

1-2-3 Go! (February 17, 2021)

Welcome to the Shelter Success Simplified e-newsletter for animal welfare leaders and managers – and those who aspire to be!

1 – Quote to Inspire

- “The secret of change is to focus all of your energy, not on fighting the old, but on building the new.” ~ [Dan Millman](#)

2 – Ideas to Consider

- **Feeling heard:** Disagreements are going to come up — that’s a given, especially when you’re a leader or manager. Here’s an idea to consider that will keep many disagreements from going off the rails: Repeat back what the other person said. “Let me make sure I understand. What you’re saying is...” If you misunderstood, this will keep you from going down a road where you’re arguing about two different things. And if you got it right, then by restating the other person’s position in your own words, they know they’ve been heard. This is often the main thing people want.
- **The power of a story:** Research shows that most donors give more in response to a story about an individual than about data or information about the overall problem you are working to solve. Involve your team in identifying the stories that show how an individual animal has been helped. These heartwarming successes are not only uplifting, they illustrate the good that donors’ support does through your organization. As Network for Good writes: “Donors tend to give twice as much when presented with a story about an affected individual, as opposed to reading abstract numbers of the overall scope of a problem.”

3 – Actions to Try

- **Capture actions:** Meetings generate to-do items that can be easily forgotten, especially when there are back-to-back meetings. One way to capture actions is to assign an attendee the task of writing them down, who’s supposed to do them, and any deadlines. This should be read aloud in the meeting’s last few minutes to make sure everyone is clear and then emailed out with other meeting notes, if any, afterward. For meetings outside your organization, you’ll greatly lessen the chance of

forgetting items — and important details about them — if you block out 15 minutes soon after each meeting to transfer your new tasks to a place where you'll be sure to see them later. This might be in your calendar, to-do list, Trello or Asana board, or bullet journal.

- **Try brainstorming to generate more options:** When your team needs ideas or a creative solution, try brainstorming. Examples of things you could brainstorm would be clever names for a new program or campaign or new places for the cat iso room. The benefit of brainstorming is that it enables you to generate way more ideas than you typically would consider. Often even a 10-minute brainstorming session with the right people in the room and without judgment can produce many more creative ideas than you could image by yourself. Brainstorming also helps you break past the easy ideas to ones that may be more effective but less obvious.
- **Try polling that's up, sideways & down:** Meetings – especially board meetings – can get bogged down by many discussions that aren't necessary because people essentially agree. Next time you've got a proposal to decide on, try a straw poll to gauge where everyone stands using this method: thumb up means you're fully on board, thumb sideways means it may not be your personal favorite but you'll support it, and thumb down means you have concerns or questions and so want more discussion. You'll be surprised how many proposals can be approved with a single survey like this.

Grant alert!

As part of Petco Foundation's priority to reunite lost pets with their families, they are offering two \$50,000 grant awards and six for \$25,000 that will be given to organizations enrolled in Finding Rover by March 1, 2021. Sign up here: petcofoundation.org/findingrover.

Check out these new episodes of the Shelter Success Simplified podcast:

- **How to successfully engage your community through virtual events** with Elkie Wills of San Diego Humane Society on [Episode 32](#).
- **When to release healthy, free-roaming cats rather than adopting them out** with Dr. Kate Hurley of the Million Cat Challenge on [Episode 31](#).
- **How and why to expand access to veterinary care** with Rick DuCharme, founder of First Coast No More Homeless Pets, on [Episode 30](#).

Listen on your favorite podcast app by searching for "Shelter Success Simplified" or on our website through the links above.

[Got a problem you just can't solve? Contact us for a free 30-minute consultation – what have you got to lose?](#) We help shelters and rescue groups with fundraising, job and

board recruitment, staff training including on animal behavior, operational and program assessments, and more.

*"Partnering with Humane Network for our organizational assessment and to manage our executive recruitment were two of the best decisions we could have made. ... They do an impeccable job, and I would not hesitate reaching out and using their services going forward~ **David Wilson**, Deputy Managing Director, City of Philadelphia*

Please forward this email to anyone you think would get value from it!

~ Mark Robison, newsletter editor and Humane Network senior consultant

P.S. [Hoop time!](#)