



## Power Your Journey

Part 2: Increasing public awareness and community engagement to support your fundraising efforts and fulfill your mission

# Power Your Journey

## What we will cover today:

- Increasing visibility of your group
- Increasing community engagement
  - The public
  - Volunteers
  - Collaborations and other connections in your community
  - Underserved parts of your community
  - Seeking input and feedback



**This is the last of our six-session Shelter Success Simplified webinar series.**

# Power Your Journey

## What is visibility and community awareness?



Visibility is the degree to which your organization has attracted attention and created awareness in your community.

Increase visibility through:

- Media coverage
  - Sharing stories
  - Doing things that are newsworthy
- Active role in community at large
  - Word of mouth



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## Quick Poll



**How effective do you feel your organization's public communications (beyond social media) have been?**

- Good, we have broad public recognition and support
- Okay, we do an acceptable job of creating public awareness, could be better
- Not very effective
- Not sure or not applicable

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People need to see/hear about your organization multiple times before they will support it.

How many impressions/contacts/touches are needed?

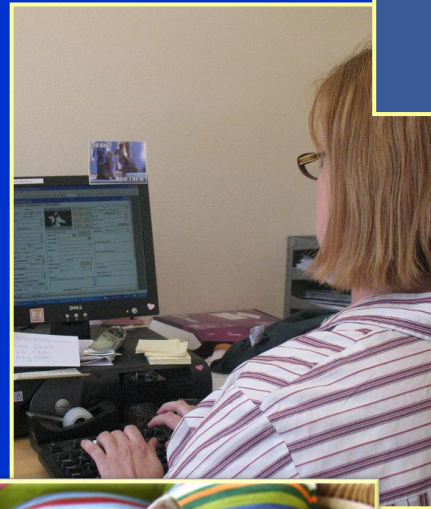


**“Rule of Seven”**

– Dr. Jeffrey Lant, marketing expert

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## Creating impressions



facebook®



Instagram





# Power Your Journey

## Create impressions

Social media is important,  
but not sufficient



## RENO GAZETTE JOURNAL

ONLINE AT [RGJ.COM](http://RGJ.COM) | MONDAY, FEBRUARY 22, 2021

PART OF THE USA TODAY NETWORK

### This plan's a treat

Nonprofit hopes to restore Tahoe's clarity ... with dog food

Amy Alonso

Reno Gazette Journal

USA TODAY NETWORK

What do dog treats have to do with Lake Tahoe's clarity?

A lot, according to Yuan Cheng, founder of Shrimply Blue, a California nonprofit organization that has a "mission to restore Lake Tahoe's clarity, one dog treat at a time."

Non-native Mysids shrimp were introduced to Lake Tahoe in the 1960s as a food source for native trout. The shrimp feed on Daphnia, native zooplankton in the lake that eat algae and filter fine sediment.

Prior to the introduction of Mysids shrimp, Daphnia "acted as Tahoe's natural water filter," Cheng said.

But the shrimp's population rapidly skyrocketed, and they decimated the lake's Daphnia population. The shrimp have been identified by the Tahoe Environmental Research Center as a key contributor to the lake's decline. Tahoe's clarity declined from 302 feet in 1960 to 64 feet in 1997.

"Daphnia are the key to restoring water quality and Mysids are the problem," Cheng said.

Which is where Shrimply Blue enters the picture.

With 58 percent protein and just 6 percent carbohydrates, Mysids are a superfood, rich in Omega-3 fatty acids, Cheng said. He wants to harvest the Mysids for all-natural dog treats.



### 'Complete disrepair'

Town House Motor Lodge demolished

Jenny Kane

Reno Gazette Journal

USA TODAY NETWORK

The Town House Motor Lodge was in "complete disrepair" before it was demolished last week, according to the building owner, Jacobs Entertainment.

Still, some affordable housing advocates are bemoaning the loss of yet another option for fast-revert affordable housing.

"We're in a housing shortage, and he's not gone vertical on one property," said Reno City Councilwoman Jenny Holman of Jacobs Entertainment CEO Jeff Jacobs. "He's got gaming properties, he's reinvesting in those. What else he's got is a whole lot of vacant land. Results speak for themselves."



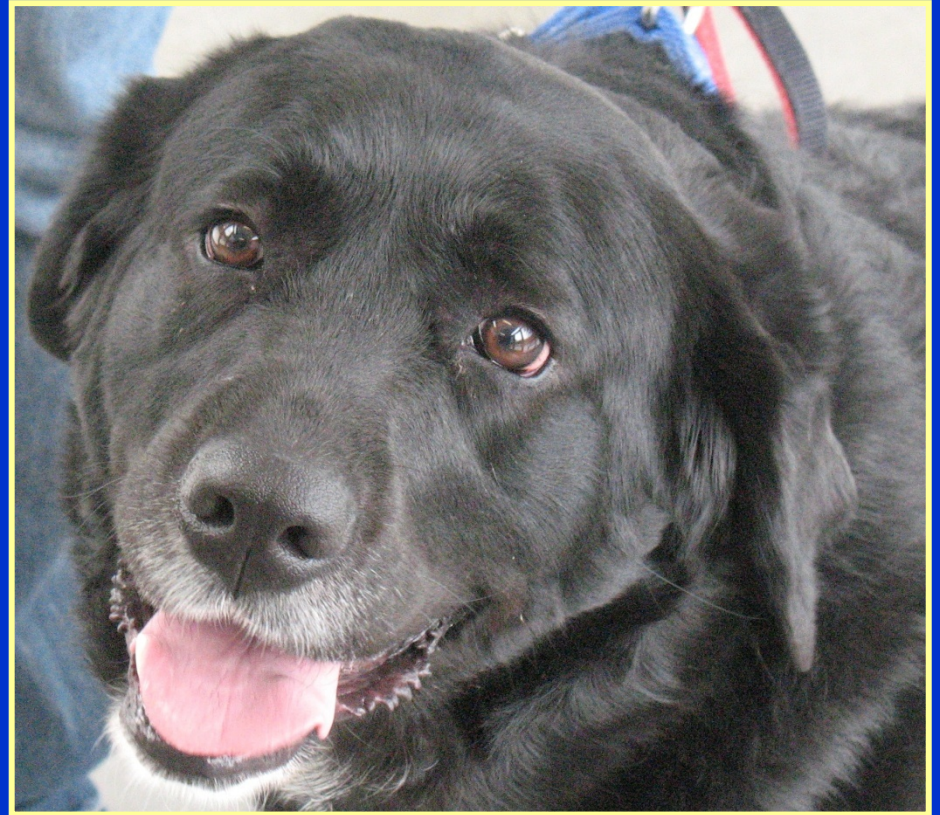
Uphill battle for

# Power Your Journey

## The power of stories

“Even if you have reams of evidence on your side, remember. . . if you want to connect with your audience, tell them a story.”

— Andy Goodman





# Power Your Journey

## How to come up with story ideas



- A community need or issue and how you're tackling it
- Information on animal behavior or health issues
- Tie-ins with local and national news
- Unusual or engaging animal story
- Major rescue
- Partnership with other community organization
- New program, service or initiative
- Profile of volunteer
- Behind-the-scenes OR on the front lines
- Day-in-the-life of an animal

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## Finding a good story:

- Walk-throughs
- Be curious, ask questions
- Take time to listen
- Involve your team in brainstorming and identifying stories
- Watch/read local and national news to spot potential tie-ins
- Ask an outsider to identify stories



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**First impressions:** what can be seen or heard in initial seconds



Major factors for people:

- Facial expressions – smiling
- Appearance/grooming
- Tone of voice
- Confidence

Major factors for a facility:

- Cleanliness, uncluttered
- Touches that convey warmth
- Lighting, light but not too bright



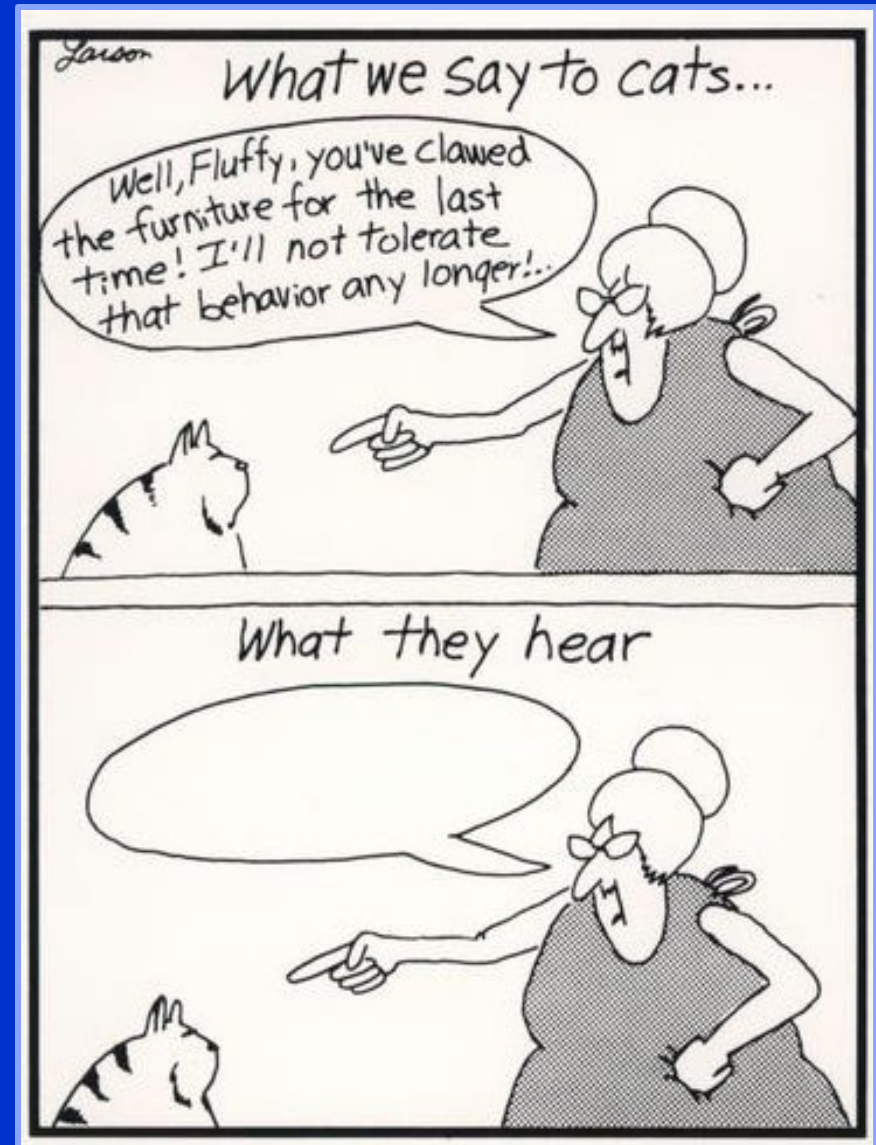
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## Effective Communication

- Plan your key messages
- Get feedback from outside the circle
- Find an editor

***“One can communicate only in the recipients’ language or in their terms.”***

– Peter Drucker

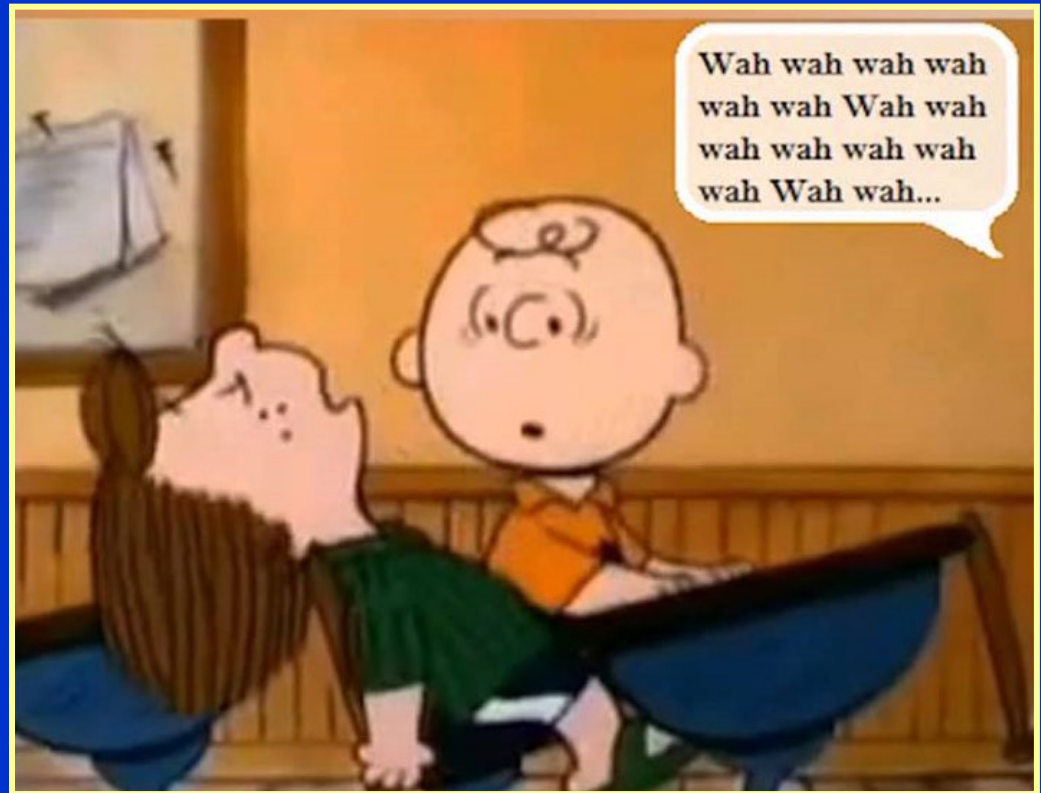


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## Effective Communication

- Content
- Tone

Is it boring?  
Is it condescending?  
Is it understandable?  
(free of jargon)



- Responsible Pet Owner
- Educate (as in going to educate people)
- JRT, GSD, DSH, RTO, PTS, TNR

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Messaging that draws people in



Use words that evoke positive emotions

- Rewarding
- Fun
- Fall in love
- New best friend
- Helping to save a life

Touch hearts

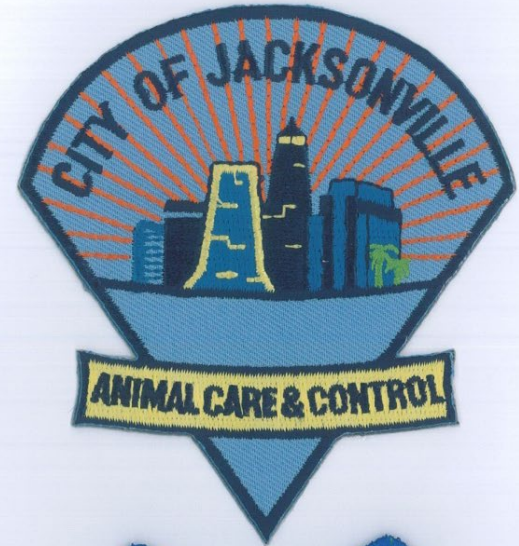
Invite people to help

Don't lecture



# Power Your Journey

Does your logo reflect your desired image?



# Power Your Journey

Do the photos reflect your desired image?





# Power Your Journey

The advertisement for 'SEX AND THE KITTY' features a kitten in a pink dress lying on a pink surface. The title 'SEX AND THE KITTY' is in large, pink, beaded letters. Below the title, it says 'FREE CAT SPAY/NEUTER' and 'ZIP CODES 89502, 89506, 89433'. It also includes 'CALL FOR AN APPOINTMENT - EXTENSION 312' and the Nevada Humane Society logo and contact information.

**SEX AND THE KITTY**

**FREE CAT SPAY/NEUTER**  
ZIP CODES 89502, 89506, 89433  
CALL FOR AN APPOINTMENT - EXTENSION 312

**Nevada**  
HUMANE SOCIETY 2825 Longley Lane • 775-856-2000 • NevadaHumaneSociety.org



Keep it positive and fun



# Power Your Journey

Keep it positive and fun



**Re★PUP★licans**



**The race for the Right House is on!**

**Adopt an Adult Pet\*  
for Free  
November 1-11**

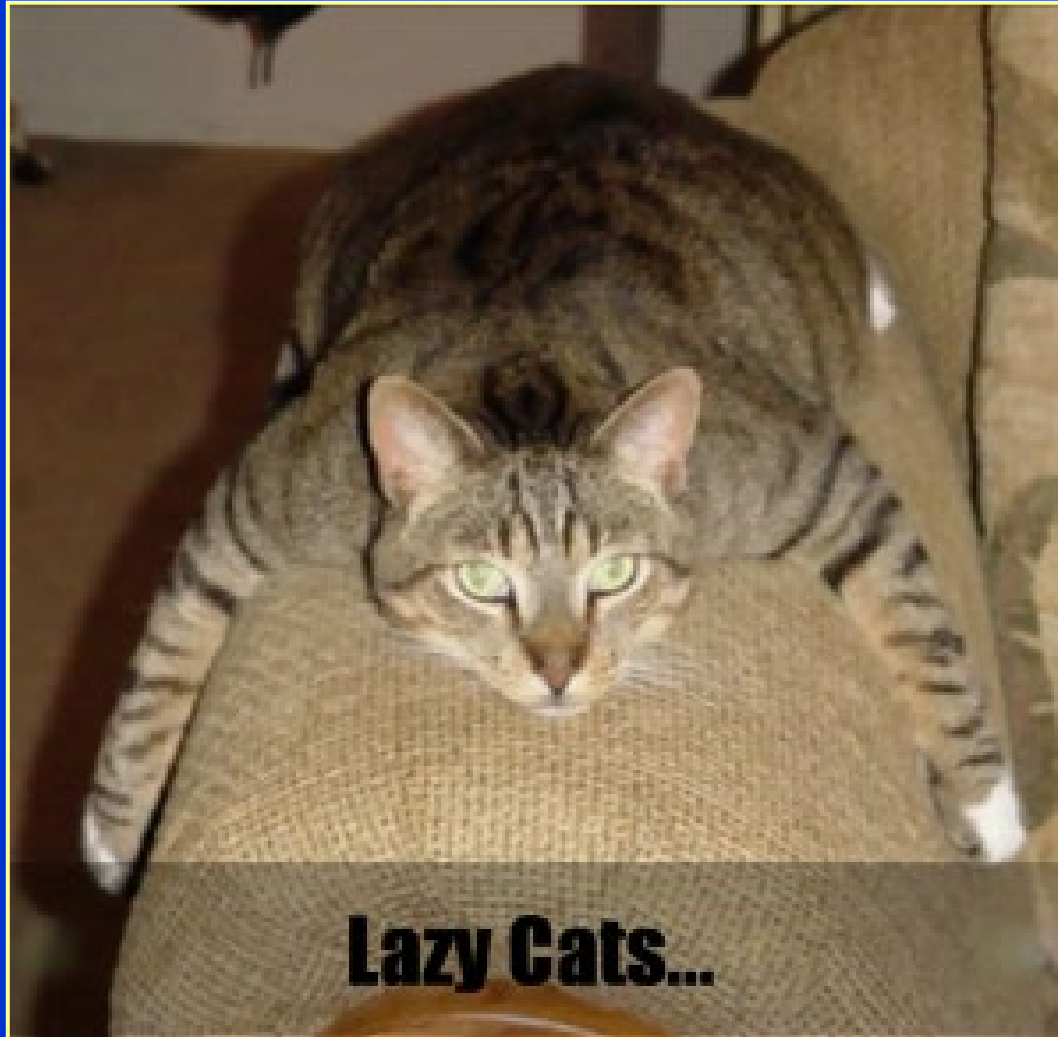
\*4 months or older, excluding specially priced dogs

**Demo★CATS**

**Nevada**  
HUMANE SOCIETY

2825 Longley Lane, Reno • 775-856-2000 • [NevadaHumaneSociety.org](http://NevadaHumaneSociety.org)

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**Lazy Cats...**

**Adopt a Cat Month**

<https://youtu.be/NvD8lxZBqD4>

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**Hamster Adoption Promotion**

<https://www.youtube.com/watch?v=zWqhMeREhtM>



# Power Your Journey

## Free Quilty

Washington Post

Time

Newsweek

CBS

FOX

NPR

Daily Mail



#FreeQuilty

#QuiltyNotGuilty

#NoMoreDoors

[friends4life.org](http://friends4life.org)



# Power Your Journey

## What is community engagement?

“Community Engagement is the process of building relationships with community members who will work side-by-side with you as an ongoing partner. . . building an army of support for your mission.”

- Hildy Gottlieb



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## Quick Poll



**How have your community engagement efforts been affected by the pandemic?**

- No change
- Some benefits
- Negative impact at first, but changes we made are working
- Negative impact
- Not sure or not applicable



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**“Enthusiasm is contagious. Start an epidemic.”**

**— Don Ward**

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## What does community engagement look like?

- Communication with the community
- Providing activities/programs
- Welcoming and valuing volunteers
- Collaborating with other organizations
- Engaging with local officials
- Participating in community events
- Engaging underserved parts of community
- Seeking input and feedback



# Power Your Journey

## Why do it?



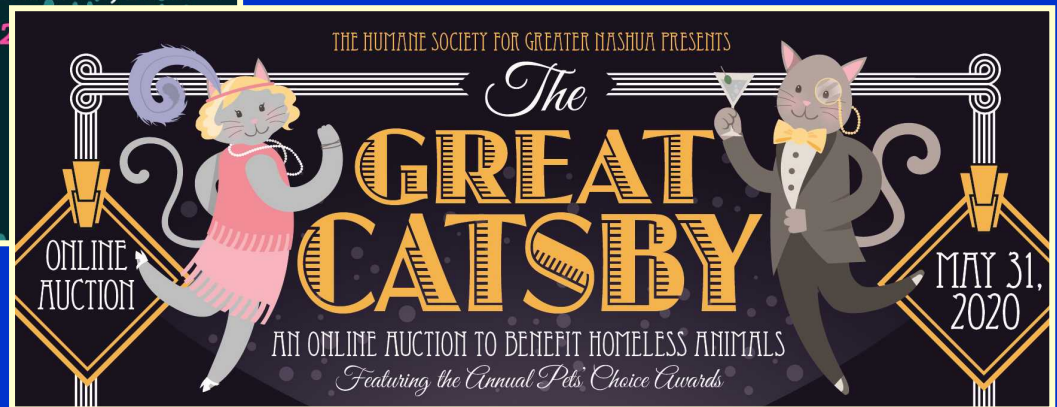
- Increase public awareness
- Create true supporters who feel invested in organization
- Increase your understanding of needs
- Make organization essential, integral part of the community
- Engaging new people in the mission



# Power Your Journey

## Virtual Activities or Events

- Audience: Adults or Children?
- Free or Fee?
- Platforms: Zoom, YouTube Live, Facebook Live, other?



# Power Your Journey

## Virtual Activities or Events

### Presentation topics:

- Animal behavior
  - Addressing behavior problems
  - Bringing home a new pet
  - Clicker training for cats
- Pet massage/acupressure, T-Touch
- Pet loss support group
- Veterinary topics (common health issues, toxins in the home and garden)
- Wild birds, wildlife, small animal pets
- Behind-the-scenes look at part of your work – humane law enforcement, veterinary care in the shelter
- Careers in animal welfare (youth oriented)

CARSON ANIMAL SERVICES INITIATIVE  
PRESENTS THE VIRTUAL SEMINAR SERIES

## UNDERSTANDING YOUR PET'S BEHAVIOR

WITH KELLEY BOLLEN  
CERTIFIED ANIMAL BEHAVIORIST

Kelley has worked with clients across the United States and Canada, sharing her unique set of skills and expertise with animal shelters, rescues, animal control agencies, and individual pet owners. [www.kelleybollen.com](http://www.kelleybollen.com)



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## Other Virtual Activities

Virtual. . .

- Walk for Animals
- Pet photo contest
- Birthday celebrations
- Gala dinner (party in a box)
- Online auction
- Movie night
- Concert
- Book club or game night (animal related)
- Social media campaign/challenge (Dance for Change)
- Participatory activities (paint your pet or animal-related crafting workshop)
- Behind-the-scenes tours





# Power Your Journey

## Engaging Volunteers during Pandemic



- Animal care and enrichment
- Foster care
- Adoption follow-up calls
- Writing thank you notes or calling donors
- Making pet toys or sewing pet beds
- Data entry
- Managing a project
- Creating or supporting a virtual event

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## Engaging Volunteers during Pandemic

- Helping out with drive-through petfood bank or vaccination clinic
- TNR program for feral cats
- Pet food drive
- Transport for pets who need to get to a vet clinic
- Safe outdoor activities
- Hosting a virtual event that benefits org (paint your pet, tasting event, comedy show)
- Social media ambassador program
- Professional skills



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## Engaging Volunteers during Pandemic

### Managing Volunteers

- Be specific in asks – exactly what do you need?
- Job descriptions – clearly defined roles and responsibilities
- Training, mentoring and ongoing connection
  - Facebook pages for foster caregivers or other teams
  - Virtual meetings





# Power Your Journey

## Collaboration

Potential partners:

- Nonprofit animal welfare groups
- Animal services agencies
- Human services nonprofits
- Governmental agencies
- Local businesses

Potential areas for collaboration:

- Programs
- Messaging
- Fundraising



Way to get started:  
Talk/meet with local EDs/CEOs

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## Connecting with local officials





# Power Your Journey

Engage local celebrities





# Power Your Journey

Engage in community events and activities



# Power Your Journey

## Engaging underserved communities

Underserved constituents – those with economic, geographic or transportation-related, language or other barriers to accessing services for their pets

- Identify underserved segments of your community
- Engage with community or opinion leaders
- Identify specific needs





# Power Your Journey

## Engaging underserved communities

### Possible Approaches

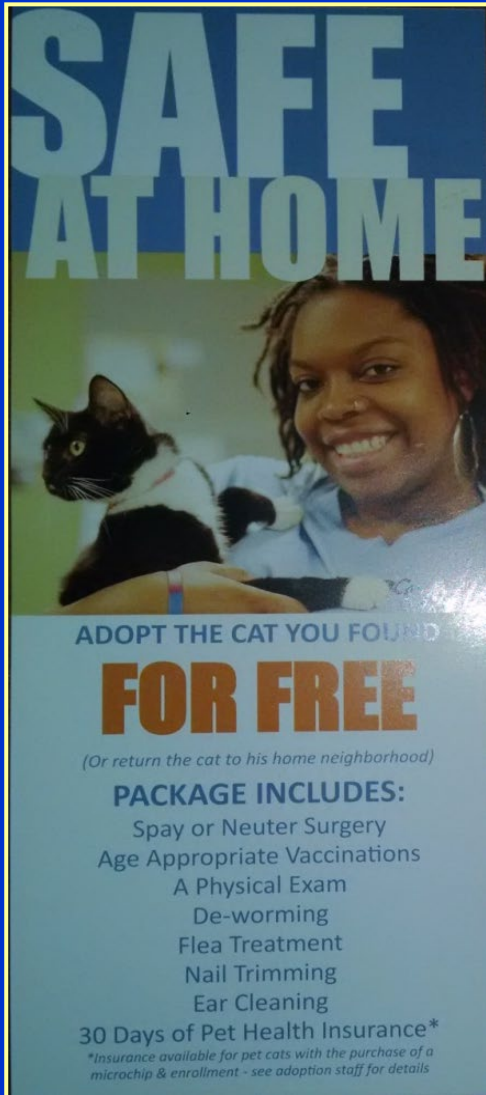
- Program models:
  - Pets for Life
  - One Health
- Vaccination clinic, adoption event, other activities in the community
- Remote assistance – telehealth or Animal Help Desk model
- Affordable vet care
- Transportation assistance for vet care
- Pet food banks and delivery





# Power Your Journey

## Engaging underserved communities



### Possible Approaches

- Local volunteer engagement
- Enhanced RTO efforts for lost pets
- Partnerships with neighborhood groups and human services agencies
- Outreach and social media – messaging about services
- Diversify workforce



# Power Your Journey

## Quick Poll



**Beyond your social media presence, does your organization seek input from the community?**

- Yes, we actively seek community input
- We do, but could be better
- No or not much
- Not sure or not applicable

# Power Your Journey

## Seeking input from the community

**Why do it?** Identify needs, effective program design and service delivery, increase connection to the community and increased support

**“Engage with a variety of different types of constituents – not just those easiest to access.”** – Bridgespan Group





# Power Your Journey

## Seeking input from the community



### Some ways to get input

- Surveys
- Focus groups
- Interviews with community leaders
- Community meetings
- Social media
- Advisory committee

# Power Your Journey

## Seeking input from the community

### Advisory Committee

Why consider it?

- More people invested in your success
- Training ground for future board members



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## Seeking input from the community

**Advisory Committee:** A volunteer group formed to give advice and support to a nonprofit's board of directors or executive staff.

Consider the best type of advisory committee for your organization:

- Community representatives to provide input on the organization's work.
- Community leaders, prestigious former board members to lend their names to the nonprofit.
- Prospective donors, offering them a forum to give advice as well as donate and fundraise.





# Power Your Journey

## How to start an Advisory Committee

### 1. Create a written description that includes:

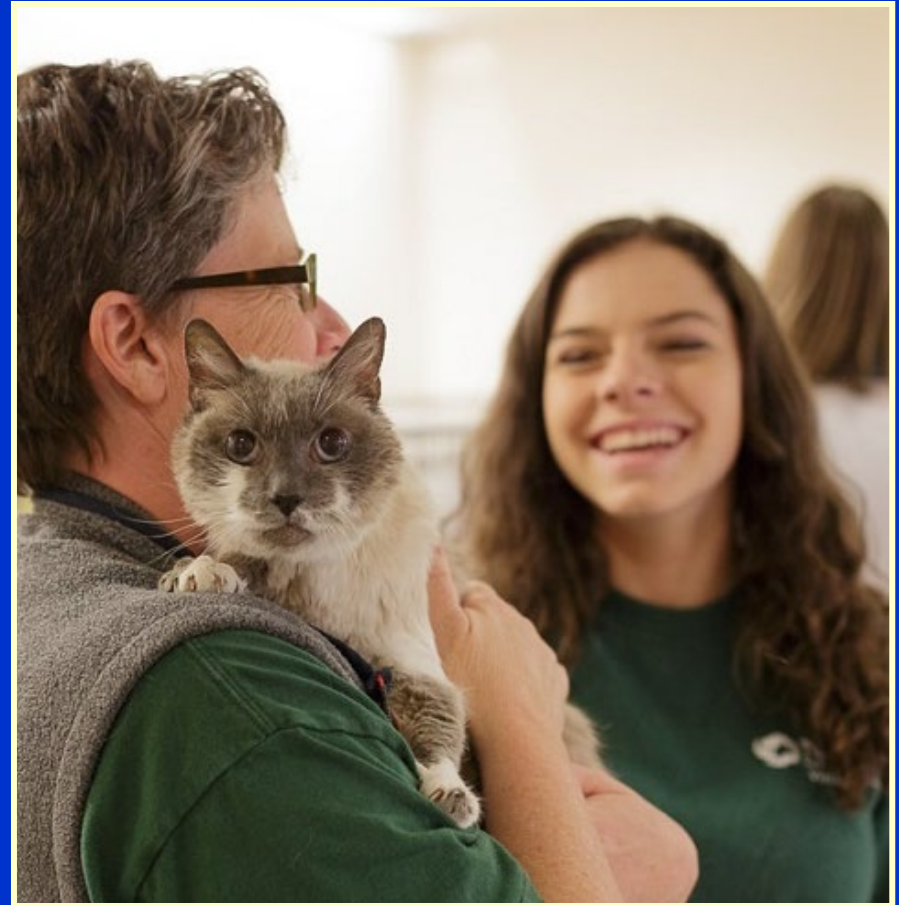
- Purpose of the advisory committee
- Role and responsibilities of committee members
- Meeting frequency
- Performance expectations
- Intended duration of the committee
- Guidelines for membership
- Removal procedures



# Power Your Journey

## How to start an Advisory Committee

2. Select committee members
3. Appoint a chair
4. Appoint a staff person to attend meetings and act as liaison
5. Provide background information/training to committee members (organization's mission, committee's scope, clear understanding of roles, etc.)



# Power Your Journey

## Shelter Success Simplified

Thank you for joining us for  
this webinar series

### Shelter Success Simplified

1. Create your road map
2. Tune up your organization
3. Power your journey







**Bonney Brown and Diane Blankenburg**

**858-395-3677 ♦ [info@humanenetwork.org](mailto:info@humanenetwork.org)**

**[www.humanenetwork.org](http://www.humanenetwork.org)**



This webinar is made possible by the  
Petco Foundation.

The Petco Foundation is creating a  
national lost and found database for  
pets. Learn more and join the initiative  
by visiting [petcofoundation.org/lostpets](http://petcofoundation.org/lostpets)

# Questions?





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