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.
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
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
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

Adopt a Mardi Gras Star at Nevada Humane Society

February 21—March 1
Special Adoption Fee:
825 for Star dogs, cats, and rabbits
Come in and vote for the Mardi Gras King and Queen
February 28 at 11 a.m.
Mardi Gras pet parade through the shelter!

Shelter Hours:
Sunday—Friday: 11 a.m.—6:30 p.m.
Saturday: 10 a.m.—6:30 p.m.

facebook

Breaking News
Your news story

5NEWS
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Create impressions

Social media is important, but not sufficient

RENO GAZETTE JOURNAL
This plan’s a treat
‘Complete disrepair’
Nonprofit hopes to restore Tahoe’s clarity ... with dog food

This plan’s a treat
‘Complete disrepair’
Nonprofit hopes to restore Tahoe’s clarity ... with dog food
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
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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
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
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
Effective Communication

• Content
• Tone

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

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• 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
Does your logo reflect your desired image?
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Do the photos reflect your desired image?
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Keep it positive and fun
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Keep it positive and fun

Re-PUP-licans

The race for the Right House is on!

Demo-CATS

Adopt an Adult Pet* for Free
November 1-11

*8 months or older, excluding specially priced dogs

Nevada HUMANE SOCIETY

2825 Longley Lane, Reno • 775-856-2000 • NevadaHumaneSociety.org
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Lazy Cats...

Adopt a Cat Month

https://youtu.be/NvD8IxZBqD4
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Hamster Adoption Promotion
https://www.youtube.com/watch?v=zWqhMeREhtM
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Free Quilty

#FreeQuilty
#QuiltyNotGuilty
#NoMoreDoors

friends4life.org

Washington Post
Time
Newsweek
CBS
FOX
NPR
Daily Mail
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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
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
"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
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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
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Virtual Activities or Events

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

Join us as Auburn Valley Humane Society presents

Week of Giving
Saturday, October 24 - Friday, October 30, 2020

Kick-Off Virtual Event | Saturday, Oct.

The Humane Society for Greater Nashua presents

The Great Catsby
An Online Auction to Benefit Homeless Animals
Featuring the Annual Pets' Choice Awards

MAY 31, 2020

Stand Pup Comedy
In support of San Diego Humane Society

A Funny & Furry Show starring adoptable pets & celebrity comedians
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)
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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
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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
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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
Engage local celebrities

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benefiting Nevada SPCA

Friday, Nov. 14th
5:30pm
Red Carpet
6:30pm
Tournament
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Engage in community events and activities

Virtual Meetings
Thursday @ Noon

Virtual Town Hall
Thursday, May 14 • 3 P.M.
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
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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
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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

How Can We Help You Keep Your Pet?
¿Cómo Podemos Ayudarte a Mantener Tu Mascota?
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
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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
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Seeking input from the community

Some ways to get input

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

Humane Network
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
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www.humanenetwork.org

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