

Upcoming ASPCAPro Webinars

aspcapro.org/webinars

Funding Your Spay/Neuter Program Tues. Aug 20

How Are Lost Pets Found? Th. Sept 5

Canine Behavior and Acoustics Th. Sept 12

Is that Cat Feral? Th. Sept 19



Promoting Your Grant to Attract More Funding

Adam Liebling, Dir. of Grants Compliance & Communication

Claire Sterling, Senior Grants Manager

Mallory Kerley, Manager, Media & Communications

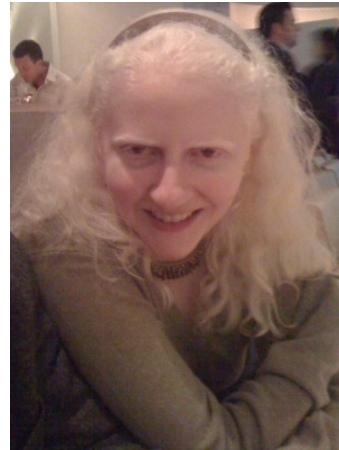
James Stewart-Meudt, Social Media Coordinator, Member Communications

ASPCA Presenters

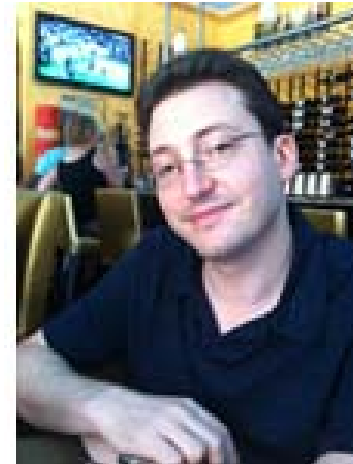
**James
Stewart-
Meudt**
*Social
Media*



Claire Sterling
Grants



**Adam
Liebling**
Grants



**Mallory
Kerley**
*Media &
Comm.*



**Eartha
Kitt-Cat**
*Foster
Kitty*



Agenda



- **Overview of ASPCA Grants**
- **Promoting Grants – Why?**
- **Building Local Media Relationships**
- **Crafting a Compelling Press Release**
- **Social Media Tips & Tricks**
- **Q&A**

Overview of ASPCA Grants

- Grants department is **5 years old**
- **20+ grant programs** guided by **50+ grant officers**
- **\$59.5 million** awarded to over **2,000 organizations**
- Awarded our **5,000th grant** this year (now up to 5,500)



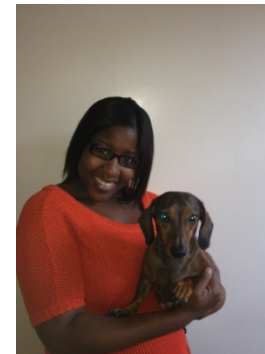
Michael Barrett
Vice President



Olga Lech
Grants & Project
Manager



Adam Liebling
Dir. of Grants
Compliance &
Communications

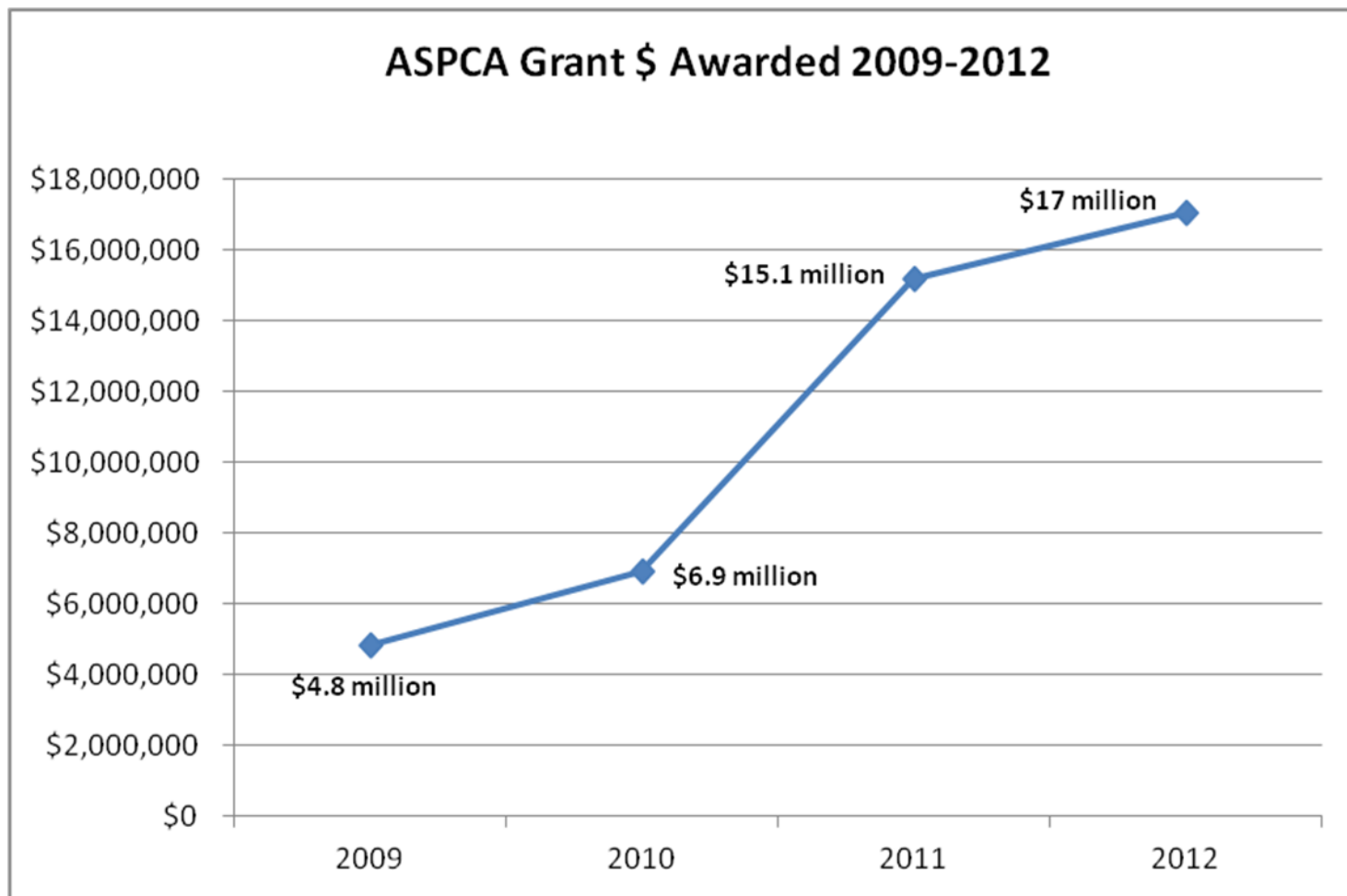


Rashida Rowe
Grants Assistant



Claire Sterling
Sr. Grants Mgr.

Overview of ASPCA Grants



The ASPCA's giving has more than tripled since 2009.

Overview of ASPCA Grants



Marked locations represent 2012 ASPCA grantee cities. Grants were awarded in all 50 states, the District of Columbia, Puerto Rico, and Guam.

Overview of ASPCA Grants

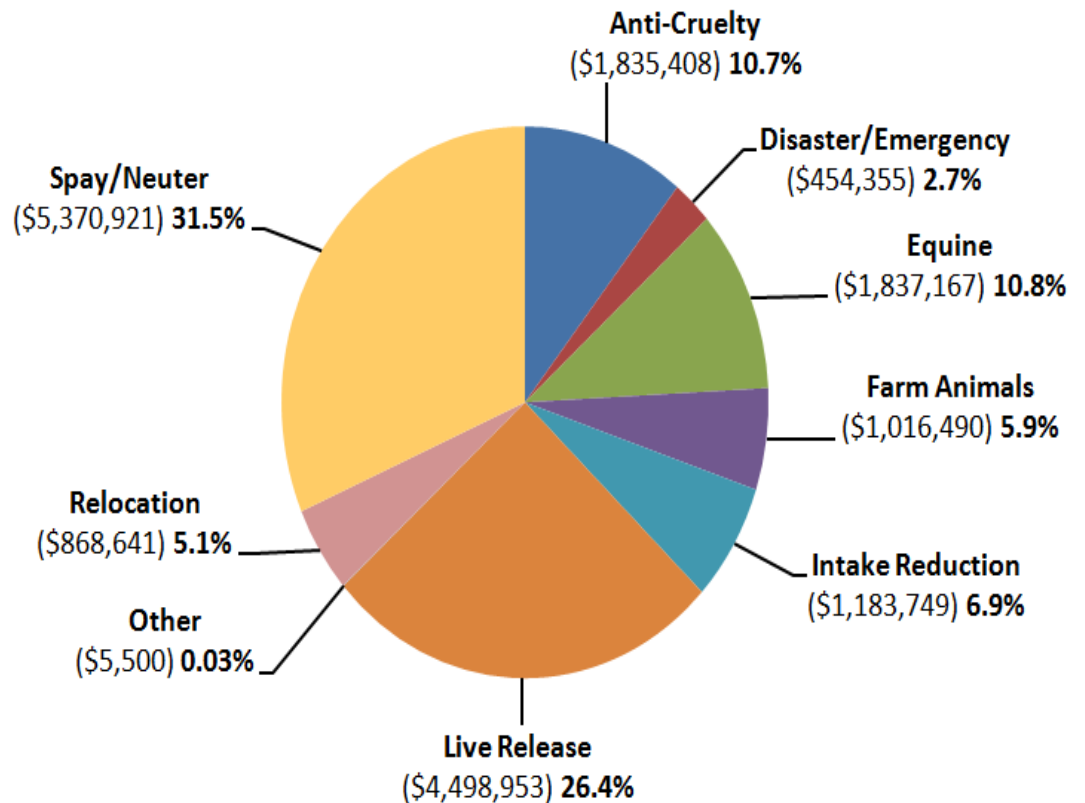
2012 Grants Data Bites

1,665 grants awarded
totaling over **\$17 million**
to **1,039 organizations**

13% increase over our
2011 record for grant \$
awarded

Range of **\$100 –
\$1,000,000**

Allocation of 2012 Grants by Type



Congratulations! You got a grant!

Promote It!

YouTube

Tweet!

Press Release

Message to Major Donors

Blog Post

Newsletter

Co-Branding

News Story

E-blast

Media Event

Facebook Post

Web Site

Ribbon Cutting

Ground Breaking

Notification to Staff & Board

Other Social Media

Annual Report

Why Promote?

- Helps advertise your new or expanded program/event
- Attracts more adopters, spay/neuter clients, volunteers, donors!
- Provides an introduction to local/national media or stays on their radar
- **It's an excuse to tell the world about the work that you do!**

**The story isn't about the funder.
it's about YOU, your work,
and how your work helps your community.**

Why Promote?

- Acknowledging the Funder = Relationship Builder
- Shows donors/other funders that you are in good company
 - (Attracts other funders!)
- Engages your constituents:
 - Your Community
 - General Public
 - Staff & Board
 - Politicians
 - Local Businesses
 - Other Local Shelters/Rescues



How the ASPCA Can Help

If you receive an ASPCA grant:

- Press release template & social media tip sheet attached to grant contract
- We will review & proof your press releases, articles, and stories; make suggested edits and provide quotes

We can also:

- Suggest local media leads (if we know them)
- Occasionally give shout-outs on social media or the Grant Highlights section of [ASPCApro.org](https://www.aspcapro.org)
- Cross-promote! Joint releases, sharing/tagging posts, etc.
- Attend media events, speak
- If a vehicle grant, we can provide additional funding for a co-branded wrap

How the ASPCA Can Help

NEW:

- Press Information requirement on ASPCA grants now asks for:
 - Quote
 - Anecdotes
 - Facebook post-ready text
 - Twitter-ready text
 - Photographs
- Streamlines our ability to promote the grant and your organization!

Starting Out in Traditional Media

Do Your Research

- Stay local
- Who already covers animals?

Contact

- Find the email address of a certain reporter
- To begin, reach out to the news desk

Make the introduction

- Send a pamphlet
- Give them a call



Maintain Those Relationships

Keep Lists

- Keep lists of your friends, what they've covered and who they work for

Keep in Touch

- It's not always about your work
- Develop a true friendship

They will come to you

- Contact goes both ways
- Make the relationship mutually beneficial



Promoting Your Grant

Share the Story

- What is the news?
- It's not the **what** it's the **why**

Find the Nugget

- Uncover the true gems
- Store your sources
- Make it unique

Make it Local

- You are in their backyard
- Use your contacts, ask around
- Relate to your audience

The Perfect Press Release

Formatting Facts

- Structure matters
- Learn AP style

Proofread

- Double, triple, quadruple check
- Check your stats and figures

Keep it Professional

- Could a paper print this?
- Pay attention to word choices

Notable Quotables

Which quote below is the better option?

“Pets often suffer the consequences of financial hardships in the household, and struggling owners feel they have no choice but to surrender their animals to the shelter system” observes Person One, Organization X Executive Director. “Pet overpopulation is a continuous struggle in our area, but Organization X feels that this new transport vehicle will have a significantly positive impact on our ability to service local pets and people in need. We are extremely grateful to the ASPCA for their generous support of our volunteer efforts.”

-OR-

“We LOVE cats here at Organization Y, and do everything we can to help them,” said Person Two, executive director at Organization Y. “We are always in desperate need of funds, so this grant comes at a great time for us.”



Awesome Logo
Here

May 16, 2011

Media Contacts:

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ASPCA Provides \$128,000 Grant to Organization X

Funds Allow Shelter to Purchase Emergency Transport and Adoption Rig for Disaster Relief Efforts

NEW YORK—The Organization X in Alabama has purchased a new emergency transport rig for tornado relief efforts as a result of a \$128,000 grant provided by the [ASPCA](#)® (The American Society for the Prevention of Cruelty to Animals®), the ASPCA announced today.

The new emergency transport vehicle will greatly improve the organization's ability to provide assistance to the affected areas of Alabama, especially parts of Tuscaloosa, which was ravaged in late April by the worst tornado outbreak in the nation's history. The rig will include space for animal transport cages, an on-board veterinary work space, and room for the storage of pet care supplies.

"The recent tornadoes in Alabama have created an immense need for the care of animals that have been displaced and abandoned," said Jodi Lytle Buckman, senior director of community initiatives for the ASPCA. "Requests for transfers and supplies have been steadily increasing since the outbreak of dangerous weather, and we are pleased to be able to offer aid to local organizations like the Organization X."

"We are so grateful to the ASPCA for supporting us in our disaster relief efforts," said Jane Doe, Strategic Communications Officer for Organization X. "This rig will help us reach even more animals in need as we work to help the pets who have been affected by these devastating storms."

Following the immediate need for disaster relief, Organization X will use the vehicle to help increase adoptions, as they will now be able to transport animals to areas that previously had been out of reach. Organization X, the largest humane society in the state with the highest number of adoptions, will transfer adoptable animals to smaller communities and shelters across the state in an effort to provide positive outcomes for even more of Alabama's homeless pets.

For more information on the Organization X and how you can help with the disaster relief efforts, please visit www.organizationX.org.



ASPCA Lends A Hand To Tornado Victims

5/17/2011 9:56 AM ET | Filed under: [Charity](#) • [Rescue](#)



Some good news for Alabama!

The Greater Birmingham Humane Society (GBHS) in Alabama has purchased a new emergency transport rig for tornado relief efforts as a result of a \$128,000 grant provided by the ASPCA (The American Society for the Prevention of Cruelty to Animals).

The new emergency transport vehicle will greatly improve the organization's ability to provide assistance to the affected areas of Alabama, especially parts of Tuscaloosa, which was ravaged in late April by the worst tornado outbreak in the nation's history.

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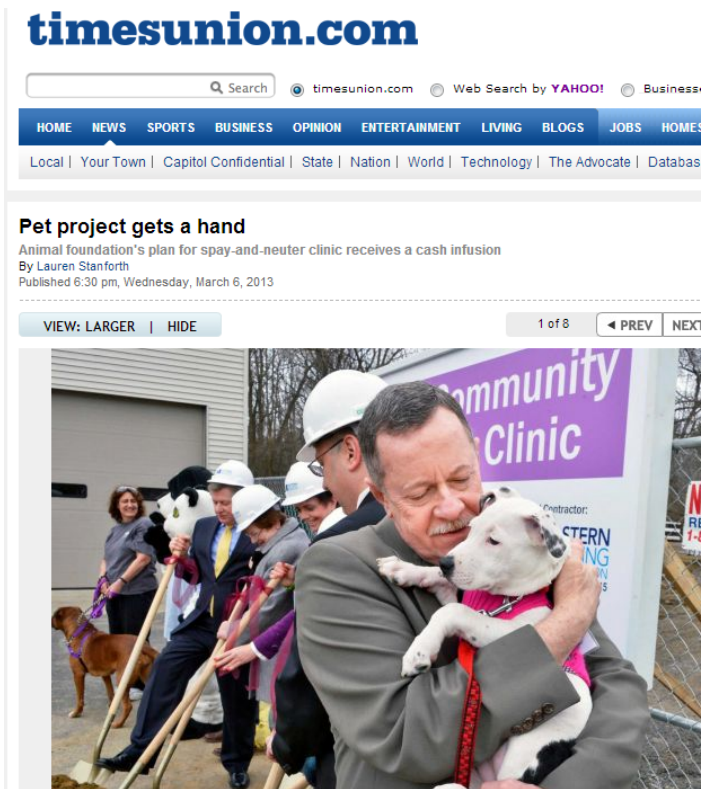
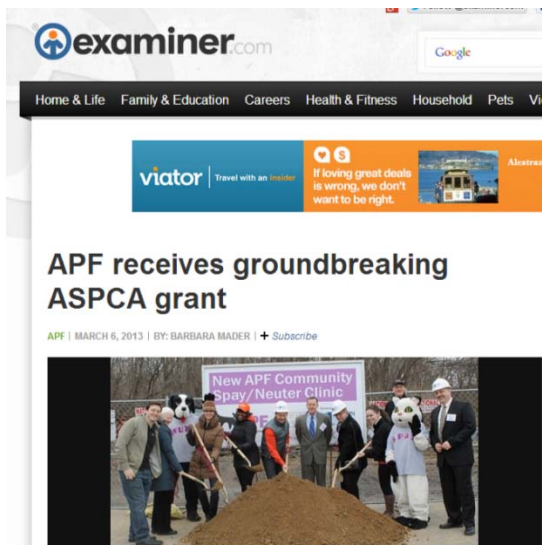
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Success!



Recent Coverage Examples



People are talking – Join the conversation!

According to the Pew Research Institute, as of December 2012, **67% of online adults use social networking sites!**

- Twitter: 200 million active users!
- Facebook: 1 billion active users!
- YouTube: 1 billion users & 4 billion views/day!
- GooglePlus: 343 million active users!
- Instagram: 130 million active users!



Why Should You Care About Media? Because...

Benefit	Social Media	Traditional Media
Generates Community Awareness	✓	✓
Gets More Animals Adopted	✓	✓
Builds Stronger Community Relationships	✓	✓
Helps Raise Funds	✓	✓
Engage With Key Members of the Community	✓	X
Improves Public Sentiment & Reputation	✓	✓



How should you do it?

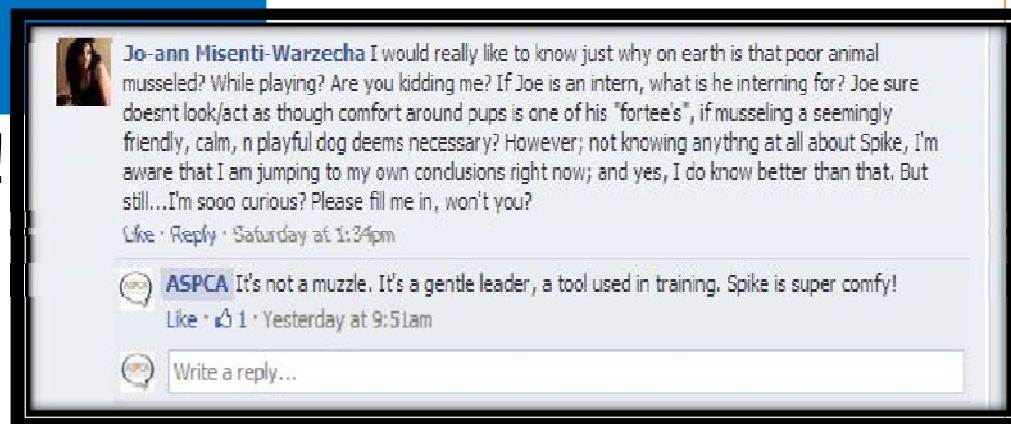
Twitter

- #Hashtags
- #FF
- Be Polite



Facebook

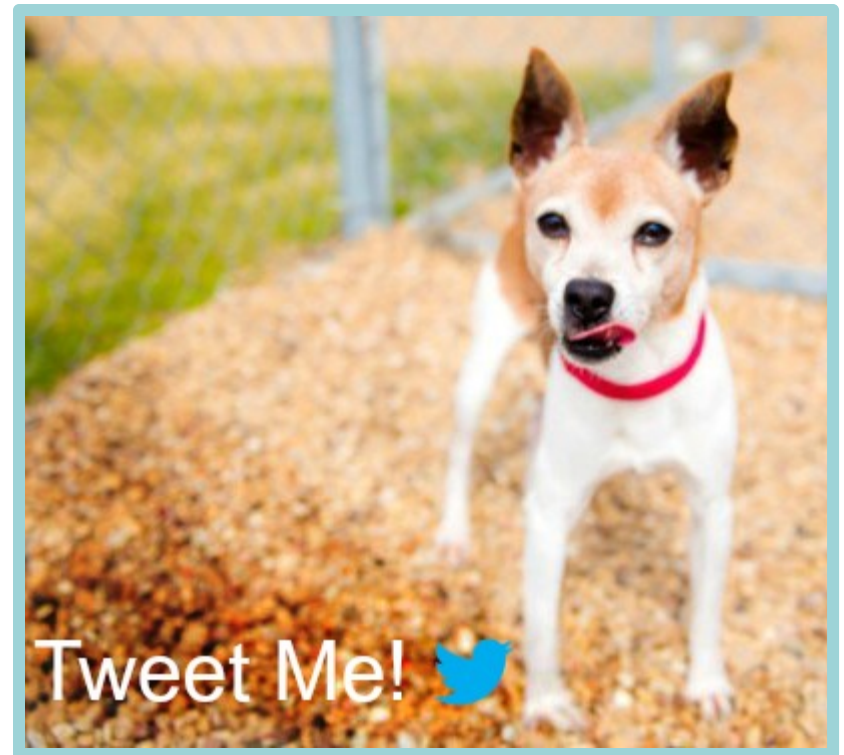
- Photos, photos, photos!
- Shorten your links
- Engage and respond



What should you talk about?

- Use a conversational tone!
- Reach out and network with anyone who has a Twitter account—supporters, recent adopters, community influencers.
- It's a great customer service tool for answering questions about your organization.
- Show personality!
- Be engaging!

Ask yourself: Would you want to follow you?



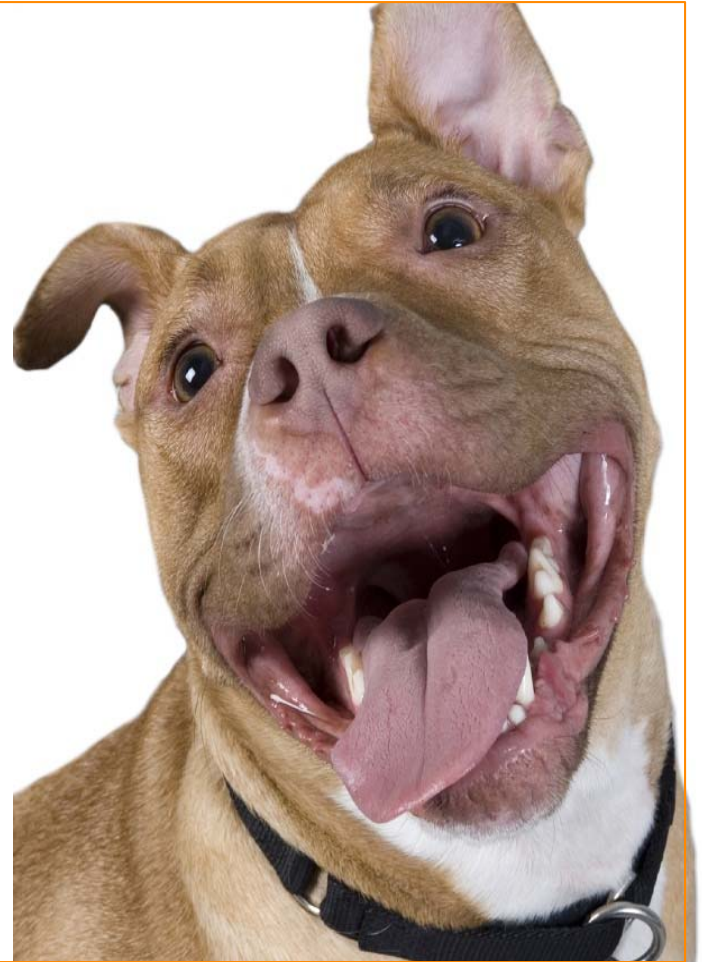
Where Should You Be?

Start small, you don't have to tackle the world to make an impact.

Take a good look at your resources & determine which channels you can invest in.

Like most things, if it's not going to be done *well*, it's not worth doing.

Where are your supporters and fans?
Go where the conversation is...



Influencer Outreach and Social Networking



- A great way to promote events, hard to adopt animals, special investigations or large cases.
- Identify influencers in your community – bloggers, politicians, pet-friendly businesses, community services (libraries, community centers, etc.) and media (radio, print, television, etc.)
- Identify their Twitter handles and categorize them in a private Twitter list or excel sheet.

ASPCA on Social Media



@aspca / @aspcapro
#aspcagrants



facebook.com/aspca
facebook.com/aspcapro



youtube.com/aspca
youtube.com/aspcapro



Grants

Questions? Grants@aspca.org