

How to Engage Your Community

Presented by the 3 Community Engagement Award Finalists
from the **2012 ASPCA Rachael Ray \$100k Challenge**



The Humane Society
of  *Central Washington*
ADOPT ~ DONATE ~ VOLUNTEER



ANIMAL RESCUE LEAGUE
SHELTER & WILDLIFE CENTER



Humane Society of Central Washington Yakima, WA

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Humane Society of Central Washington Yakima, WA



Humane Society of Central Washington Demographics

- Open-Admission Shelter & Animal Control Facility
- Only shelter serving Yakima County (4,312 sq. miles)
 - 2nd largest county in WA; rural/agriculture
 - challenging economy
 - Hispanic, Native American, Caucasian populations
- Annual Intake ~ 7,000 cats/dogs (increased Live Release Rate by 52% during #100KChallenge)
- Budget: \$750,000
- Staff: 8 full-time; 9 part-time
- 1st place in Qualifying Heat, 2012 – over 33,900 votes
- 2012 Community Engagement Award Finalist



What “Worked” for Us: Grassroots Efforts



Mega-Adoption Event:
91 Adoptions



Themed Adoption Events

Adoption Discounts



****Partnerships are KEY!**

*What We Didn't Do:
Gimmicks, Extended Hours*



Satellite Adoption
Centers



What “Worked” for Us – Grassroots Efforts



474 Transfers to other Rescues / Shelters



*What We'd Do Differently:
Confirm transfer partners willing to give required info;
Avoid “putting all our eggs in one basket”*



What “Worked” for Us – Grassroots Efforts



Microchipping/Vacc Clinic



YVCC Vet Tech Students



Yappy Hour

Radio, TV



*What We Wish We'd Done more of:
Engage Hispanic community*



Sidewalk Signs



Donations



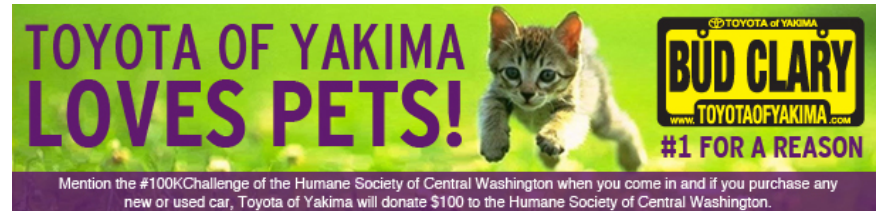
What “Worked” for Us – Social Media

Facebook, Twitter,
Pinterest:
Photos, Video,
Promos,
Questions

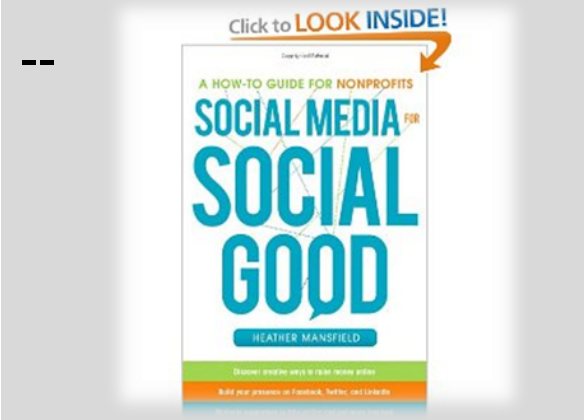
“Karma Banking:”
Thank you’s,
Cross-posting ...



E-Newsletter: over 8,600 subscribers



A few resources:
-- Smilebox.com



What Didn't Work for Us: Outsourcing social media efforts





Event
Planners
Business Owners



Students

Artists

City
Employees



Computer Techs

Media
Contacts

Musicians

Teachers

We're
here to
help!



Bangor Humane Society

Bangor, ME



Suzan Bell
Executive Director



Stacey Coventry
Volunteer & Public Relations
Manager



Animal Intake:

- On average, we take in 4,700 stray and owner surrendered animals annually
- We take dogs, cats, and small animals
 - 2/3 of our intake is cats

Community Demographics:

Serve 200,000+ residents in eastern and northern Maine, mostly rural areas, 1/2 the state

Set a Plan in Advance

Adoption Policies

- Need good policies before you start
- Don't sacrifice adoption protocols for numbers
- Strong customer service and remove barriers that prevent good adoptions



Volunteers

- Don't wait until the challenge starts to recruit
- Leverage special groups for niche roles (ie Roller Derby)
- Have a plan for increased spontaneous volunteers during challenge
- Redirect over-enthusiasm and leverage later

Media

- They are your friend! Get them on board beforehand
- Keep them in the loop, be creative, stay newsworthy (milestones, spread out events, share interesting highlights)



Set a Plan (Continued)

Events/Programs

- Set a kickoff and finale adoption event
- Look at your current events and ramp them up and integrate them into the challenge (Paws on Parade, Adoption Partner Events)
- Come up with a few creative ideas to spread throughout the challenge to keep community interested and to stay newsworthy (Cats on Tour, Paw it Forward)

Get your Board involved

- 13 Board members, 13 Challenge weeks
- Thank/feed staff and volunteers
- Leverage community connections
- Help spread the word through their circles of influence



Saving and Engaging Lives...

Be Creative

– Paw it Forward

Set a theme – *sets you apart/changes stagnant image*

– Match Made. Life Saved.

– Fee waived cats, half off dogs, and puppies

Don't wait for the community to come to you, go to them

– Cats on Tour – 13 locations

– Town Proclamations



Saving and Engaging Lives

Look at what you are already doing and capture it

- Kids collecting donations
- Third Party Fundraising
- Adoption successes and follow up
- Volunteers, Fosters, Veterinarians, Business Partners



Saving and Engaging Lives...

- Share everything you are doing via Constant Contact, Facebook, the media, and other outlets
- Avoid gimmicks
- Publicize your “counter”
- Be loud, clear and consistent with your message



2 Days **50** Adoptions to our Challenge Goal and chance at a:

\$25,000

Community Engagement Award!

2 Days Only...

Kittens 6 mos. and under
Adult Dogs 7 mos. & older

\$25

Cats 7 months and older

FEE-WAIVED

PLUS...
Wear black or
orange or
dress in
costume and
Get a **FREE**
Microchip with
adoption!



Saving and Engaging Lives

- **Get as much as you can for free**
 - Pet of the Week/night
 - Sponsored Print Ads: weekly/monthly
 - Live media Challenge Updates
- **Invest in Saving More Lives**
 - Paid commercial
 - Posters
 - T-shirts
 - Van wrap
 - Radio
- **Slow and steady.....and.....**

Don't give up!



Lessons Learned

- Expect **Public Criticism** and have a statement prepared
- Established **town proclamations** earlier to do more
- **Don't assume** your current supporters (staff, volunteers, board) are spreading the enthusiasm and driving momentum
- Community engagement isn't defined by adopters and voters only...**find a niche** for businesses, volunteers, donors (monetary and material), kids, groups, media, town officials, and beyond!





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2012 Intake Numbers:

- Shelter – 9,988
- Wildlife Center – 2,560
- **Total – 12,548**



ANIMAL RESCUE LEAGUE SHELTER & WILDLIFE CENTER

6620 Hamilton Avenue
Pittsburgh, PA 15206

WWW.ANIMALRESCUE.ORG • 412.345.7300

Community Demographics:

- City of Pittsburgh
 - **308,090** (2012 est.)
 - 55 sq. miles
 - 90 geographically & culturally distinct neighborhoods
- Pittsburgh Metro Area
 - **2,359,746** (2011 est.)
 - 22nd Largest in US
- Service Area & Capacity
 - Open Door (open admission) policy
 - No limits!
 - Largest animal welfare organization in region





How did we do it?



So this happened...



1 Life



1 Life



122 Adoptions
105 Microchips
In 1 Day



Free Fur All Included:

- FREE Adoptions
- FREE Microchipping
- FREE Food
- FREE Kids' games
- FREE Dog washes
- FREE Educational programs
- CHAOS (the good kind)



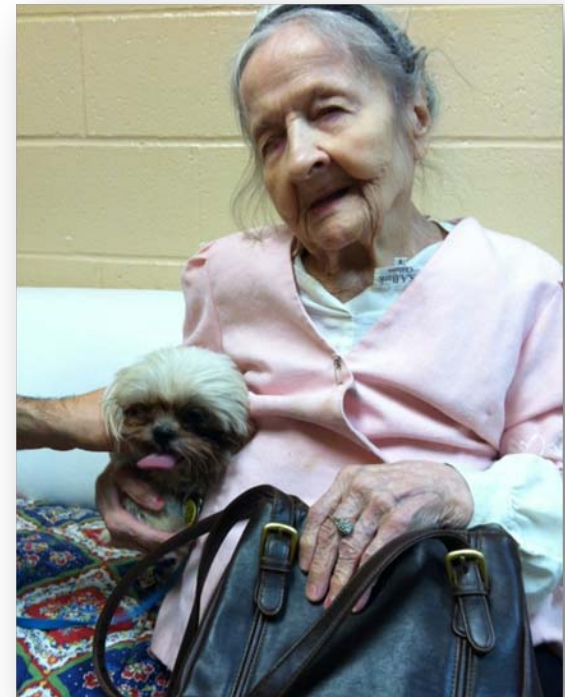
... And then this

Free Fur Fall

- Sponsored by Levin Furniture
- Kids games nixed
- 1st few adopters were turned away for not meeting adoption criteria
 - Always put the animals 1st!
- Delegate the staff!
- Negligible number of returns



87 Adoptions
134 Microchips



Fee-Waived Adoption Events Will Become Regular at the ARL!



We conquered Social Media

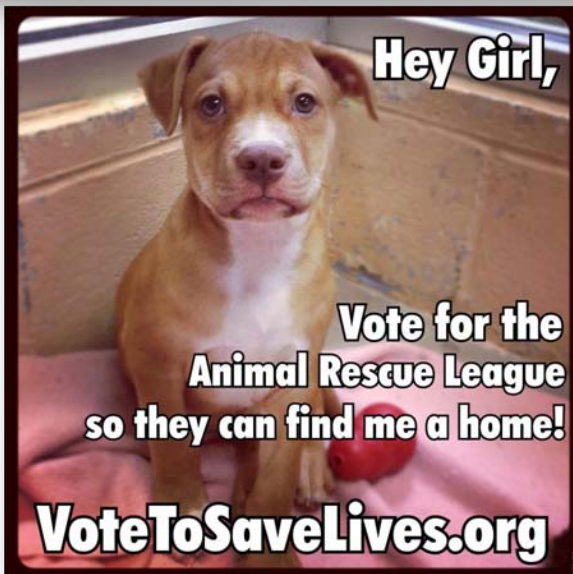
- Staff & Volunteer Involvement ★
 - Make your page a community!
- Post Often, but not too often
- Branch out
 - Twitter, Tumblr, Instagram, Google+ (but tailor posts)
 - But Remember, Facebook is still king
- Quality > Quantity
- A picture is worth a thousand likes
 - Avoid text-only posts & links
 - Be creative – how can you link without linking?
 - Videos are seen, but results might not be

Facebook Ads

- Identify supporters
 - Then target them!
- Find a sponsor
 - Ads are inexpensive
- Promote posts
 - Every little bit helps



Throwing Social Spayghetti



Toto, I've got a feeling we're in Pittsburgh.

Folks are voting for the Animal Rescue League at:

www.votetosavelives.org

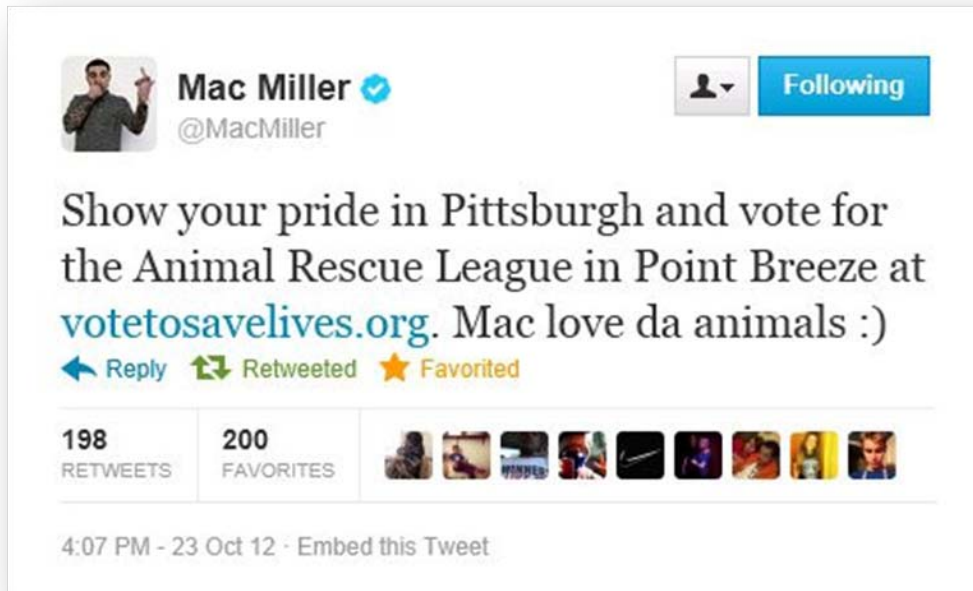
someecards
user card



Who do you know?

And who do they know?

And who do they know?



We found support everywhere!

- Country music stations
- Hip-hop artists
- Drag queens
- City government
- Other non-profits
- College frats/sororities
- Joe & Jane Schmo



GOTV!

(Get Out The Vote)



- Social Media posts
- Door Knocking
- Halloween giveaways
- Laptops everywhere!
 - Voting stations at events
 - Bars
 - Fitness Centers
 - Anywhere with Wi-Fi
 - Wherever your staff & volunteers go!
- Job requirement

...But you can't do it alone!



The After Party

Since the \$100K Challenge...

- Bark Shadyside
- Waterfront partnership
 - Taste of the Waterfront
 - Participants in EVERY event
- Dog Fancy Magazine article
- Large donations
 - \$10K from one donor
- Media exposure
 - WTAE TV Winterfest partner
 - more sponsorships
 - adoptable animals
 - events & programs
- Social Media empire
 - one of the top in our city/region



Upcoming ASPCApro Webinars

aspcapro.org/webinars

How To Boost Return-to-Owner Rates 2/27

Trail Blazing on Facebook to Save More Lives 3/13

Customer Service for Social Change:
A New Model for Customer Engagement 3/26

Transferring Animals Out 3/27

Foster to Surrender 3/28

