

How to Save Horses Through ASPCA Help a Horse Day 2017

5th Year Anniversary



California Coastal Rescue

Your Presenter



Sandy De Lisle
Senior Manager
Content Development
ASPCApro

Private Facebook Group

<https://www.facebook.com/groups/651475751658754/>

The screenshot displays the Facebook interface for the 'Help A Horse Day' group. The top navigation bar includes the Facebook logo, the group name 'Help A Horse Day', a search icon, and user profile information for 'Sandy'. The left sidebar contains navigation options like 'News Feed', 'Messenger', and 'SHORTCUTS' with links to various related groups. The main content area features a cover photo of a woman smiling next to a horse, with the text '#HelpAHorse' and 'Help A Horse Day' overlaid. Below the cover photo, it indicates the group is 'Closed' and shows options to 'Join', 'Share', and 'Notifications'. A horizontal menu allows switching between 'Discussion', 'Members', 'Events', 'Videos', 'Photos', and 'Files'. Below this is a 'Write Post' section with options to 'Add Photo/Video', 'Create Poll', and 'More'. A 'PINNED POST' by Sandy DeLisle is visible, dated January 13, 2016, with a welcome message and 13 comments. The right sidebar shows 'ADD MEMBERS' with a search bar, 'MEMBERS' with 283 members, 'SUGGESTED MEMBERS' with three profiles, and a 'DESCRIPTION' section.

Help A Horse Day

Sandy DeLisle

News Feed

Messenger

SHORTCUTS

- Orphans of the Storm... 5
- Help A Horse Day ...
- Adoption Ambassado... 20+
- ASPCApro 20+
- The Humane Society... 20+
- Vegan Chicago Living 20+
- Vegan Humor 20+

EXPLORE

- Events
- Pages
- Groups
- Friend Lists
- Pokes 4
- Photos
- On This Day 4
- See More...

CREATE

Ad · Page · Group · Event · Fundraiser

#HelpAHorse

Help A Horse Day

Closed Group

Joined ▾

Share

Notifications

Change Group P

Discussion

Members

Events

Videos

Photos

Files

Search this group

Write Post

Add Photo/Video

Create Poll

More

Write something...

PINNED POST

Sandy DeLisle

January 13, 2016

Welcome to the Help a Horse Day Facebook group—we're so glad you're here! Please take a moment to tell us the name & location of your organization and whether or not you have previously participated in a Help a Horse Day celebration. If you have participated before, we'd love to hear about your event—feel free to include photos!

8

13 Comments

Like

Comment

ADD MEMBERS

Enter name or email address...

MEMBERS

283 Me

SUGGESTED MEMBERS

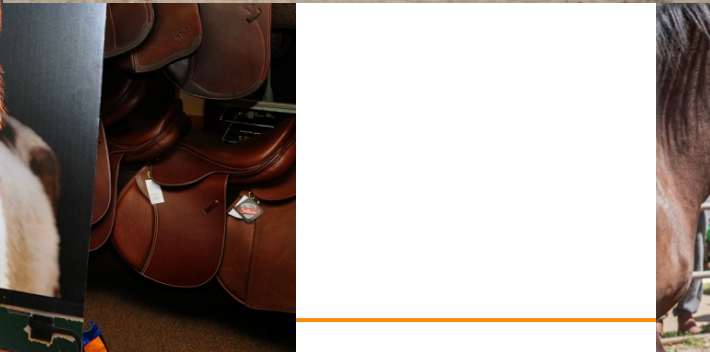
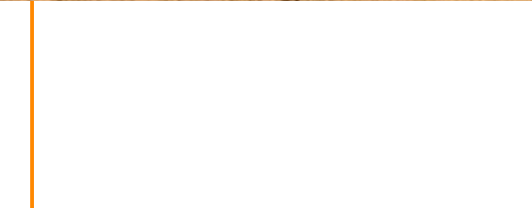
- Jeslyn Ellickal Add Me
- Christine Cook Mania Add Me
- Linda Felice Fenelon Add Me

See More

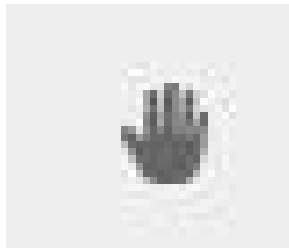
DESCRIPTION

The Help a Horse Day Facebook group was c to provide a for... See More





Has your organization ever participated in a Help a Horse Day event?



If so, raise your hand by clicking the hand icon on the right.

What We'll Cover Today



1. What Is Help a Horse Day?
2. What is the Celebration Contest?
3. Q&A

DreamCatcher Horse Ranch & Rescue

What Is Help a Horse Day?



Freedom Hill Horse Rescue

Celebrating Help a Horse Day is for everyone!

- Equine rescues and sanctuaries
- Animal shelters and municipal animal care agencies
- Businesses
- Other community nonprofits
- Libraries, schools, law enforcement and other community agencies

Why Celebrate Help a Horse Day?

- Brings community awareness to the plight of horses in your community and nationally
- Engages your community around your work

33,000 people attended 2016 HaHD events

Why Celebrate Help a Horse Day?

- Provides you with media exposure
 - 332 traditional media and blog placements in 2016
 - 15 million social media impressions on #HelpAHorse in 2016
- Helps you recruit volunteers, raise resources & showcase your horses
 - Over \$1 million raised by 107 agencies that submitted a HaHD application
 - 49 adoptions (just from the 11 Winners)

Tell Us in the Chat

In 2-5 words, share a goal for Help a Horse Day.
For example:



What Is the Celebration Contest?



\$100K in Grants!!!

- \$25,000 Grand Prize
- 5 - \$10K prizes
- 5 - \$5K prizes

Who Can Enter the Celebration Contest?



Horses' Honor

1. Be a 501(c)(3) equine rescue or sanctuary that cares for at least 10 horses concurrently **OR** an Animal shelter or animal care & control facility that shelters/seizes at-risk horses at least 4 times annually
2. Be up to date with all ASPCA grant requirements
3. Be located within the US

3-Steps to Apply for a Grant

Step 1.

Register Your Event Online

Event Registration:

Opens March 1 at 10 a.m. ET

Closes April 1 at 5 p.m. ET



Begin Again Horse Rescue

3-Steps to Apply for a Grant

Step 2.

Hold a registered HaHD event anytime between **April 21-26**

Bright Idea:

Hold other HaHD events during the entire month of April



Begin Again Horse Rescue

3-Steps to Apply for a Grant

Step 3.

Apply for the grant online!

Grants open 10 a.m. ET on Monday, April 24

Grants close at 5 p.m. ET on Monday, May 8

Online Application: www.aspcapro.org/grants



Getting Your Application Noticed



Hope Equine Rescue

1. Be creative
2. Tell your story
3. Promote your event
4. Keep the atmosphere festive
5. Roll out the red carpet
6. Collaborate with other groups
7. Gratitude for supporters

Be Creative



Easy R Equine Rescue



Equine Rescue and Adoption Foundation

Be Creative

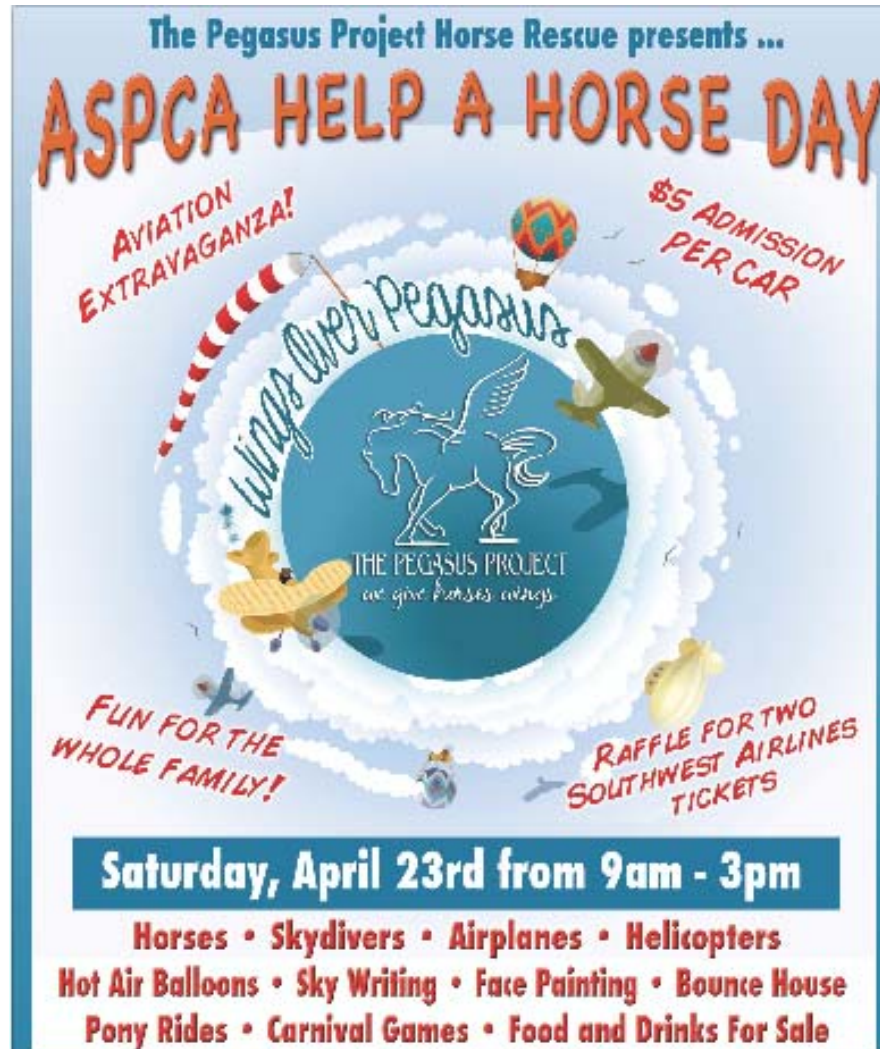


Days End Farm Horse Rescue



Horse Protection League

Be Creative



Pegasus Players

Tell Your Story



Equine Voices Rescue

Promote Your Event



Equine Rescue and Adoption Foundation

Review Our Media Webinar



ASPCapro.org/webinar/2016-03-01/media-help-horse-day

Create a Festive Atmosphere



Pegasus Project



Horses of Tir Na Nog

Roll Out the Red Carpet



Blue Rose Ranch

Collaborate with Others



Blue Rose Ranch

Collaborate with Others



Casey's Safe Haven



Pasture Pals

Show Gratitude



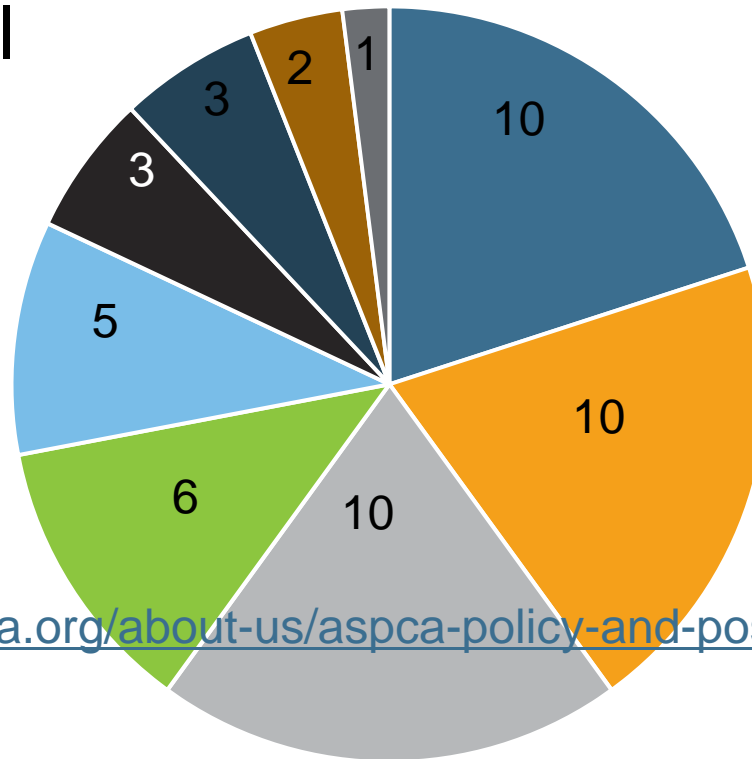
Kaeli Kraemer Foundation



Mea Ola's Place

How Is the Contest Judged?

50-points total



<http://www.asPCA.org/about-us/asPCA-policy-and-position-statements>

- Media Promotions
- 350-Word Essay
- Photos (3)
- Resources Raised
- Effort
- Aligned with ASPCA
- Official Roster
- Collaborations
- Photo Release

Additional Info and Downloads

Downloads

Event Planning

Fundraising Tips
Tips For a Successful Event
Photography Tips
Get Great Media Coverage
Amazing Event Resources
Contest Judging Rubric

Media & Promotion

Press Release Template
Media Advisory Template
Calendar Listing Template
Social Media Best Practices
Beth Behrs Promo 1
Beth Behrs Promo 2

Signs & Forms

Crowd Photography Sign
Photo Release Minor
Photo Release Adult
Event Sign-In Roster

Handouts & Logos

Help a Horse Day Flyer
Stop Horse Slaughter Handout
ASPCA High-Res Logo

ASPCA Help a Horse Day

Help a Horse Day is a national celebration and contest to raise awareness of the plight of horses. Equine rescues and sanctuaries are encouraged to host an event highlighting the work they do and showing community members how they can help.

For details about Help a Horse Day 2017, be sure to register for our upcoming webinar on January 31, How to Help Horses through Help a Horse Day 2017.

In 2016, the contest component of Help a Horse Day was even more dynamic: In honor of the ASPCA's 150th anniversary, qualifying equine groups were in the running for a portion of \$100,000 in grant money—the largest Help a Horse Day grant pool ever!

Check out the Help a Horse Day 2016 Highlights and Winners

Tips for a Successful Event



Check out these tips from previous winners:

- Promote your event by placing it in community calendars, inviting local politicians, partnering with businesses and other organizations and creating a Facebook event page

Downloads

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Fundraising Tips
Tips For a Successful Event
Photography Tips
Get Great Media Coverage
Amazing Event Resources
Contest Judging Rubric

Media & Promotion

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Media Advisory Template
Calendar Listing Template
Social Media Best Practices
Beth Behrs Promo 1
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Signs & Forms

Crowd Photography Sign
Photo Release Minor
Photo Release Adult
Event Sign-In Roster

Handouts & Logos

Help a Horse Day Flyer
Stop Horse Slaughter Handout
ASPCA High-Res Logo
ASPCA Low-Res Logo

ASPCApro.org/aspca-help-horse-day



Help a Horse Day 2016: Resources for Amazing Events



Top 7 Tips for Successful Fundraising

These ideas can help you raise the funds you need for
Help a Horse Day or any other special event.

ASPCApro.org • ASPCApro.org/equine



Help a Horse Day 2016: Resources for Amazing Events



Top 10 Tips for Planning a Successful Event

**These ideas can help you plan a successful
Help a Horse Day or any other special event.**

ASPCApro.org • ASPCApro.org/equine



Help a Horse Day 2016: Resources for Amazing Events



Top 10 Tips for Compelling Event Photos

These ideas can help your pictures effectively tell the story of Help a Horse Day or any other special event.

ASPCApro.org • ASPCApro.org/equine





Help a Horse Day 2016: Resources for Amazing Events



Top 10 Tips for Media Engagement

These ideas can help you engage the media and your community in Help a Horse Day or any other special event.

ASPCapro.org • ASPCapro.org/equine





Help a Horse Day 2016: Resources for Amazing Events



Top 10 Tips for Volunteer Recruitment and Retention

Help a Horse Day—or any special event—requires many hands on deck. These ideas will help you find and keep skilled equine volunteers.

ASPCApro.org • ASPCApro.org/equine



June 2017

Timeline



January 2017

HaHD Help

- Private Help a Horse Day Facebook Group:
[Facebook.com/groups/651475751658754/](https://www.facebook.com/groups/651475751658754/)
- Email: equinefund@aspca.org



Central New England Equine Rescue

Questions?



Hidden Acres Rescue for Thoroughbreds