

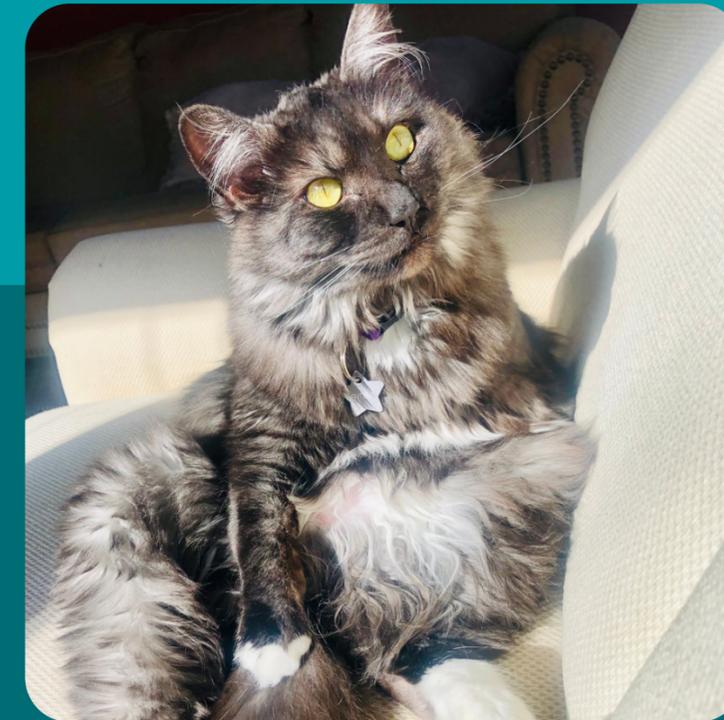
COMMUNITY FIRST

Weekly
Community
Conversations
06.12.2023



Charlotte Otero

Community Strategist at Maddie's Fund



COMMUNITY FIRST



Born in Oakland
Raised in San Diego



University of Idaho in 2010
Master's Certificate from
Univ. of San Francisco in 2012



Currently live in Central Oregon



Kitten Foster at Brightside Animal
Center in Redmond, OR



Otero leading the way for Vandals

Junior guard never planned to play for Idaho

By Sandra Kelly
Daily News staff writer

Charlotte Otero didn't want to come to Idaho. Otero didn't really know where Idaho was, nor did she care. All she wanted to do was play basketball. When an Arizona junior college two hours away from her home town of San Diego showed interest in her, she was ready to sign.

"I had my councilors, my coaches saying just give Idaho a chance," Otero said. "I told them 'I don't want to go out there. I'm not going to go to school there, it's a waste of a trip.' But they convinced me."

Otero's plane flew into Pullman, and as she looked around the empty Palouse, she was far from being convinced the University of Idaho was for her. That changed as soon as she met the team and took a look around campus.

"There was something about the girls," Otero said. "It was really comforting to be around everybody. And having a good business school helped, too."

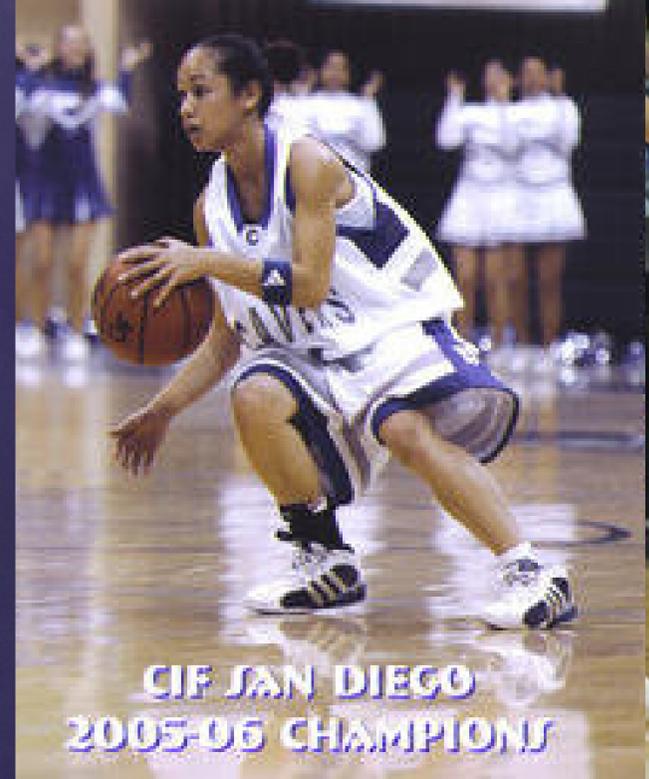
It hasn't been a smooth ride for the Idaho junior. She was recruited by former Idaho coach Mike Divilbiss, and she played right off the bat. But Divilbiss' style was contentious. He was tough to play for, and often the sport she loved her entire life began to feel like work.

"It was tough to get through the season," she admitted. "Every year was hard for me because ... no one from my freshman team is here. I'm the only one left and I was really close to them. Then last year the seniors graduated and it was like coming into a whole new team."

Otero said she never really contem-



Charlotte Otero & Daniel Rios



CIF SAN DIEGO
2005-06 CHAMPIONS



basketball

Making history



Idaho's Charlotte Otero drives to the net against Hawaii on Feb. 13. The Idaho women's basketball team made school history by advancing past the first round of the WAC tournament. Otero is one of the graduating seniors who helped Idaho turn their season around and finish with a fourth seed in the WAC.

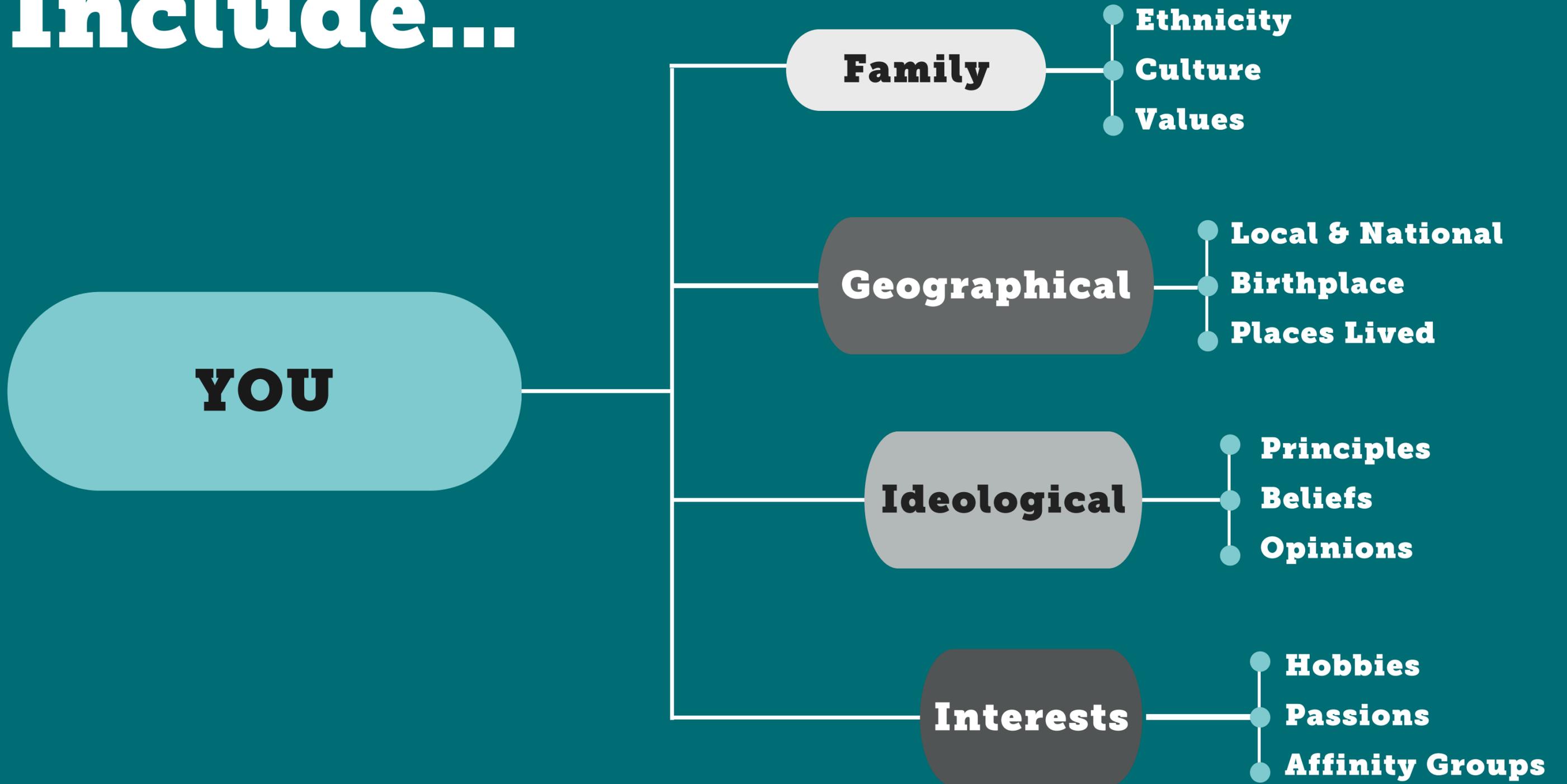
What is Community? ...

noun

1. a group of people living in the same place or having a particular characteristic in common. ex: "the scientific community"

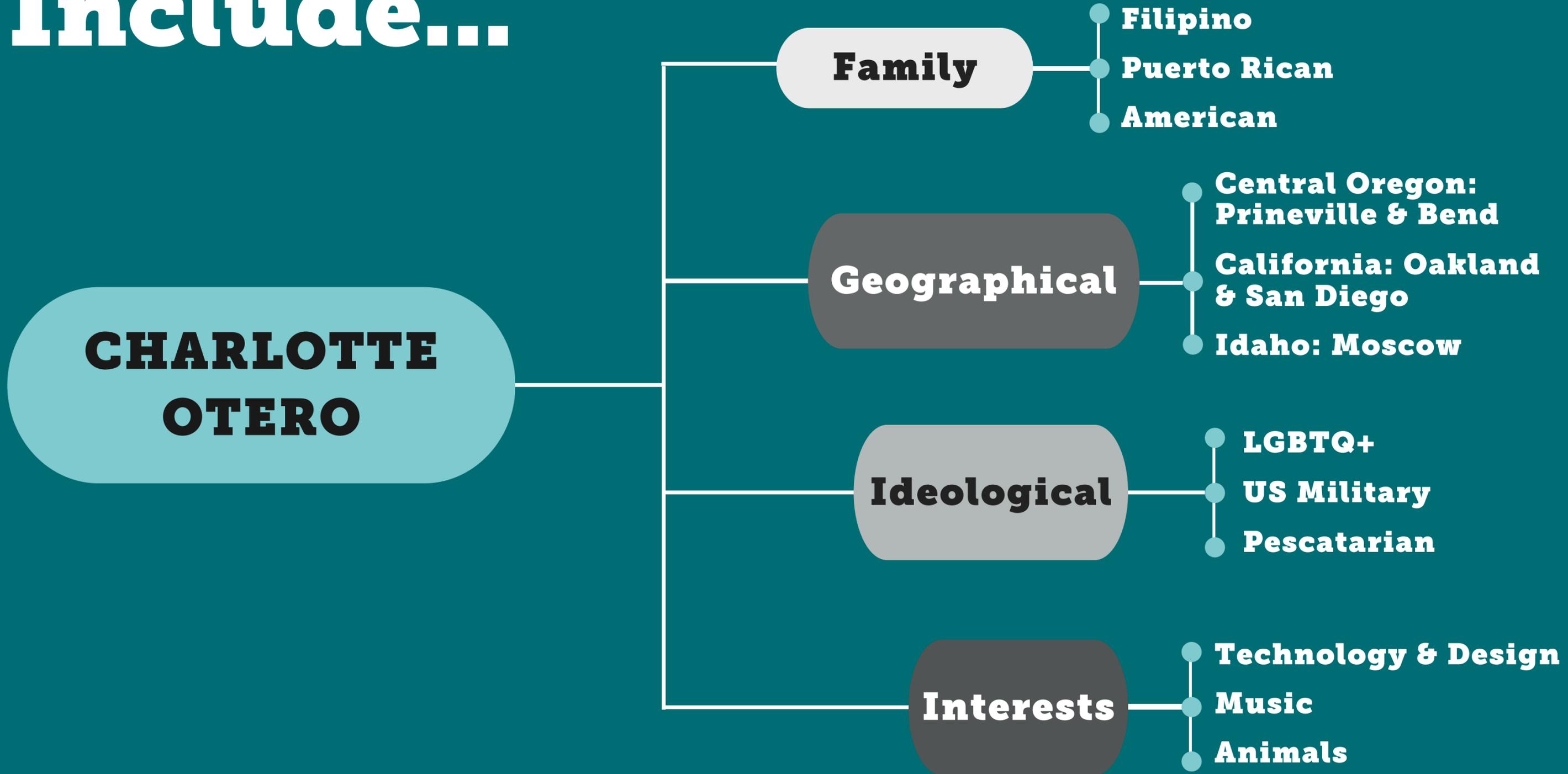
2. a feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals. ex: "the sense of community that organized religion can provide"

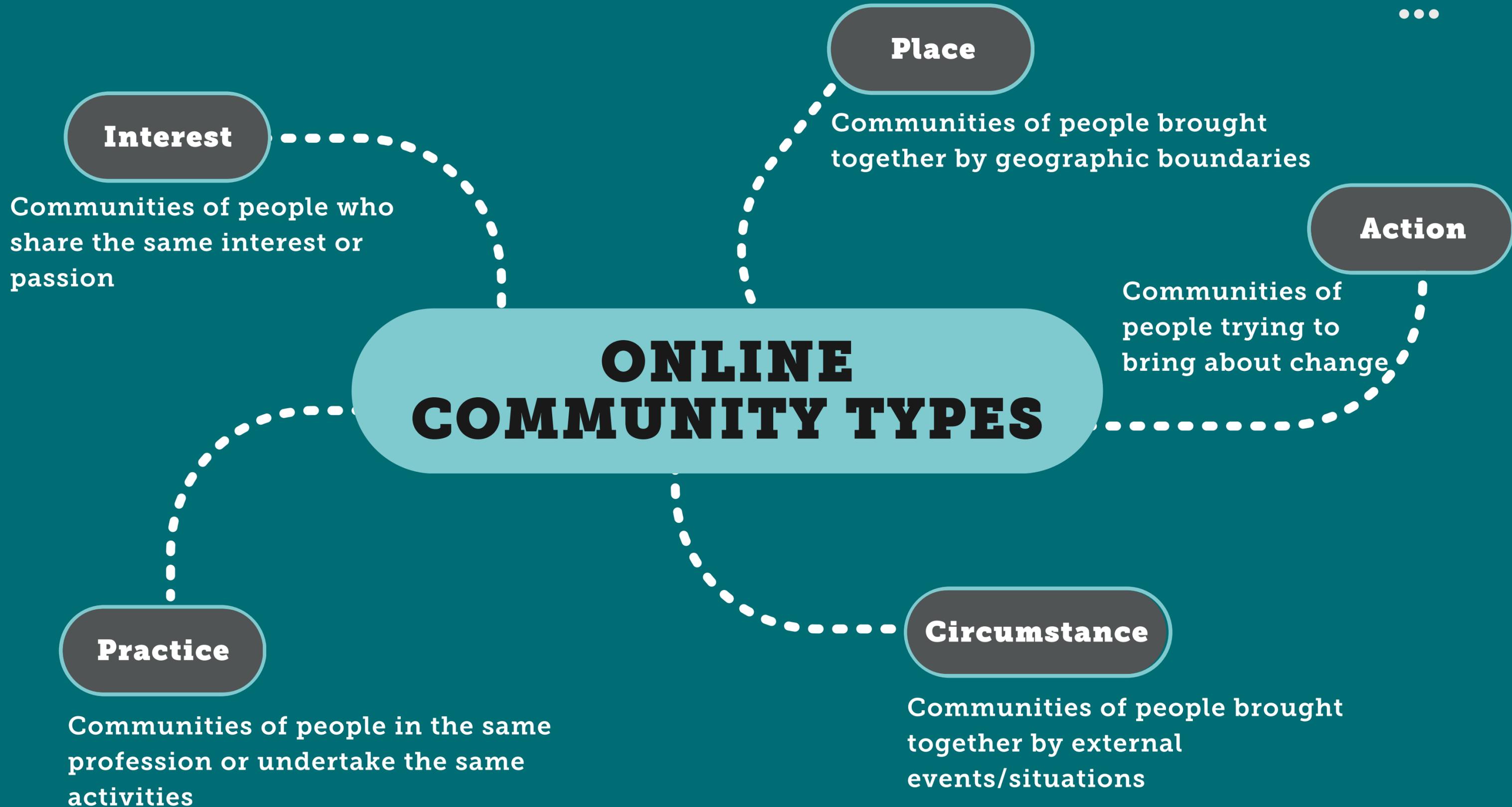
A Person's Communities ... Include...



My Communities Include...

...





Managing All The Community Types

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Action	Circumstance	Interest	Place	Practice
United Nation Foundation's +SocialGood	Dr. Dean Ornish's Living The Spectrum	Lady Gaga's LittleMonsters	California Wildfires	Maddie's Pet Forum
The Nelson Mandela Family		Travelocity Gnomads	artRAVE San Diego	Coca-Cola Collectors
Maddie's Pet Forum	Acne.org	The Church of Noise	HSUS Expo BIPOC Scholars	Major League Baseball Players Association

First Community Management Role: Lady Gaga's LittleMonsters.com at Backplane



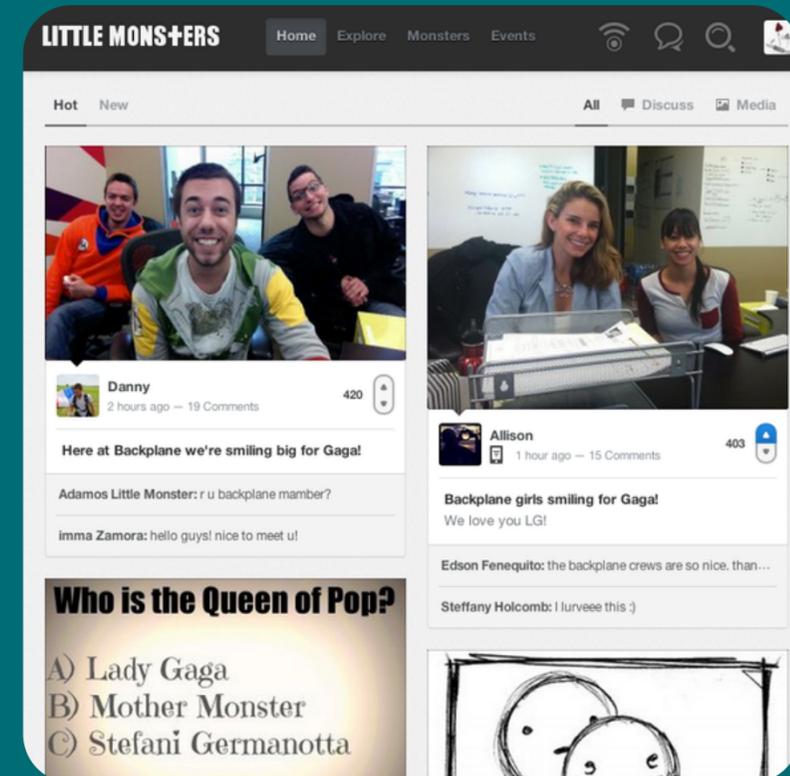
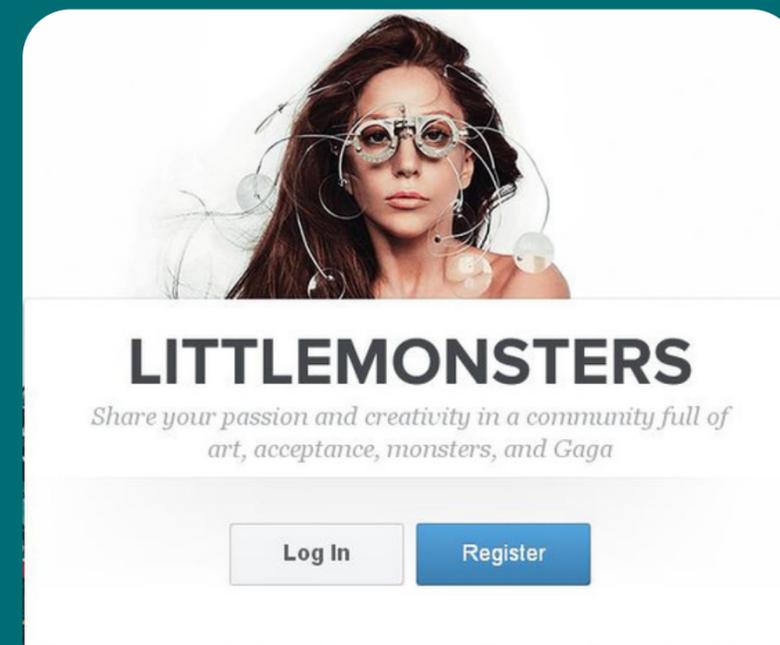
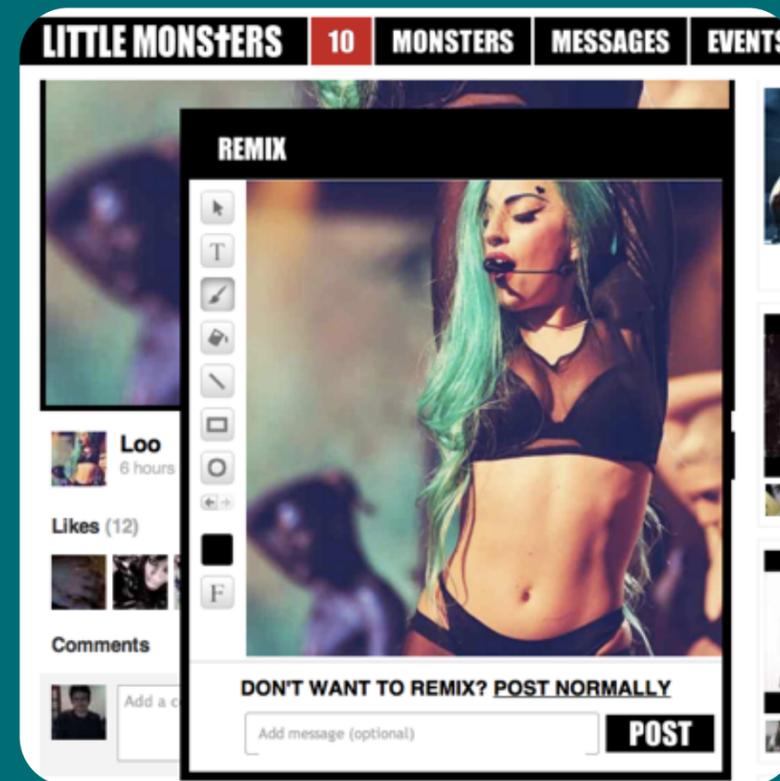
Over 1m active community members; large LGBTQ+ and artist community



Technical support & community tasks: content strategy, engagement & activation campaigns online & IRL



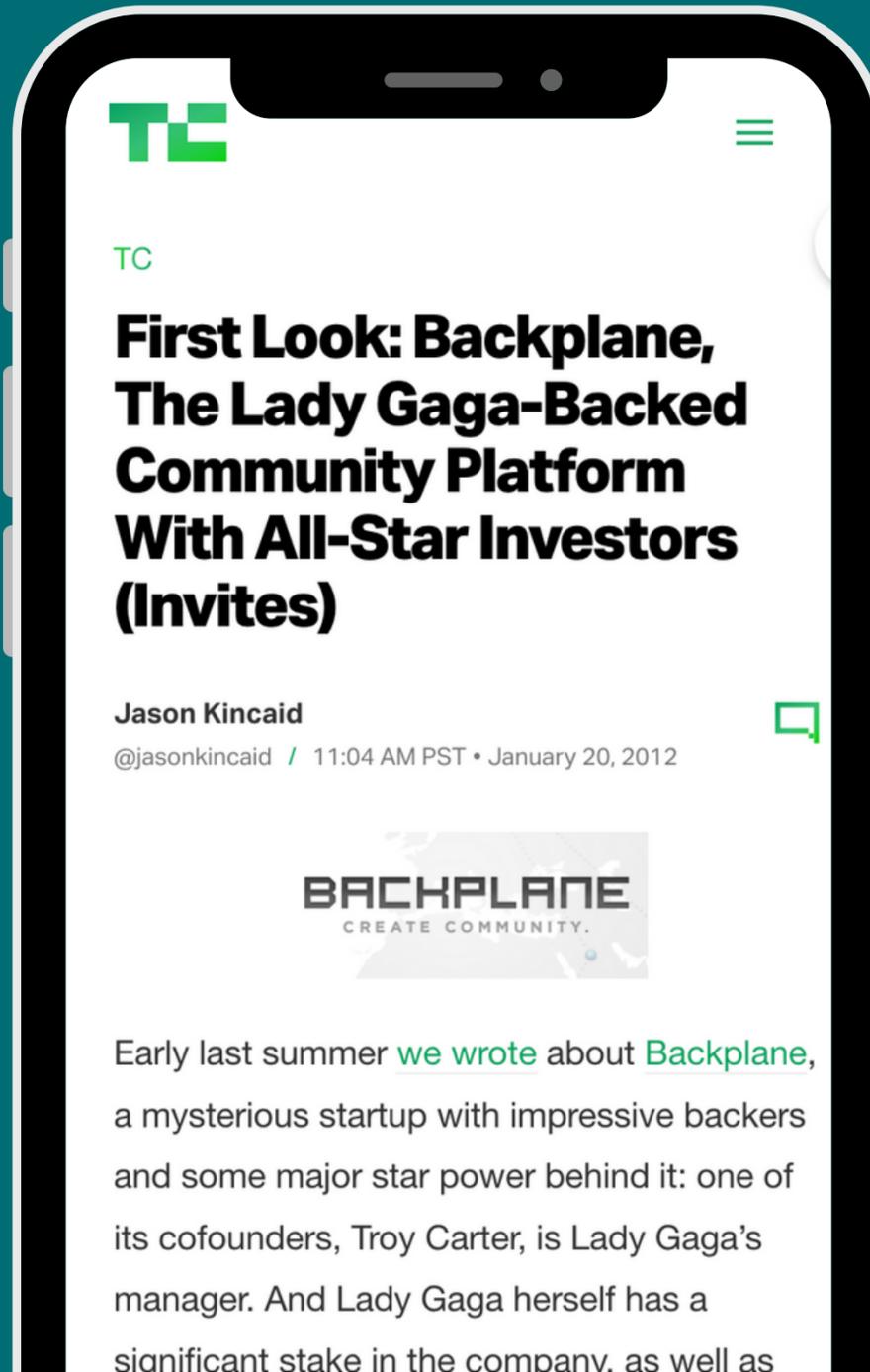
Scaled communities for brands & orgs like Travelocity, Coca-Cola, United Nations Foundation, and The Mandela Family



Highs & Lows of Tech Start-Up Life

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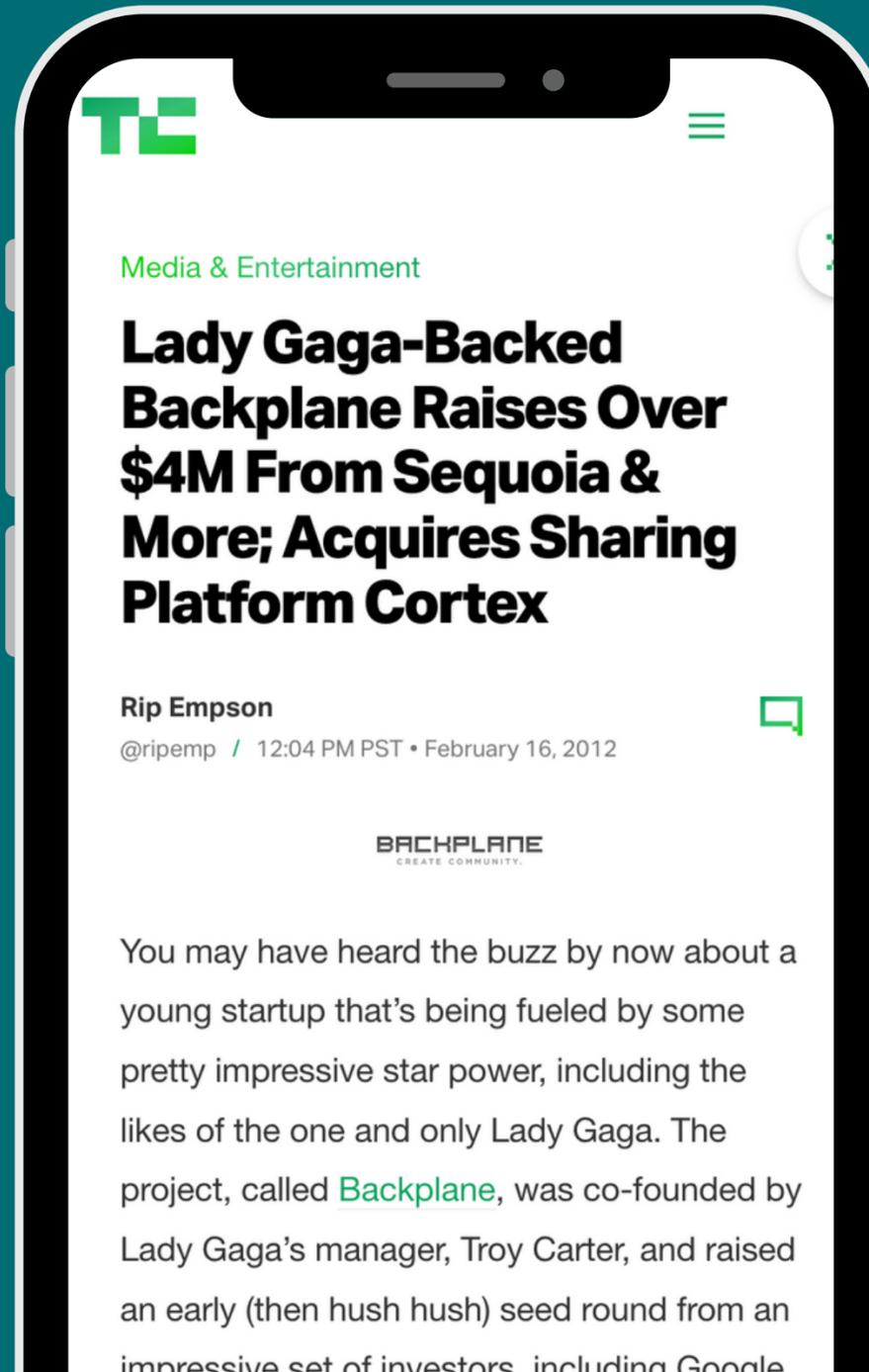
TC

First Look: Backplane, The Lady Gaga-Backed Community Platform With All-Star Investors (Invites)

Jason Kincaid
@jasonkincaid / 11:04 AM PST • January 20, 2012



Early last summer [we wrote](#) about [Backplane](#), a mysterious startup with impressive backers and some major star power behind it: one of its cofounders, Troy Carter, is Lady Gaga's manager. And Lady Gaga herself has a significant stake in the company, as well as



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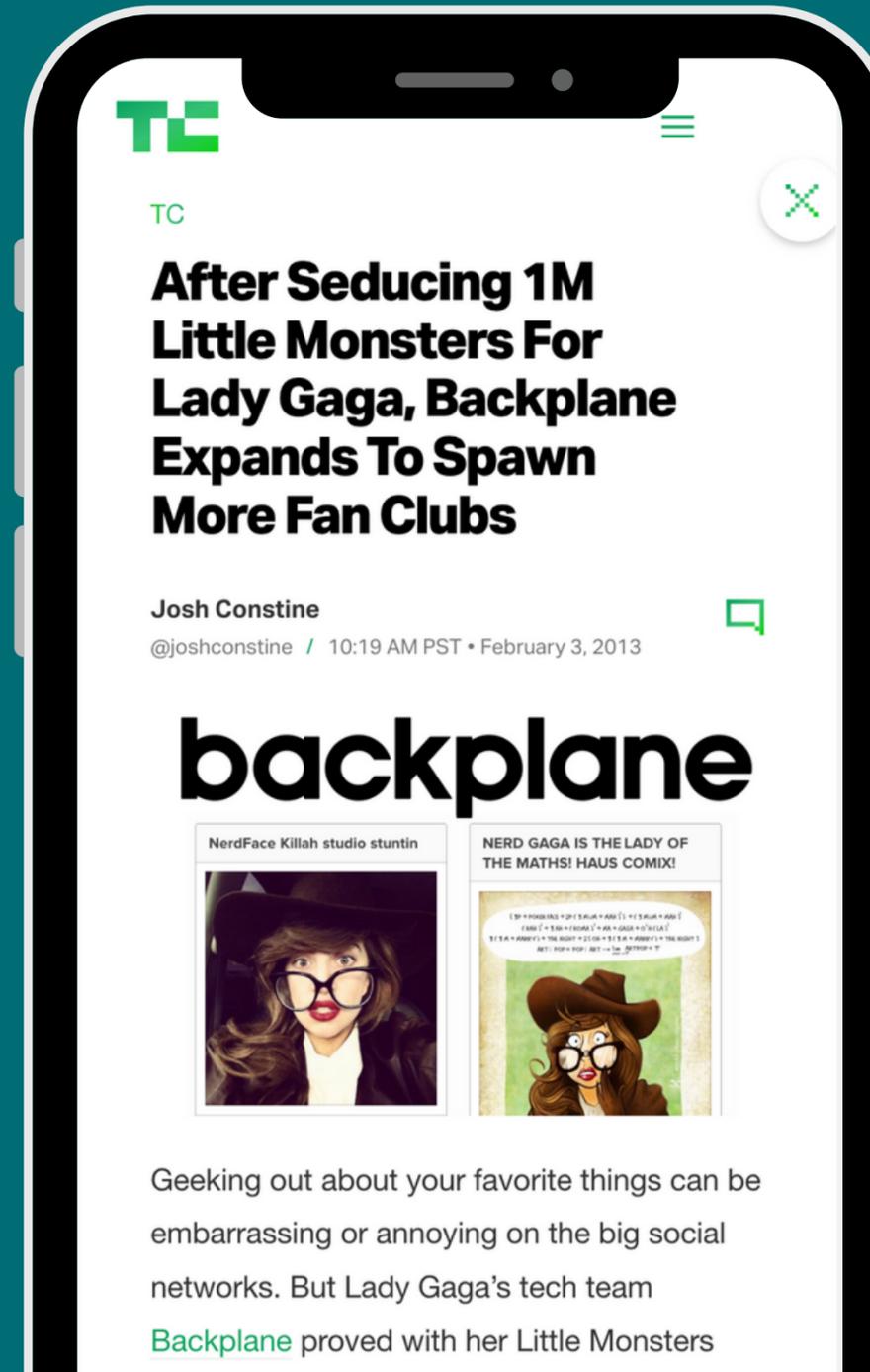
Media & Entertainment

Lady Gaga-Backed Backplane Raises Over \$4M From Sequoia & More; Acquires Sharing Platform Cortex

Rip Empson
@ripemp / 12:04 PM PST • February 16, 2012



You may have heard the buzz by now about a young startup that's being fueled by some pretty impressive star power, including the likes of the one and only Lady Gaga. The project, called [Backplane](#), was co-founded by Lady Gaga's manager, Troy Carter, and raised an early (then hush hush) seed round from an impressive set of investors, including Google



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TC

After Seducing 1M Little Monsters For Lady Gaga, Backplane Expands To Spawn More Fan Clubs

Josh Constine
@joshconstine / 10:19 AM PST • February 3, 2013



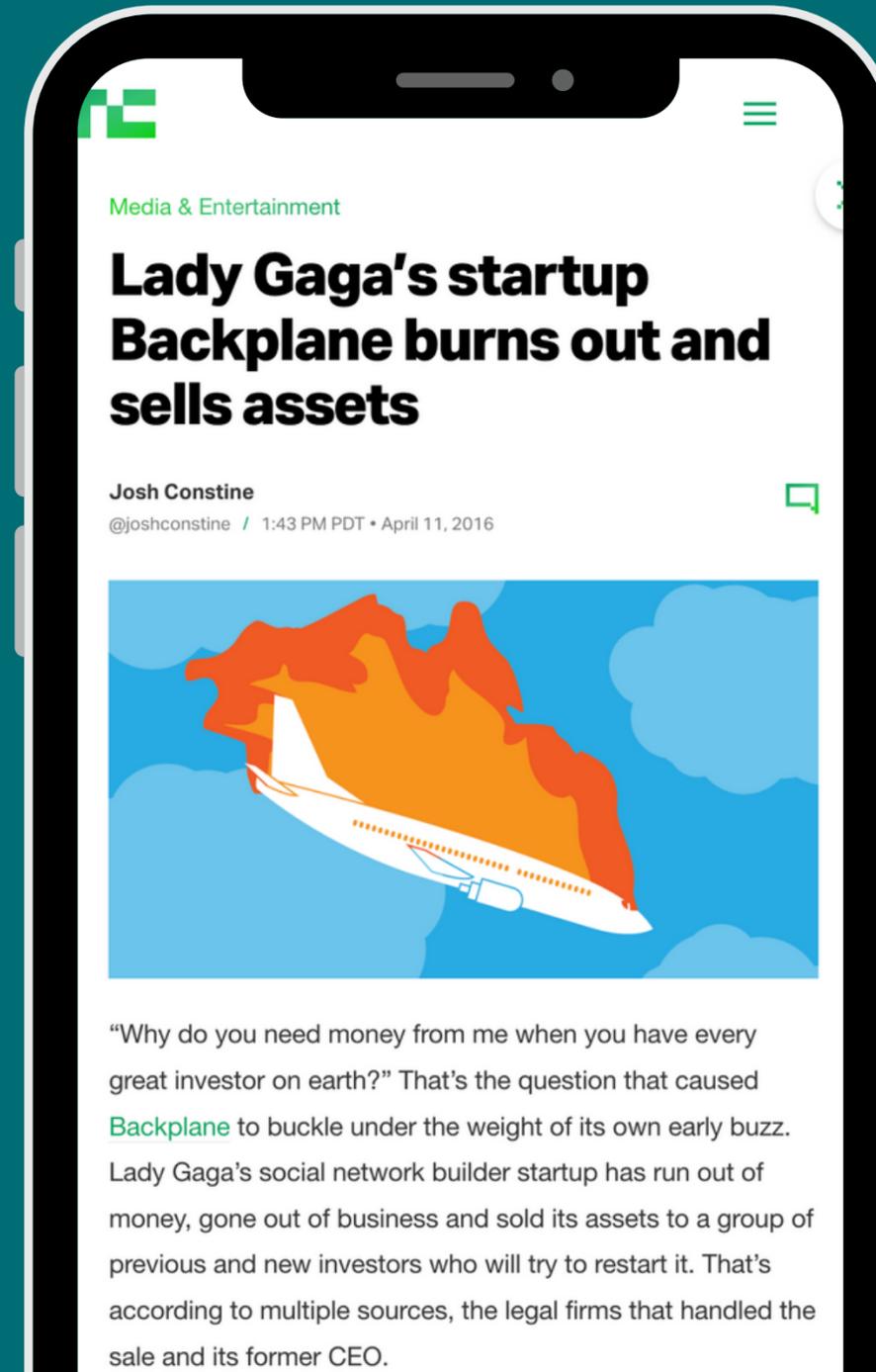
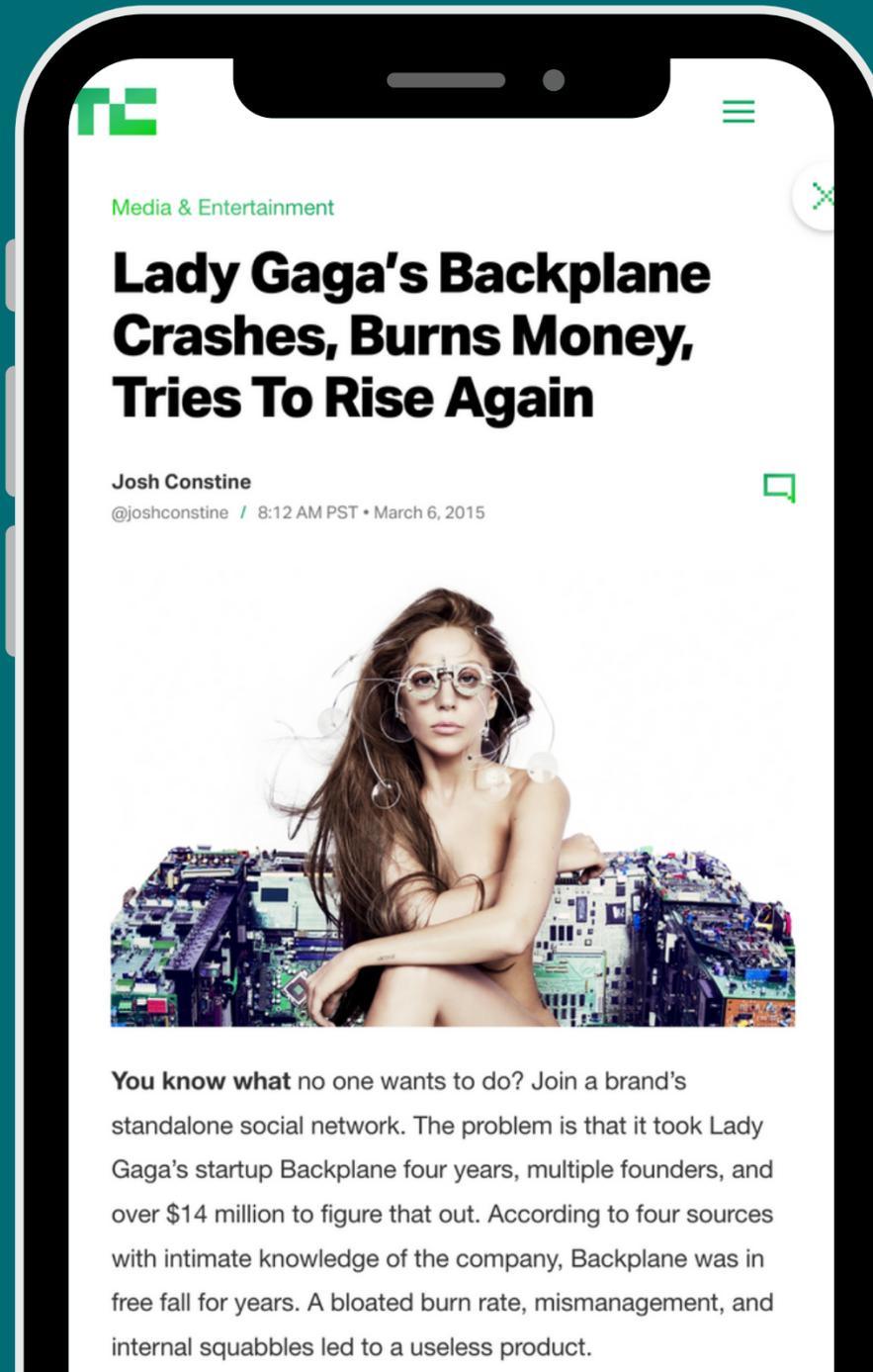


Geeking out about your favorite things can be embarrassing or annoying on the big social networks. But Lady Gaga's tech team [Backplane](#) proved with her Little Monsters

Highs & Lows of Tech Start-Up Life

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WE ARE SOL REPUBLIC

We are **MUSIC LOVERS**

We believe music has the **POWER** to touch you, move you and inspire you.

We are **SAVIORS OF SOUND** changing the world through incredible music experiences.

We believe **MUSIC** can help you be happier, run faster, think clearer and love better.

For every great moment there's a song that goes with it.

We believe this is the **SOUNDTRACK OF YOUR LIFE.**

Social Media & Community Manager at SOL REPUBLIC



First time managing social media & first time managing community with tangible products



Connected deeply with company values; love for music

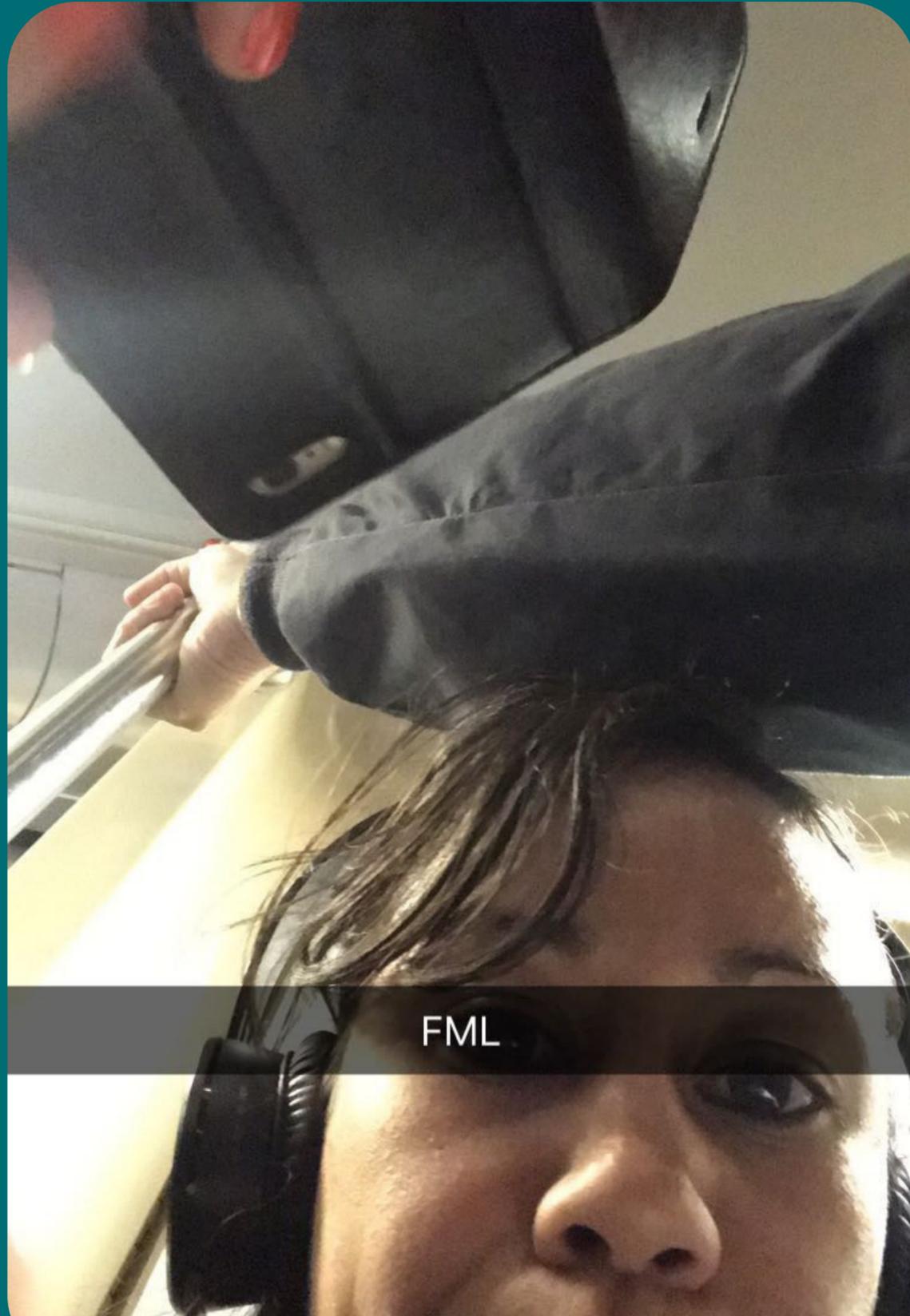


Content creation; 4 people handling all aspects of the marketing



High social expectation: high profile events, music festivals, celebrities





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But Still Something Was Missing...

Defining What's Important

In my personal life



Creating wealth



Being in Nature



Building genuine connections



Freedom

In my work life



Fully Remote



Work Life Balance



Technology Focused



Passion

Community Strategist at Maddie's Fund



First fully remote position & first adventure into non-profit work



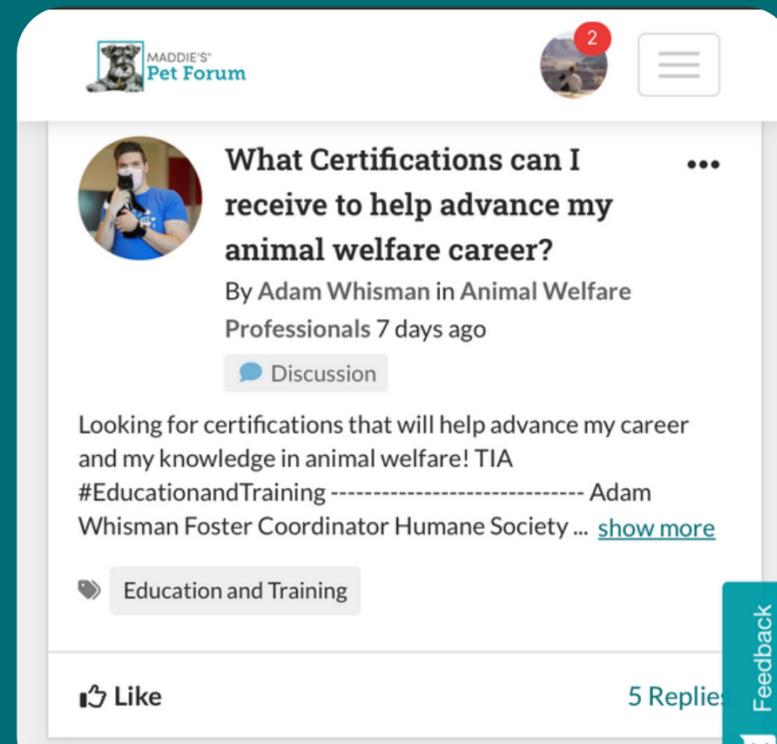
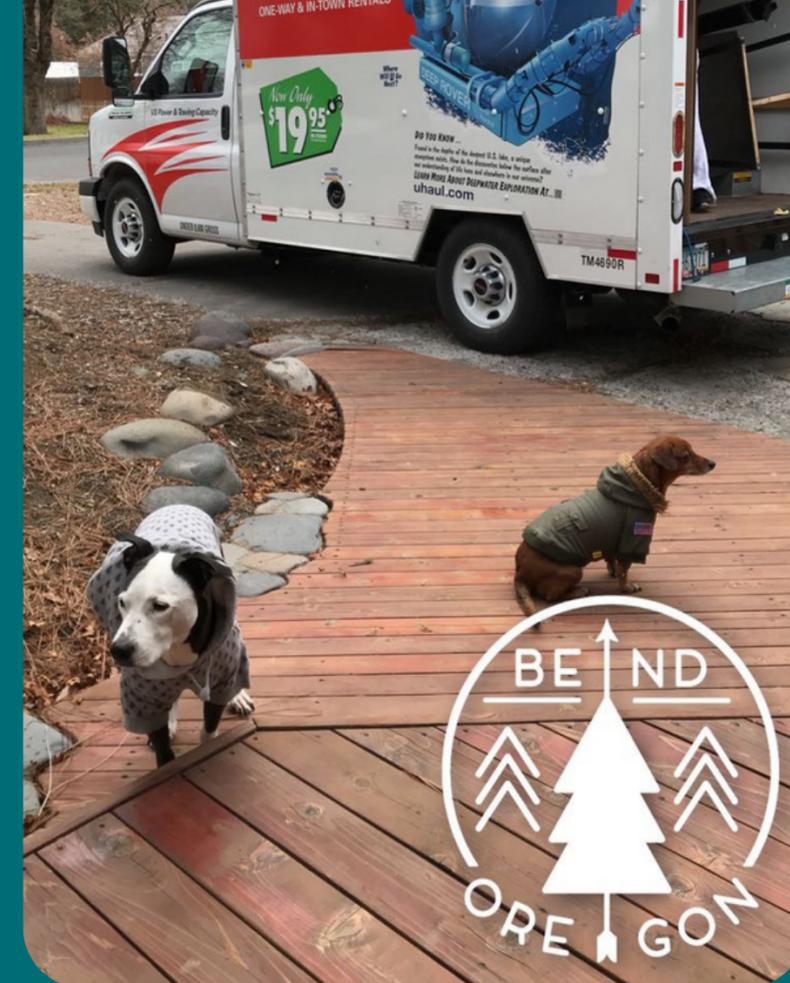
Connected deeply with org values & mission; love for dogs & cats



New sector of animal welfare - lots to learn & feeling of imposter syndrome



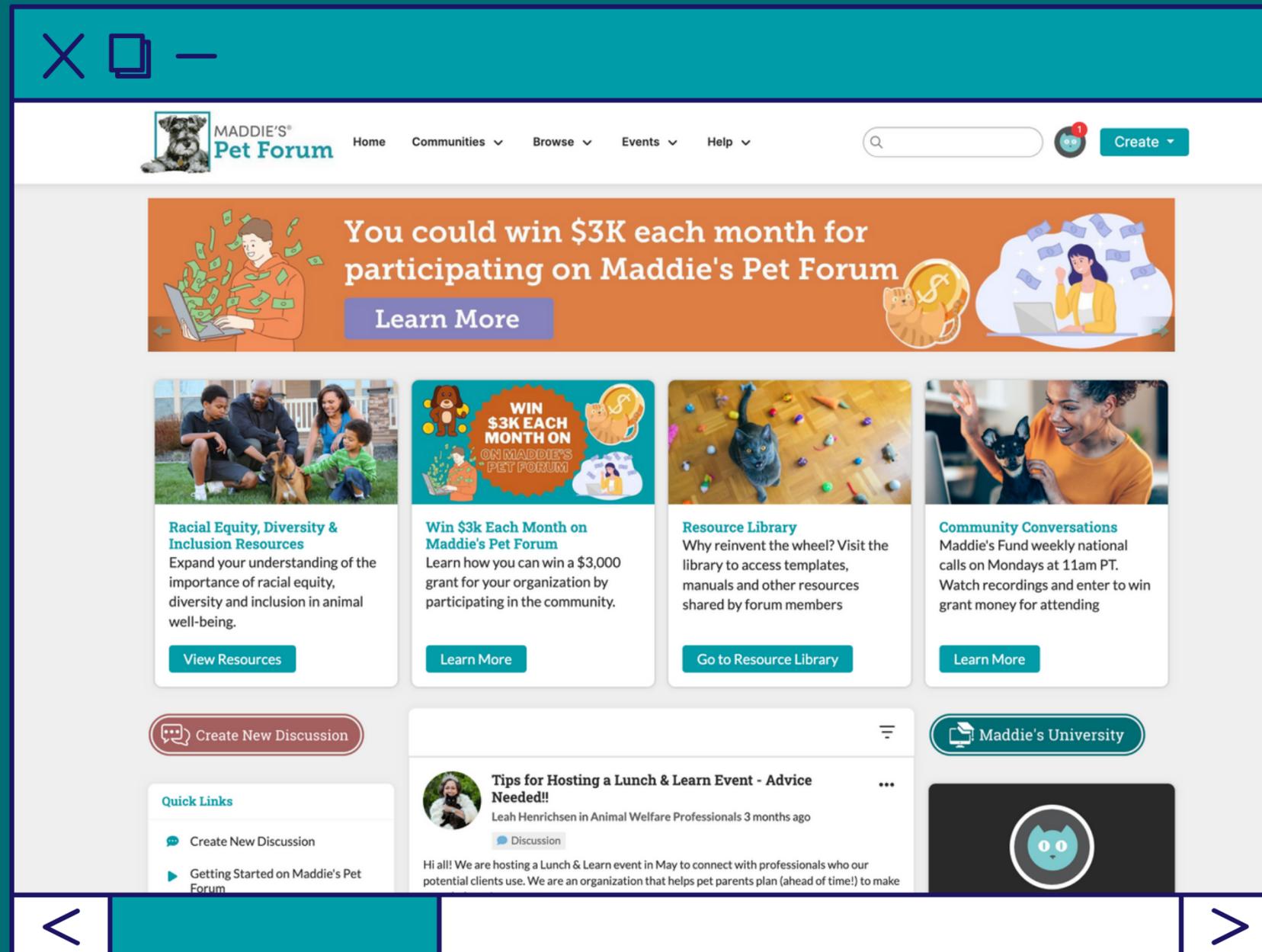
Medium travel expectations: Multiple trips per year for conferences



Feedback

Building Community on Maddie's Pet Forum

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Monthly Grant Giveaway for Contributing

Maddie's Fund awards one random member a \$3k grant each month for participating in the community

Increase Your Innovation

Access to resources like SOPs, Training Materials and answers to your animal sheltering questions from experienced members



Lessons in Community ...

Everyone has something that they are passionate about.

Lessons in Community ...

Humans crave connection.

Lessons in Community ...

Helping others gives us a sense of purpose and meaning.

Lessons in Community ...

You don't ever have to feel alone.

Lessons in Community ...

Representation matters.

Lessons in Community ...

COMMUNITY FIRST



gettyimages®
Joseph Labolito



Free Inclusive Stock Photos PetsAndPeoplePhotos.org

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The screenshot shows the website's main interface. At the top, there are navigation icons: a close button (X), a home button (house icon), and a minus sign. Below this is the title "PETS & PEOPLE PHOTOS: A STOCK LIBRARY" in bold blue text. Underneath the title is a subtitle: "Created for nonprofit & government animal well-being organizations, and FREE to use #ThankstoMaddie". A navigation menu includes links for HOME, START HERE, LEARN MORE, GALLERIES, ACCOUNT, CONTACT, and CART. A search bar with the placeholder text "Search Images" and a magnifying glass icon is positioned below the menu. The main content area features a grid of four featured images: 1) A close-up of a grey and white dog's face being held by a person. 2) A small white dog sitting on a person's lap. 3) A dog standing in a doorway looking out at a child. 4) A man walking a dog on a leash in a park. Each image has a "© HEARTS SPEAK" watermark. At the bottom of the screenshot, there are navigation arrows: a left arrow, a teal bar, a white bar, and a right arrow.

Collaboration between HeART's Speak & Maddie's Fund

Accurate and inclusive images of people & pets in our communities

Created for non-profit & government animal well-being organizations

The goal of this photo library is to increase inclusivity and provide a welcoming environment for all community members.
#ThankstoMaddie



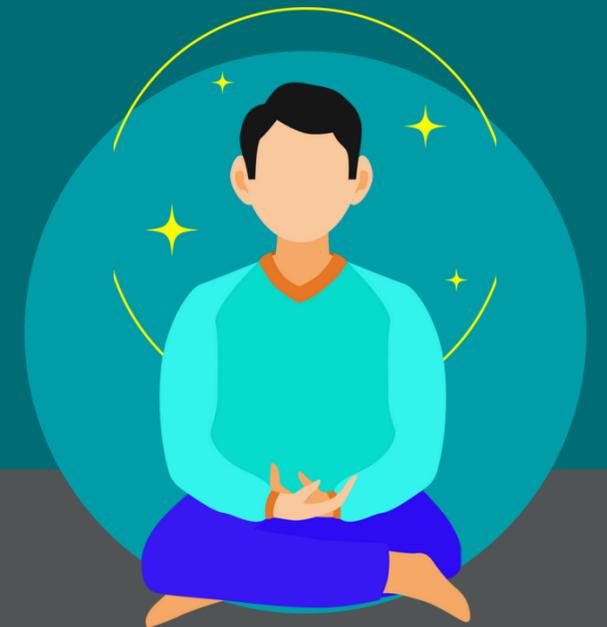
Focusing on Community ... to Lead Purposefully



**Improves quality
of life of a place
or the people in it**



**Builds a deeper
connection**



**Become a more
authentic version
of yourself**

Check in With Yourself Often

What values are important to you?

How has your community shaped you?

What communities that you belong to are important to you right now?

Find Ways to Create Community

How often do you participate in community events?

How are you making your community members feel?

How are you engaging with your community online and in-person?

How are you investing in your community?

...



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"There is no power for change greater than a community discovering what it cares about."

-Margaret Wheatley

Let's **Connect**



maddies.fund/communityconversations61223



charlotte@maddiesfund.org



[Linkedin.com/in/charlotteotero](https://www.linkedin.com/in/charlotteotero)