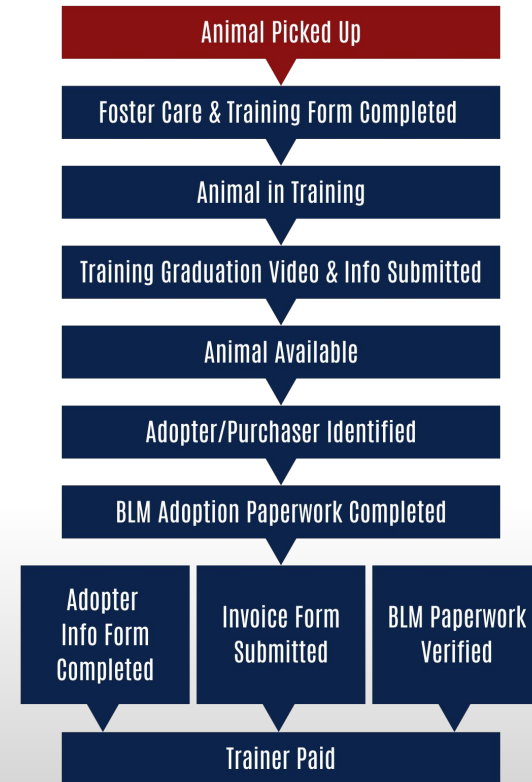
**ADOPTION &  
TRAINING DIRECTOR**



# Program Flow: Animal Pick-Up

- **Where can you pick up?**
  - **BLM Corrals:** You must schedule an appointment with BLM personnel in advance or attend an adoption event at the corral. Personnel will be able to assist you with identifying eligible animals.
  - **BLM Adoption Events:** Eligible animals will be available approximately 2 hours prior to event end.
  - **Branded Adoption Centers:** Locations can be found on our website and an appointment must be made. BAC operators are required to complete the Branded Partnerships Transfer Form at pick-up.
- **What is the selection criteria?**
  - **Horses:** 2-years-old or older, adoptable or sale eligible, bay, brown, or sorrel, mare or gelding, no mare/foal pairs, no known pregnant mares.
  - **Burros:** 2-years-old or older, adoptable or sale eligible, grey or brown, gelding or jenny, no jenny/foal pairs, no known pregnant jennies.

## Branded Partnerships Flow



# Program Flow: Animal Pick-Up

- **Trainer Responsibilities**

- Contact the desired pick-up location at least 1 week in advance to arrange appointment and/or provide advanced notice of trainer's intent to pick-up at an adoption event.
- Trainer must be prepared to transport their animal(s) to their approved destination for training.
- BLM will provide the trainer with all necessary paperwork for the animal in their care. It is the trainer's responsibility to manage and maintain that paperwork through placement. Paperwork will either be given to the adopter/purchaser at placement or given back to the BLM in the event the animal is returned.
- The trainer may not exceed the number of untitled animals they are approved to house on their property.

## Branded Partnerships Flow



# Program Flow: Foster Care & Training Form Completed

- **BLM to complete the Foster Care & Training Form.**
  - This form is to be completed by BLM personnel only.
  - Provides information to Forever Branded staff of which animals were picked up by what trainer when and where.
  - Forever Branded uses this information to assign animals to trainers and track progress through the program.
  - Form can be found on the Forever Branded Program Hub and the online version provides a PDF copy of the submission to the BLM personnel for their records. If the trainer's email is provided, they will also receive a PDF copy.

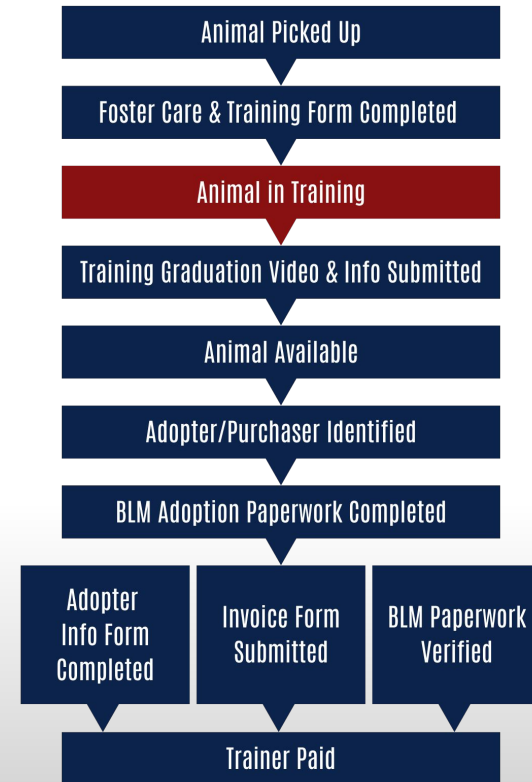
## Branded Partnerships Flow



# Program Flow: Animal in Training

- **Enrolled animals must meet the following requirements to be eligible for placement:**
  - Animal must have been in training for a minimum of 30 days before placement can be finalized.
  - Animals must be able to be:
    - Haltered and led
    - Stand for grooming
    - Pick up all four feet
    - Load/unload into a trailer by being led (without the assistance of a chute)
- **Trainers must provide monthly progress reports for all animals in their program. These can be submitted through the Progress Report Form.**

## Branded Partnerships Flow

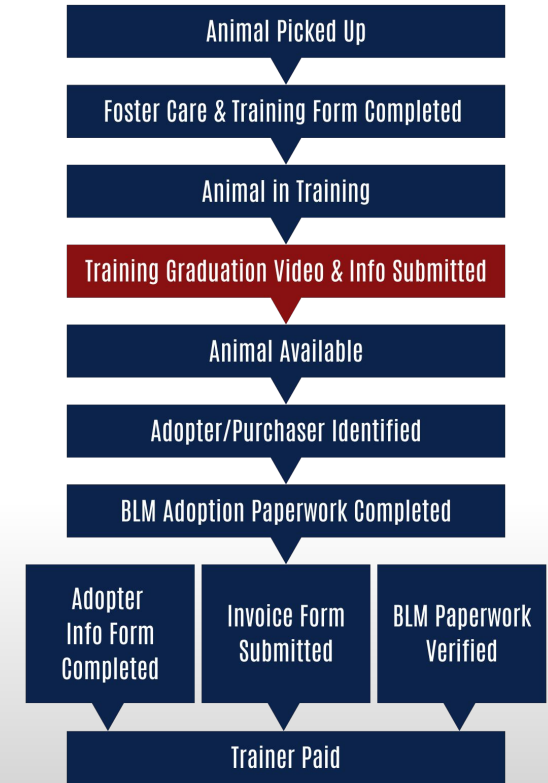




# Program Flow: Training Graduation Notification

- Once an animal has completed their training requirements, the trainer must send an email to [reporting@foreverbranded.org](mailto:reporting@foreverbranded.org) with the following information:
  - Subject:** [Freezemark] [Trainer Name] Training Graduation Info
  - Body:** Written confirmation that the animal has completed training requirements and either a link to a video or a video attachment showing the animal completing all requirements with someone *OTHER* than the named Branded Partnerships trainer.

## Branded Partnerships Flow



# Program Flow: Animal Available for Placement

- Once program requirements have been verified by Forever Branded staff, the animal may officially be available for placement.
  - Trainer may identify potential adopter/purchaser ahead of training requirements being met, but animal may not be placed until all program requirements have been met and verified by Forever Branded staff.
  - You're encouraged to have adopters/purchasers complete adoption/sale paperwork through the BLM Online Corral to expedite the process. Payments can also be handled through the Online Corral.

## Branded Partnerships Flow





# Program Flow: Adopter/Purchaser Identified

- Trainer may identify potential adopter/purchaser ahead of training requirements being met, but animal may not be placed until all program requirements have been met and verified by Forever Branded staff.
- BLM facility requirements must be met by adopters/purchasers.
- Trainers are highly encouraged to take the time in finding the right match for each animal in their program to ensure a lasting, long-term placement.

## Branded Partnerships Flow



# Program Flow: BLM Paperwork Completed

- Trainers are encouraged to have adopters/purchasers complete adoption/sale paperwork through the **BLM Online Corral** to expedite the process.
- Payments can also be handled through the Online Corral.
- Animals cannot be released to an adopter/purchaser until **ALL BLM paperwork** and payment has been completed and verified. Your BLM personnel will relay that information to you.

## Branded Partnerships Flow



## Program Flow: Adopter Info Form Completed

- The trainer is to provide the adopter/purchaser with the link to this form for completion. This form collects the adopter/purchaser's basic information, the animal's information, and offers them the opportunity to provide feedback on their experience with the program.

## Branded Partnerships Flow



# Program Flow: Invoice Form Submitted

- Once a placement is finalized, the trainer is responsible for submitting the Invoice Form (online).
- To complete the form, you will need:
  - Animal freezemark
  - Adopter/purchaser name
  - Date of adoption/sale

## Branded Partnerships Flow



## Program Flow: BLM Paperwork Verified

- When an Invoice Form is submitted, Forever Branded staff will verify the information received with the BLM AO.
- Once verification has been received from the BLM, payment can be remitted to the trainer.

## Branded Partnerships Flow



## Program Flow: Trainer Paid

- Once all steps are completed and the **Adopter Assessment**, **Invoice Form**, and **BLM paperwork** has been verified, the **Branded Partnerships** trainer will be paid.
- Payments are made once per week, usually mid-week, via direct deposit.

## Branded Partnerships Flow



# Community Commitments

## Safe Landing Policy

Branded Partnerships trainers are required to participate in a return policy of at least 30 days post-placement for all animals in their program. Trainers may opt to extend this timeframe if they wish.

**Adopted Animals:** Original adopter must pay the reassignment fee (determined by AO) and animal is reassigned to the trainer. Trainer may then continue training and offer the animal at their desired training fee.

**Sale Animals:** Purchaser may return the animal to the trainer at no fee. Trainer may then continue training and offer the animal at their desired training fee.

## CE Opportunities

**Follow-Up Lessons:** Trainers are required to offer at least 10 follow-up lessons with the adopter/purchaser following placement at a cost of no more than \$40/lesson. These can be in person or virtual. The goal of these lessons is to set the new partnership up for a successful transition and longevity.

**Clinics:** Trainers are required to host at least 1 educational clinic per year either in-person or virtual, at a cost of no more than \$250/participant or \$75/auditor. These should be horsemanship/skills based clinics to improve long-term placement of wild horses and burros.





# Rules & Regulations

- **Unadopted/Unsold Animals:** If an animal has not been placed within 120 days, the trainer may have the option to return the animal to the BLM within 30 days. If the animal is returned before day 150, the trainer is still eligible to receive \$200 in compensation.
- **Animals may not be offered “for sale” unless they are deemed sale eligible by BLM.**
- **All animals offered through Branded Partnerships are offered at the same fee of \$125, regardless of sale/adoption status.**
- **Trainers may not charge any additional fees for animals enrolled in Branded Partnerships.**



# Collaborative Marketing

- Available animals will be regularly highlighted on Forever Branded social media channels and will be added to a searchable database on Forever Branded Classifieds.
  - Trainers must provide Forever Branded staff with quality descriptions, photos and video of available animals for promotion.
- Trainers and their contact information will be available on the Forever Branded website. Trainers are encouraged to create a “Why I’m Forever Branded” intro video to share.
- Trainers are encouraged to add Forever Branded as co-hosts on Facebook events to improve engagement and marketing reach.



# Thank you!



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