

1-2-3 Go! (October 19, 2020)

Welcome to the Shelter Success Simplified e-newsletter of concise inspiration, ideas, and actions for animal welfare leaders and managers – and those who aspire to be!

1 – Quote to Inspire

- "Efficiency is doing things right; effectiveness is doing the right things." ~ [Peter Drucker](#), 1909-2005, "the founder of modern management"

2 – Ideas to Consider

- **Leading and managing:** In animal welfare, urgency is always top of mind and therefore we are regularly searching for ways to do things more efficiently. But we must never lose sight of our true focus – maximizing lifesaving. A great manager improves what the organization has been doing by getting it more organized, while a leader empowers people to accomplish a vision and goals that transform the future. Are there ways you can lead more as well as manage?
- **To-stop-doing list:** Our to-do lists seem to grow and grow with no end in sight. One tactic that can be extremely helpful is to create a new list of things to stop doing. These might be events that don't raise much money when staff time is considered, volunteer activities that are more busy work than beneficial, or programs that may be worthwhile but don't actually align with the organization's mission or vision. Creating a list of things to stop doing can help you focus on the activities that truly matter.

3 – Actions to Try

- **Find who's most at risk:** Take a look at your data and see which animal populations are most at risk of staying longer or dying in your shelter – or which animals are most at risk in your community. This simple knowledge can inform program ideas, and it can be the basis for grant proposals. Funders want to know their money will make a lifesaving difference by being used on the most pressing needs.
- **Ask a donor why they love your organization:** Donors can be inspiring in so many ways, not the least of which is to help you better understand what draws people to want to help your organization and what might make them want to help more. Reach out to one donor this week and one each in the next three weeks. Thank them and ask them why they support your organization. You may be surprised what you learn – and they will love sharing their thoughts. Their reasons and ideas can make your fundraising efforts more successful.
- **Celebrate every adoption:** Have your staff ring a bell, clap, or cheer every time an adoption is completed. It makes the adopter feel appreciated, it gives your staff a sense of accomplishment, and it makes the shelter a more cheerful place. Staff may feel a little self-conscious at first so be sure to get a few of your more outgoing people on board. Soon it'll feel drab without the celebration of a new home being found. Of course, now with COVID precautions, many places are not completing the adoption process inside. Celebration is still important. Clapping and cheering can move to the parking lot, and you can create an individual post online for each adoption, preferably with the animal and the adopter together – party emojis optional but encouraged.

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

- **Innovative shelter strategies that have come out of COVID:** Mike Arms of Helen Woodward Animal Center on [Episode 20](#)
- **Efficiencies and new processes for foster care in the time of COVID:** Cristie Kamiya of Humane Society Silicon Valley on [Episode 19](#)

- **Tips for shelter veterinary clinics during COVID:** Heather Sartorelli, Registered Veterinary Technician and founder of Clinic Mentorship Services, on [Episode 15](#)

Or find the podcast on [Apple](#), [Spotify](#), [Stitcher](#), and [iHeartRadio](#).

Wish you could hand off your holiday fundraising campaign? Struggling to manage your workload? We help shelters and rescue groups with fundraising, action planning, operational improvements, and more. [Request a free 30-minute consultation](#).

*"Investing in the knowledge and skills of Humane Network without a doubt pays for itself" ~ **Joy Smith**, executive director, FieldHaven Feline Center*

We love questions and feedback – just reply to this email.

~ Mark Robison, newsletter editor and Humane Network senior consultant

P.S. [Diving champion](#).

Contact us:
Bonney Brown, President
Diane Blankenburg, CEO

Mail: 7250 Pembroke Dr., Reno, NV 89502
Email: info@humanenetwork.org
Phone: 858-395-3677

Want to change how you receive these emails? You can [update your preferences](#) or [unsubscribe](#).
Copyright © Humane Network, all rights reserved.