

Community Support: Get Out the Vote to Save Lives

March 21, 2012



YOUR PANELISTS

Brother Wolf Animal Rescue (NC)

Denise Bitz, Executive Director

Dakin Pioneer Valley Humane Society (MA)

Leslie Harris, Executive Director

Rochester Animal Services (NY)

Chris Fitzgerald, Director

Humane Society of South Mississippi (MS)

Shelli Skiados, Customer Care Manager

Krystyna Szczechowski, Marketing Specialist



BROTHER WOLF ANIMAL RESCUE

Asheville, North Carolina



Denise Bitz
Executive Director



BROTHER WOLF ANIMAL RESCUE

Asheville, North Carolina

- Privately operated limited admission No Kill rescue
- 2011 Budget: \$673,000
- Adoption Center open M-Sat 8am-8pm, Sunday 8am-6pm
- Staff: 10 full time, 7 part time
- Animals handled in 2011: 2,600
- Individual voters: 2,376
- Votes: 17,685
- Rank 4th



T-shirts, round stickers, leaflets, flyers, stickers on envelopes, and daily Facebook and emailed updates.

**90 DAYS
300 LIVES
\$100,000**

From April 4th-15th, Brother Wolf Animal Rescue will be a participant in the Qualifying Heat of this year's ASPCA \$100K Challenge, competing for grants totaling \$300,000. You can help Brother Wolf and the animals of Western North Carolina win big! Go to www.bwar.org to learn more.

vote every day!
www.bwar.org

**Brother Wolf
ANIMAL RESCUE**

Brother Wolf Animal Rescue

Let's put a 'Vote for BWAR' sticker on every person it Asheville! If you can spare a few hours this afternoon or over the next couple of days to hang out with a cute Brother Wolf dog and ask people to vote - on a campus, downtown, in Starbucks, etc - we'd love to have you! We'll set up a laptop and people can vote right there, or just hand out stickers to remind them

Like · Comment · Share · April 12, 2011 at 11:57am

12 people like this.

Kyle Kissmann I think having a computer onsite is the best idea. Everyone loves BWAR, but ALOT of us are lazier than the dogs we adopt.
April 12, 2011 at 12:01pm · Unlike · 1

Connie French i wish i be there you know i would if i could but my brakes are bad and i just bought new tires and they have a screw in them so knock em dead. i have voted again to day and my friends from out of state are also voting
April 12, 2011 at 12:07pm · Like

Chelsea Bourke me and my husband would love to come help!
April 12, 2011 at 12:11pm · Like

Brother Wolf Animal Rescue Great Chelsea, thanks! Are you available this afternoon?
April 12, 2011 at 12:13pm · Like

Chelsea Bourke possibly this afternoon after work??
April 12, 2011 at 12:14pm · Like

Brother Wolf Animal Rescue Awesome, if you could email me at soleneP@bwar.org, we'll get you set up!

Day one highlights!

SAVE MORE LIVES ASPCA \$100K Challenge

90 days. 300 lives. \$100,000.

The ASPCA \$100K Challenge started off a little late yesterday (the animal lovers of our country managed to overload the ASPCA's server!), but Day One has Brother Wolf Animal Rescue ending in 5th place! We're more excited than ever before that our community is behind us. Don't forget to vote for BWAR every day and keep us in the top 50! "Some folks have reported that they didn't receive an email notification from ASPCA when they first voted. We've been assured that the votes are counting, and when they catch up you will receive that email. Thanks!"

Vote today!

Yesterday at the Adoption Center...

What better way to start the week than by finding homes for 10 lucky cats and dogs? The Adoption Center was a hive of activity yesterday, with dozens of people coming in to see us the animals, and maybe even take one home! One such lucky gal was Abbie, a 6 year old German Shepherd. She never could no longer care for her because of personal issues and relinquished her to a shelter. Luckily, the family who came to meet Abbie at Brother Wolf didn't care about her medical issues (an eye condition that requires daily drops, and occasional leucotomy) and just fell in love. She now has acres of fields to play in and a forever home to call her own.

Later in the afternoon, 16 huge boxes arrived engulfed with soft, white beds and blankets for the dogs and kittens, donated by Manual Woodworkers & Wainwrights in Hendersonville, NC! There were a lot of emotional sighs last night as everyone settled down to sleep.

Thank you Manual Woodworkers & Wainwrights!

Make sure to check the Brother Wolf Facebook page from April 4th-15th for a chance to win a \$25 Gift Card to Doc Chey's every day!

Questions about the ASPCA \$100K Challenge, or want to become involved and help us win? Call Rob-Rob-9433 or email info@bwar.org to learn more.

Daily Facebook contests asking the public to show how they were spreading the word and gaining votes.



Dakin Pioneer Valley Humane Society

Springfield and Leverett, MA



Leslie Harris, CAVA

Executive Director



Dakin Pioneer Valley Humane Society



- Non-profit, open admission humane society.
- Two adoption centers in Springfield and Leverett, Massachusetts, serving more than 6,000 animals each year.
- \$3,000,000 budget.
- 60 paid staff. 500 active volunteers.
- In 2011, 18,000 votes put Dakin in 3rd place in the Qualifying Heat.



Traditional media and outreach....



Help Dakin save more lives
and help us win \$100,000.

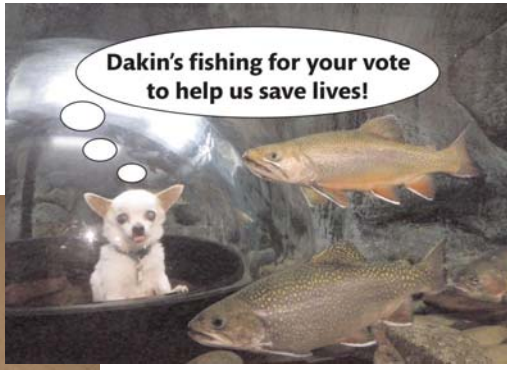
Go to votetosavelives.org
once a day between April 4
and April 15 and vote for
Dakin Pioneer Valley Humane
Society in ASPCA's \$100,000 Challenge.

 www.dpvhs.org · Follow us on Facebook and Twitter  

DAKIN PIONEER VALLEY HUMANE SOCIETY




...plus the power of Social Networking

**"DOOOOOODS!
WE'RE IN
3RD PLACE!
THANK YOU & KEEP VOTING!"**



ROCHESTER ANIMAL SERVICES

Rochester, NY



Chris Fitzgerald
Director



ROCHESTER ANIMAL SERVICES

Rochester, NY

- Municipal agency
- \$1,150,000 budget
- 16 full-time, 8 part-time
- Over 6,000 animal intakes
- **28,803 votes**



o 2nd Place in Qualifying Heat, 2011



GET OUT THE VOTE STRATEGY

- Emailed staff, volunteers, adopters, donors
- Added voting message to email signature
- Voting button on RAS and VSAS homepages
- Facebook, Twitter linked postings:
 - vote daily, tell friends
- Flyers with URL to voting page
- Link to vote on all web pages
- Blog (ASPCA and Wordpress)
- Paid ads – TV, web, print



GET OUT THE VOTE STRATEGY

- Posters, signs, and flyers at shelter
- Public Market flyer distribution
- Requested assistance from City Communication Dept
- Rescue partners promotion; websites, Facebook
- Invisible Fence® Brand, Pet Saver Superstore, local vets, HOAs
- Press release, media alert, press conference
- TV and radio interviews
- Contacted local school districts, scouts, RIT to promote
- Director led the charge



WHAT WORKED BEST?

- Communications Dept support
- Email/social media and updates to large lists
- City staff, local colleges and school districts
- Invisible Fence® Brand
- Local vets
- Pet Saver Superstore
- Volunteers, donors, adopters



WHAT WORKED BEST?

**Email to all City email users
April 8, 2011**

Subject: Keep Rochester Animal Services No. 1 in the ASPCA \$100K Challenge

Rochester Animal Services is in the Qualifying Heat for the ASPCA \$100,000 Challenge. RAS is currently No. 1, with 6,737 votes. Help us to stay on top. Fifty animal shelters from across the country will advance to the finals. Please help Rochester's very own animal shelter win the contest by voting for us and sharing this voting link – www.votetosavelives.org – **with all of your friends and contacts. Encourage them to vote daily during April 4 -15.** With your help, we can save more animals' lives this year and for years to come. For more information, contact Director of Animal Services Chris Fitzgerald at 428-7274.



Humane Society of South Mississippi

Shelli Skiados

Customer Care Manager
customer care@hssm.org

Krystyna Szczechowski

Marketing Specialist
krystyna@hssm.org

Krystyna

Shelli



AKA: "The Dynamic Duo"



About HSSM

- Open Admission
- Intake: 12,000/year
- \$2.5 Million Operating Budget
- 40,000 sq. ft. state-of-the-art facility
- 61% Live Release Rate (up from 51%)
- 2011 ASPCA \$100K Challenge:
 - First Place in initial voting
 - Fast Start Award Winner
 - 2nd Place Overall, 1st in Southeast Region





Social Media



Grass Roots



How Does My Shelter QUALIFY? Your community has to send you to the Challenge in the Qualifying Heat.




When is the Qualifying Heat?

Voting is open **April 5 to April 16, 2012** at
www.votetosavelives.org



Who Can Vote?

Each of your supporters:

- Who are 13 years old +
- Have a valid email address
- Staff and volunteers can to vote too!

Every supporter may vote **once per day**.

Note: it doesn't matter how many email addresses a person has — she or he can only **vote once daily**.



How Do You Vote?

Q: Can voters use their iPad or smartphone?

A: Yes, you can vote by computer, smartphone or iPad.

Q: Can voters use their phone to vote via call or text?

A: Voting by text message, phone call, or email is not possible.



How does voting work?

Message to Vote



Homepage Map Feature



Contestants / Leaderboard



Email Link Selected



Tips

- Watch this cool slide show with ideas about getting out the vote: <http://aspcapro.articulate-online.com/0574648376>
- Read these tips from a political organizer and social media guru: <http://www.aspcapro.org/tips-using-supporters-to-get-out-the-vote.php>

