



Animal Welfare Leadership Roundup Friday, June 17, 2022

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Past Recordings on Maddie's Pet Forum

<https://forum.maddiesfund.org/communityconversations>

This Meeting's Recording on Maddie's Pet Forum

<https://maddies.fund/awleadershiproundup61722>

Friday meeting registration page

https://maddies.fund/Register_AWLeadershipRoundup

<https://us02web.zoom.us/meeting/register/tZEud-2orzMrHtLTuNo0GbrSNeCQlQkdWKAp>

Monday meeting registration link (for shelter staff and committed volunteers)

https://maddies.fund/Register_ShelterRescueSupport

https://us02web.zoom.us/meeting/register/tZUqc-6spj0jHtES3GWxrpaG6L3HcbMh_dCu

209 Attendees

Agenda

Host: Kristen Hassen, Maddie's® Director of American Pets Alive!, overseeing the Human Animal Support Services project, the Maddie's® Learning Academy, and AmPA!'s lifesaving initiatives

Question of the Day: How is organization/is your organization recognizing Juneteenth?

National Updates:

- Maddie's Fund Monthly Giveaways! Enter here for a chance to win CA\$H in a random drawing. Open to all who are watching live or on-demand! Be sure to enter each week you attend. <https://www.maddiesfund.org/friday-community-conversations-jun22-giveaway.htm>
- CARE is having a contest for Juneteenth! We are making a special shirt to celebrate with words that come to mind when people hear the word FREEDOM? We are going to take the words and put them on a shirt. If you want to participate, email equity@careawo.org with "Juneteenth" in the subject line and send us your one word.



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Anyone who sends a word gets entered into a drawing for one of the new shirts or a free REDI certification registration. Deadline for submission is June 22nd.

- Dr. Robertson, through the Journey You Own, is hosting free online meditation gatherings to create a supportive space to explore grounding practices. The next session will be on June 30th 5pm PST and will focus on loving-kindness practice. Everyone is welcome. The link to register is <https://us06web.zoom.us/j/84461222222>
- We have a webinar coming up on June 28th @ noon ET: FANCY FOOTWORK: PRACTICAL HANDLING AND TRAINING SOLUTIONS FOR THE ENTIRE SHELTER: <https://dogsplayingforlife.com/webinars/>
- The Return to Home Challenge kicks off promotion in July. Applications at the end of July, the Challenge itself is October 1-31.

Notes re: Text Programs:

- We've run a few text campaigns around advocacy, adoptions, and engagement. they have been successful. Let me know if you'd like to know more! Adrienne@lollypop.org
- <https://www.humananimalsupportservices.org/blog/shelter-started-lost-found-texting-program/>
- text-to-donate is built into Shelterluv software - happy to get you customer stories from those using it. you could apply that learning to any texting program. elena@shelterluv.com
- Texting data info: heather.kalman@americanpetsalive.org
- <https://simpletexting.com/>
- This video is about how one shelter is using text for foster-- both signing up and communicating with fosters: <https://drive.google.com/file/d/1esM8ZCdW3E4VHujlY8YH1bgJp-69Iz2M/view?usp=sharing>



Human Behavior

Pet goes missing:

1. People look outside/around their home and street
2. Drive around looking for their pet and ask neighbors
3. Check Nextdoor and lost and found groups
4. Will contact the shelter
5. Might visit the shelter 5-7 days after the pet goes missing

Finds a pet:

1. Try to catch the pet and put them in their car or take them home
2. Look for a collar or tag and call owner if possible
3. Drives the pet miles away from their neighborhood to the local shelter

Other Notes:

- Lost Pets billboards and lost/found social pods (in Spanish too)-
<https://brandfolder.com/s/bft7ntvs45fw7cqr73tnnx>
- Programs for Kids/Humane Education:
https://abcnews.go.com/WNT/video/students-write-letters-behalf-adoptable-animals-83821491?fbclid=IwAR0B4CIJr_wL8nFW_QE8ZYVhvUa5akOYtnIA7GBs_DlgLleT5IMY_OohMW1I
- Kids, Cats, and K9s - kids getting shelter/rescue animals adopted:
<https://www.facebook.com/groups/667574987790717>

Topic: Last week, we heard from Brent Toellner about the 2021 Best Friends dataset, and Jessica Arnold and the folks at Petfinder about the number of currently available pets. This week, we are going to focus on (1) what and (2) the best way we can ask the public for help as we balance transparency backed by data and effective, actionable messaging.

Melanie Sadek, CAWA, President at Valley Humane Society

Bio: <https://valleyhumane.org/aboutvhs/staff/>

Valley Humane Society has launched “Share the Care,” an initiative to bring everyone together to create lifesaving outcomes for California’s dogs and cats. Government, nonprofit groups, and community members each have an important role to play: public shelters provide a safe haven for found and unwanted pets; private shelters and rescues alleviate overcrowding, take on special cases, and help pets stay with their families; and community members are needed to



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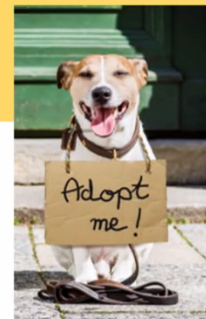
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adopt homeless animals and follow through on spaying or neutering any pets they've acquired through other sources. Share the Care recognizes that joining forces will have the biggest impact. Collaborating as a team and addressing the problem together will make a positive difference for companion animals in our communities and across the state. People who can't adopt can still help by promoting and encouraging pet adoption among their family, friends, and colleagues. Anyone wishing to participate can also share adoptable pet profiles from their local shelter on social media to spread the word. Visit valleyhumane.org for more information on how you can Share the Care and make a difference for shelter animals today!

For examples of Share The Care, you can visit valleyhumane.org, and particularly our social media. We also have a kit with press release and standardized statements that can be tweaked. Again, it can be tailored to YOUR situation and organization. Thanks for sharing the care with us and reach out if you'd like me to share those materials with you!! - Valerie Bishop, Content Marketing Manager, Valley Humane, vbishop@valleyhumane.org

WHY?

- Adoption inquiries decreased in mid-2021.
- The decrease was very obvious by January 2022.
- Evaluating the possible issues impacting adoptions:
 - No available homes for new animals
 - Barriers to adoption – hours of operation, application process, appointment-based adoption
 - Community Messaging – shelters ran out of adoptable dogs and puppies in 2020/2021
 - Online pet sales – Best Friends reported a 400% increase in online dog and cat sales from 2020 to 2021. Animal League Defense Fund reports California is the largest importer of dogs and cats.
 - Online purchases seemed acceptable because shelters didn't have adoptable animals readily available.



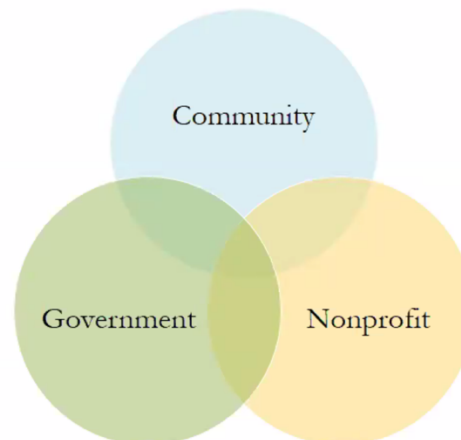


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COLLABORATION IN LIFESAVING

- All of our work and effort on the government/nonprofit side couldn't be effective without community support.
- Share the Care was created out of this work
- The campaign is focused on positive communication. Highlighting the efforts of all three groups and providing clear calls to action.
- Our primary focus today is adoptions.
 - Lifesaving is a team effort.. Please adopt. If you can't adopt, please adopt a shelter and help promote their animals and services. #Sharethecare
- In addition, we are ensuring our marketing matches the message:
 - What message are we sending through images?
 - How do we talk about shelter animals?
 - How do we communicate about our industry?



Chat:

10:57:25 From Kyle Simmons to Everyone:

This is my first time :)

10:57:45 From Steve Marrero-Director (Liberty County Animal Services) to Everyone:

Good morning from Liberty County Animal Services in Hinesville, Ga

10:58:25 From Sharon Fletcher to Everyone:

Lots and lots of foster goodness @Kyle Simmons!

10:58:59 From Darby Knox to Everyone:

Hi. This is Darby Knox from the Humane Society for Southwest Washington. Glad to be with you.

10:59:31 From Angela Chapman to Everyone:

Lebanon TN

11:00:34 From Steve Marrero-Director (Liberty County Animal Services) to Everyone:

Closed

11:00:35 From Ashley Woolnough to Everyone:

We are closed in observance.

11:00:49 From Amber Freiwald, Maddie's to Everyone:

How is organization/is your organization recognizing Juneteenth?

11:00:51 From Melissa Thibault to Everyone:

The ASPCA is closed in observance.

11:00:53 From Jan Steele to Everyone:

Closed in observance



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11:01:00 From Erika Leckington to Everyone:

Our city isn't recognizing it. They recognize Emancipation Day (last month).

11:01:14 From Angela Chapman to Everyone:

We're partially closed but also participating in a local Juneteenth event, sharing our mission

11:01:15 From Dylan Moore to Everyone:

In general, we are open on holidays, the rest of the town is closed it's a great time to capture potential adopters looking for something to do

11:01:26 From Karin Baker to Everyone:

not recognized, have not even heard any discussion about it

11:01:27 From Amber Freiwald, Maddie's to Everyone:

Question of the day: How is organization/is your organization recognizing Juneteenth?

11:01:27 From Mary Flores to Everyone:

Good Morning from Tucson AZ! Sol Dog Lodge and Training Center. We don't do anything special... the kennel is open 24/7.

11:01:36 From Darby Knox to Everyone:

We're recognizing Juneteenth on social media and our website. We are open for adoptions.

11:01:38 From Jennifer Federico to Everyone:

We are observing it (closed on Monday for observance / County holiday; shelter closing on Sunday as well since it is the actual holiday)

11:01:45 From Namiko Ota-Noveskey to Everyone:

Our county is recognizing it and courts will be closed. The rest will follow suit next year.

11:02:02 From Maria Saucedo to Everyone:

It's a holiday at HSUS

11:02:07 From Kendall Paul to Everyone:

We are already closed on Mondays. Will recognize on social media etc.

11:02:14 From Kelly Clardy to Everyone:

Maddie's Fund Monthly Giveaways! Enter here for a chance to win CA\$H in a random drawing: <https://www.maddiesfund.org/friday-community-conversations-jun22-giveaway.htm>
Open to all who are watching live or on-demand! Be sure to enter each week you attend!

11:02:17 From Nancy McKenney, Marin Humane to Everyone:

Closed/observing/informing staff about the history and purpose behind the holiday

11:02:30 From Jamie Case to Everyone:

love all of the Juneteeth love!

11:03:09 From Amber Freiwald, Maddie's to Everyone:

if you're just joining - let us know in the chat - Question of the day: How is organization/is your organization recognizing Juneteenth?

11:03:33 From Amy Schindler to Everyone:

it is a holiday

11:03:51 From Renee Gutierrez to Everyone:

It's not a recognized county holiday for us



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11:04:09 From Sheila Kouhkan to Everyone:

CARE is having a contest for Juneteenth! We are making a special shirt to celebrate with words that come to mind when people hear the word FREEDOM. We are going to take the words and put them on a shirt. If you want to participate, email equity@careawo.org with "Juneteenth" in the subject line and send us your one word. Anyone who sends a word gets entered into a drawing for one of the new shirts or a free REDI certification registration. Deadline for submission is June 22nd.

11:04:44 From Amber Freiwald, Maddie's to Everyone:

Thanks @sheila!

11:04:56 From Kathleen Summers to Everyone:

The pet industry (AKC, Petland, etc.) has been aggressively pushing a misleading "impending dog shortage" message to lawmakers and the public. We urgently need to counteract the misleading and dated data with the reality of 2022.

11:05:50 From Robin Vincent to Everyone:

Dr. Robertson, through the Journey You Own, is hosting free online meditation gatherings to create a supportive space to explore grounding practices. The next session will be on June 30th 5pm PST and will focus on loving-kindness practice. Everyone is welcome. The link to register is <https://us06web.zoom.us/join/91234567890>

11:06:33 From Amber Freiwald, Maddie's to Everyone:

Melanie Sadek, CAWA, President at Valley Humane Society;

Bio: <https://valleyhumane.org/aboutvhs/staff/>

11:06:51 From Amber Freiwald, Maddie's to Everyone:

Last week, we heard from Brent Toellner about the 2021 Best Friends dataset, and Jessica Arnold and the folks at Petfinder about the number of currently available pets. This week, we are going to focus on (1) what and (2) the best way we can ask the public for help as we balance transparency backed by data and effective, actionable messaging.

11:07:24 From Amber Freiwald, Maddie's to Everyone:

thanks @robin!

11:07:51 From Amber Freiwald, Maddie's to Everyone:

This meeting is being recorded. Find past recordings and links from the chat within 24 hours on Maddie's Pet Forum: <https://forum.maddiesfund.org/communityconversations>. After the call you'll be able to find this meeting's recording (3/14) here: <https://maddies.fund/awleadershiproundup61722>

11:08:33 From AIMEE SADLER to Everyone:

We have a webinar coming up on June 28th @ noon ET: FANCY FOOTWORK: PRACTICAL HANDLING AND TRAINING SOLUTIONS FOR THE ENTIRE SHELTER: <https://dogsplayingforlife.com/webinars/>

11:09:01 From Amber Freiwald, Maddie's to Everyone:

thanks @aimee!

11:09:22 From Kathleen Summers to Everyone:



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The pet industry is using dated/unsound numbers to claim there will be a dog shortage so that they can push bills that support puppy mills and mass breeding.

11:11:07 From Isabelle Côté to Everyone:

How was the increase in online sale of animals measured or estimated? Are online sales regulated or monitored in California?

11:11:37 From Kathleen Summers to Everyone:

People with more than 5 breeding females are supposed to be licensed by USDA if they sell online sight-unseen. But many fail to get a license.

11:12:13 From Kathleen Summers to Everyone:

Sorry, 5 or more intact females.

11:12:14 From Erika Leckington to Everyone:

Not sure about everyone else but we don't see the designer mixes and purebreds from puppy mills. Our puppy numbers continue to decline too. We mostly receive medium/large adolescent mixed breeds (mostly of the blocky head and shedding variety).

11:12:19 From Gary Weitzman to Everyone:

Great job Melanie! This is terrific.

11:12:58 From Maria Saucedo to Everyone:

In Pets for Life communities the percentage of pets acquired from online sales has not risen at all

11:13:11 From Kim Staton to Everyone:

Us too. We have potential adopters leave upset because we don't have a lot of small breed dogs or puppies. We are filled with big-headed dogs!

11:13:18 From Debra Fair to Everyone:

Love the reach strategy message to get the community to share adoptable animals. Great presentation Melanie.

11:14:38 From Steve Marrero-Director (Liberty County Animal Services) to Everyone:

I can use this campaign

11:14:44 From Kathleen Summers to Everyone:

I understand the puppy mill dogs aren't directly pouring into the shelters, but the pet industry's storyline is problematic because they use it to push laws that are harmful to shelters. For example, they pushed the law that ended the import of dogs from many countries. This really hurt Ukrainians who were trying to flee with their pets, for example.

11:14:53 From Sharon Fletcher to Everyone:

Yes, Melanie! Continuing to speak with and listen to the community every day is important to when you need extra help, you will have it. Creating a long term relationship with your community helps you when a crisis occurs. If you only communicate crisis messaging, the community may feel their donations are not working or it's a no-win situation and shelters are filled with problems. Engaging the community to take steps like sharing animals from their favorite shelter is wonderful.

11:15:27 From Sharon Fletcher to Everyone:

@Melanie - please post this presentation with a post in Maddie's Pet Forum for everyone



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11:15:27 From Isabelle Côté to Everyone:

Some shelters have reported the opposite problem: people coming in to see and pet animals without intention to adopt. This also use up already scarce resources.

11:15:40 From Nancy McKenney, Marin Humane to Everyone:

Nice job Melanie! We're lucky to have you in Northern CA

11:17:04 From Jessica Des Lauriers to Everyone:

This is wonderful - I think it would be great to partner this campaign with "The First 48"

11:17:12 From Chalan Lowry to Everyone:

yes

11:17:12 From Kira Robson to Everyone:

Great idea!! Love it

11:17:13 From Elena Bicker to Everyone:

Woohoo 🎉 Melanie!

11:17:16 From Debra Fair to Everyone:

I think the National Orgs can help share on social.

11:17:19 From Jan Steele to Everyone:

Great - I'd love to use this!!!

11:17:22 From Ashley Woolnough to Everyone:

Love it

11:17:27 From Stacie Voss to Everyone:

I like the positivity

11:17:29 From Terri McKendry to Everyone:

Great- love this

11:17:32 From Renee Gutierrez to Everyone:

I think it's great. Unity and universal language are what we need

11:17:32 From Mary Ann Magana to Everyone:

yes, this is a great universal message

11:17:34 From Gary Weitzman to Everyone:

love it!

11:17:34 From Lauralei Combs to Everyone:

Love it, let's do it!

11:17:44 From Augusta Farley to Everyone:

Yes. I like the work together aspect.

11:17:56 From Emily wood to Everyone:

So positive! And can tailor the call(s) to action on the individual organizational needs...

11:18:12 From Robert Gruhl to Everyone:

Sounds like a good place to start!

11:18:31 From Mary Flores to Everyone:

this makes more sense to me than sadverrtising... love that term. I think this can be crafted to fit many types of situations.

11:18:38 From Jen Brause to Everyone:



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I think as a national message it's right. Then locally you can decide if you need to say more with your local news

11:18:47 From Debra Fair to Everyone:

Agree Jen.

11:18:52 From Kathleen Summers to Everyone:

Agree, for people who are undecided about adoption, knowing euthanasia are happening will get them off the fence.

11:18:58 From Kate McHugh-Westfall to Everyone:

Agree Jen!

11:19:01 From Robert Gruhl to Everyone:

I cannot support using euthanasia as a strategy to message either nationally or locally

11:19:14 From Augusta Farley to Everyone:

Do you think having euth dates still be present but message to community is more how to help. Rescues are important, but they aren't the only solution.

11:20:12 From Melissa Thibault to Everyone:

Thank you, Melanie

11:20:14 From Chalan Lowry to Everyone:

a starting point is better than nothing at all

11:20:17 From Jeff Okazaki to Everyone:

This is a structural problem, the pandemic created a wave of adoptions and an increase in breeding, there are too many animals, and a set of good messaging is not going to solve that problem. If we want to do this, the best messaging will be possible, help with the intake problem, and not put messaging out there that will leave people with a lasting impression that shelters will euthanize.

11:20:17 From Kenzie Whalen-Dunn to Everyone:

Is there an ideal ratio of positive vs plea messaging?

11:20:22 From Terri McKendry to Everyone:

We have a successful behavior program and can help with behavior dogs- reach out to me if you need transport help

11:21:21 From Bob T - Williamsburg to Everyone:

Is the reason for the increase in intakes due to the economy? People can't afford pets now? Is there a way to find funding to offset the cost of pet ownership?

11:21:36 From Sharon Fletcher to Everyone:

Ask your community what will motivate them.

11:21:56 From Joanna Miller to Everyone:

You are doing awesome work Steve!

11:22:36 From Bob T - Williamsburg to Everyone:

Hi Kay. Good to see you.

11:22:48 From Melanie Sadek to Everyone:

The Share the Care campaign focus allows each region to highlight what is most important to you.

11:23:50 From Connie Kile to Everyone:



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Is there any data that shows if the "advertising" works?

11:24:06 From Nancy McKenney, Marin Humane to Everyone:

I would think that sharing and caring sound universal though

11:24:55 From Gary Weitzman to Everyone:

I agree with Nancy!

11:25:05 From Jen Brause to Everyone:

Saying animals are going to die, those that are unable to help by adopting/fostering will likely be turned off from helping you in other ways because they will no longer want to associate with you, or they emotionally can't be associated. It needs to be a message of hope and collaboration with the urgency clear, but not straight out saying we are going to kill these if you don't adopt.

11:25:14 From kristen hassan to Everyone:

I agree too it's a great universal message

11:25:43 From Nancy McKenney, Marin Humane to Everyone:

Has anyone done a community survey lately—to find out their impressions and awareness about your org and to ask the community what issues or animal needs they have?

11:26:24 From Connie Kile to Everyone:

Thank you, Lynne.

11:26:29 From Kelly Clardy to Everyone:

If you just joined, don't forget to enter for a chance to win money from Maddie's Fund! Fill in the contest entry form here: <https://www.maddiesfund.org/friday-community-conversations-jun22-giveaway.htm>. Open to all who are watching live or on-demand! Be sure to enter each week you attend!

11:26:33 From Kate McHugh-Westfall to Everyone:

Thank you, Lynne!

11:27:03 From Alexis Pagoulatos to Everyone:

I think we are dealing with a unique time too due to collective national exhaustion with all of these huge problems like COVID, politics, inflation, economic hardship, etc. I think for the message to resonate, we have to have a specific call to action that is actionable by average people who care. Another huge problem that they can't control. I fear will be tuned out in ways we haven't seen in the past.

11:27:22 From Emily wood to Everyone:

Messaging during the pandemic worked because we threw a wide net - anyone could help, anyone could foster a dog. Euthanasia messaging reaches a small number of people, likely folks who would listen to any call for help. How do we get more people involved? Many hands make light work!

11:27:28 From Heather Kalman to Everyone:

Has anyone used TEXT messaging/SMS to connect with outcome partners in a different way? Photo, video content, etc.

11:28:02 From Kathleen Leary to Everyone:

I'm a brick and mortar with no contracts. I am beyond full. Adoptions are down, donations are down, and surrenders and returns are just flowing in. I have never in all my years



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dealt with something like this. About 80% of the dogs in my care are dog, cat and kid friendly and I can't move them.

11:28:54 From Valerie Bishop to Everyone:

For examples of Share The Care, you can visit valleyhumane.org, and particularly our social media. We also have a kit with press release and standardized statements that can be tweaked. Again, it can be tailored to YOUR situation and organization.

Thanks for sharing the care with us and reach out if you'd like me to share those materials with you!!

- Valerie Bishop, Content Marketing Manager, Valley Humane,
vbishop@valleyhumane.org

11:29:08 From Kim Staton to Everyone:

I think to some extent the messaging depends on your location and your community's overall perception of your shelter. We don't use euthanasia in our messaging per se' but we also operate with tremendous transparency about the fact that animals are sometimes euthanized here. I am not sure "national messaging" will work in every community due to the uniqueness of each.

11:29:26 From Kendall Paul to Everyone:

It's not either or. We need to be transparent while still instilling hope. We have always shared our numbers and expressed the need, but we find positive ways to promote how people can help. People will stop paying attention if it seems like there is no hope.

11:31:01 From Nancy McKenney, Marin Humane to Everyone:

Watch puppyspot.com

11:31:04 From Debra Fair to Everyone:

Melanie would love to join the group.

11:31:27 From kristen hassen to Everyone:

That's so great Deb we will send out an email after this!

11:31:39 From Isabelle Côté to Everyone:

Could legislative changes help with this problem? (ex. better regulation of puppy mills?)
Has any state had any success with this?

11:31:59 From Hope Winograd to Everyone:

Melanie I would love to participate in the group

11:32:05 From Renee Gutierrez to Everyone:

It would be nice if Best Friends could speak about this messaging at next month's conference.

11:32:20 From Jacob Wallace to Everyone:

'Please count me for this group

11:33:07 From Augusta Farley to Everyone:

In Stanislaus there has never been a message going out to the community. So THAT needs to be added.

11:33:19 From Maria Saucedo to Everyone:

Yes, Isabelle. That's been an ongoing project for a while. It's slow going though.

11:33:33 From Ashley Woolnough to Everyone:



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I'd like to be in the group as well

11:33:35 From Angela Chapman to Everyone:

2 thoughts: 1) the rescue message is one that everyone in the community seems to understand & want to support but often folks come to us for a rescue but don't realize shelters often don't have the type dog they want immediately, the instant gratification piece is a challenge 2) housing/economy seem to be the biggest barriers in our area...people are either not allowed to have pets or if they are there are so many restrictions, the adoption options are very limited

11:33:39 From Kasey Spain to Everyone:

Jacob can go in front of me!

11:34:28 From Robert Gruhl to Everyone:

Superb comments Angela ... that is our reality, as well.

11:34:34 From Alexis Pagoulatos to Everyone:

If we do a national adoption event, I'd love to also see a national donation day too to address the chronic funding shortages to fix some of our challenges that can be solved with funding.

11:34:54 From Jamie Case to Everyone:

I think data is important to see exactly WHY animals are coming in. What life events/crisis are causing animals to enter the system. I am encouraged that the Human Animal Support Services Project is trying to standardize intake reasons so we can see clearly the human elements of why animals are coming in.

11:35:38 From kristen hassan to Everyone:

That's an excellent idea Alexis

11:35:50 From Bob T - Williamsburg to Everyone:

Has anyone studied the effects of the economy on intakes?

11:35:52 From Alexis Pagoulatos to Everyone:

Like the Betty White day was AMAZING

11:36:11 From kristen hassan to Everyone:

I think as part of this - we need to give guidance to shelters on removing barriers to maximize impact of this.

11:36:46 From Jamie Case to Everyone:

With one of the main barriers being judgement.

11:36:53 From Robert Gruhl to Everyone:

Completely agree, Jamie, the data is critical to understand where these dogs are coming from.

11:36:54 From Arin Greenwood to Everyone:

those breeders have done good branding

11:37:00 From Connie Kile to Everyone:

Agreed, Kristen. Many orgs still have barriers that are preventing animals from finding homes

11:37:03 From Stacie Voss to Everyone:



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Access to vet care is a big deal right now and a reason people are surrendering and not adopting. If you can't get into a vet for 1-2 months, that's terrifying!

11:37:51 From Heather Kalman to Everyone:

We need better strategies to discuss shelter pet behavior and training perception - speaking to the breeder waitlists for certain breeds/types

11:37:58 From Andrew Rowan to Everyone:

The available data do not indicate that the economic situation affects shelter intakes and outcomes. The US Commerce department data on consumer expenditure (1950 to the present) does not show any downturn in expenditures on pets during recessionary periods.

11:37:59 From Jacob Wallace to Everyone:

Great point Kasey

11:38:00 From Melanie Sadek to Everyone:

Messaging fatigue is a thing.

11:38:00 From Jamie Case to Everyone:

Imagine if we solved lost pets coming into the shelter!

11:38:06 From Emily wood to Everyone:

Rebranding as LOST - so important! Preach, Kasey!

11:38:09 From Jen Brause to Everyone:

I love that, Kasey!!! Getting that message out would be fantastic!!

11:38:16 From Samantha Polen to Everyone:

ESPECIALLY CATS!

11:38:21 From Connie Kile to Everyone:

Lost pets vs Stray pets!!!

11:38:28 From Jamie Case to Everyone:

It's something we can all agree on AND can tackle as a community

11:38:34 From Steve Marrero-Director (Liberty County Animal Services) to Everyone:

Great point Kasey!!

11:38:35 From Erika Leckington to Everyone:

Yes, Kasey! The vast majority of our adoptable animals were stray!

11:38:53 From Sharon Fletcher to Everyone:

Feature your lost /found pets on your local broadcast stations...ask the community to help get them home.

11:38:59 From Mary Ann Magana to Everyone:

YES! Return to Home messaging

11:39:00 From Melanie Sadek to Everyone:

Lost vs Abandoned. Share the message

11:39:00 From Sharon Fletcher to Everyone:

Love that Kasey

11:39:22 From Melanie Sadek to Everyone:

Change the message is what I meant to write.

11:39:23 From Jen Brause to Everyone:

YES Kristen, all 3 of those!



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11:40:00 From Augusta Farley to Everyone:

Prevention has to be part of the message. Strays, vet care, foster boarding in messaging.

11:40:12 From Sharon Fletcher to Everyone:

The Return to Home Challenge kicks off promotion in July. Applications at the end of July, the Challenge itself is October 1-31.

11:40:13 From Jan Steele to Everyone:

Andrew: many of our owner surrenders are noting it's because they can't afford the vet care and/or that they are having to move to a smaller place that doesn't allow pets due to the economy. So, it looks like the wealthier folks are spending more on pets, but the less wealthy are giving them up (at least here in S. Florida).

11:40:43 From Melanie Sadek to Everyone:

I LOVE it, Jacob!!! We've had so much success in the CA legislature just being fact based.

11:40:44 From Kasey Spain to Everyone:

good reminder Sharon!

11:40:57 From Morgan Talluto to Everyone:

Yes Jacob!

11:41:00 From Kathleen Summers to Everyone:

Agree, Jan. Regardless of consumer spending numbers, evictions definitely impact shelter intake and reduced adoptions too.

11:41:06 From Emily Sprong to Everyone:

Yes Jacob!

11:41:13 From Lynne Stott to Everyone:

A memorial minute for pets that didn't make it out might bring to light the situation without creating the anxiety that e list posting

11:41:31 From Amber Freiwald, Maddie's to Everyone:

This meeting is being recorded. Find past recordings and links from the chat within 24 hours on Maddie's Pet Forum: <https://forum.maddiesfund.org/communityconversations>. After the call you'll be able to find this meeting's recording (3/14) here: <https://maddies.fund/awleadershiproundup61722>

11:41:40 From Robert Gruhl to Everyone:

One of the biggest problems in animal welfare continues to be people not operating from OR believing in a shared set of facts

11:41:57 From Jacob Wallace to Everyone:

That has to change

11:42:15 From Heather Kalman to Everyone:

Has anyone used TEXT messaging/SMS to connect with outcome partners in a different way? Through photo or video content, etc.

11:42:24 From Hope Winograd to Everyone:

And...w/Mental health being so important, use the human animal bond & unconditional love as a method to help adoption rates

11:42:33 From Maria Saucedo to Everyone:

We use texting in PFL sometimes. But it's pretty complicated



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11:42:45 From Christopher Fitzgerald to Everyone:

I recommend Beyond Cages by Justin Marceau for a critical assessment of animal law and punishment...<https://bookshop.org/books/beyond-cages/9781108405454>

11:42:49 From Alexis Pagoulatos to Everyone:

Greenville County Animal Care did a lost and found pets texting program

11:42:54 From Kelly Duer to Everyone:

This video is about how one shelter is using text for foster-- both signing up and communicating with fosters: <https://drive.google.com/file/d/1esM8ZCdW3E4VHujlY8YH1bgJp-69Iz2M/view?usp=sharing>

11:43:02 From Amber Freiwald, Maddie's to Everyone:

TEXT for lost pets is huge

11:43:15 From Lynne Stott to Everyone:

E messaging can be opt in

11:43:18 From Karla Pan to Everyone:

we use text messaging for our vet assistance programs and pet re-homing as well as public spay/neuter

11:43:27 From Jamie Case to Everyone:

Yesterday, we were discussing as a team really tapping into the younger generation and using technology to get to them. I think we need to consider this too when we create the plan

11:43:27 From Gina Burrows to Everyone:

I know some places have used it for lost pets, but I'm not sure about transfer.

11:43:30 From Adrienne McHargue to Everyone:

We've run a few text campaigns around advocacy, adoptions, and engagement. they have been successful. Let me know if you'd like to know more! Adrienne@lollypop.org

11:43:39 From Connie Kile to Everyone:

Arin Greenwood just interviewed a shelter using Texting for lost & found pets. It was a great article!

11:43:42 From Jacob Wallace to Everyone:

Are there any podcast that we can frequently discuss these issues?

11:43:51 From Amber Freiwald, Maddie's to Everyone:

thanks @adrienne

11:43:52 From Karla Pan to Everyone:

We use simplytexting for an automated lost pet program

11:43:55 From Heather Kalman to Everyone:

TikTok opportunity!!

11:44:12 From Melanie Sadek to Everyone:

Doesn't Front Street in Sacramento use TEXT for RTO?

11:44:30 From Amber Freiwald, Maddie's to Everyone:

<https://simpletexting.com/>

11:44:43 From Jacob Wallace to Everyone:

That's a major key Steve

11:44:43 From Adrienne McHargue to Everyone:



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We also use the text program for lost and found - adoption of that resource is lackluster.

11:44:54 From Heather Kalman to Everyone:

Google Voice also has a great option!

11:45:09 From Jacob Wallace to Everyone:

If we are able to get into schools the change can be generational

11:45:16 From Alexis Pagoulatos to Everyone:

<https://www.humananimalsupportservices.org/blog/shelter-started-lost-found-texting-program/>

11:45:28 From Dr. Carley Faughn to Everyone:

Roots and Shoots is amazing! I used to run a group in Louisiana

11:45:47 From Elena Battles to Everyone:

text-to-donate is built into Shelterluv software - happy to get you customer stories from those using it. you could apply that learning to any texting program. I have to run to another meeting - would you mind emailing me at elena@shelterluv.com so I don't forget? thanks!

11:45:52 From Kasey Spain to Everyone:

I have talked to many shelters who say owners take 5-7 days to come look at the shelter for their lost pet. They're doing MANY things to look for the pet in their neighborhood first.

11:45:53 From Nancy McKenney, Marin Humane to Everyone:

Marin Humane done the Roots and Shoots program for DECADES

11:46:15 From Heather Kalman to Everyone:

Yes!! Thank you all!! My email as well for texting data info:

heather.kalman@americanpetsalive.org

11:46:21 From Alexis Pagoulatos to Everyone:

Some donor software programs also have texting programs like Salsa, although we are just starting to look into the capabilities. It would be nice to be able to see click through rates

11:47:13 From Kendall Paul to Everyone:

We are getting ready to put up a billboard and start some social media promotion about our adoption process and the ease of it. So many people believe it is very hard to adopt from a shelter and it is from a lot of places. We are showing that we will help find the right pet for you.

11:47:23 From Nancy McKenney, Marin Humane to Everyone:

Oops, Marin Humane HAS done the program, I meant to type. It's a great part of our humane education offerings

11:47:40 From Melissa Thibault to Everyone:

This may be a crazy thought...I was actually wondering if there was any way that we could enlist breeders as a partner in this endeavor. may sound crazy, but they have lists of people who are looking to acquire an animal (usually a dog). Even if it's limited to recommending their local shelter if they cannot accommodate a request. I'm not suggesting this instead of any other message, but perhaps reaching out to breeders should be part of the call-out.

11:47:47 From kristen hassan to Everyone:



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that is so cool Kendall can you share that with us on a future call? email me at kristen.hassen@americanpetsalive.org

11:48:31 From Kendall Paul to Everyone:

Of course.

11:48:39 From Kasey Spain to Everyone:

Something to think about

11:49:19 From Sarah Autrey to Everyone:

I know many people do find rescuing to be limiting, many rescues will limit based on home size, back yard, etc. I know many people who have gone to breeders because rescues were so limiting on what they would allow. And personally, I find the rules put in place aren't always needed

11:49:27 From Kate McHugh-Westfall to Everyone:

Thank you, Bob!

11:49:34 From Bob T - Williamsburg to Everyone:

<https://www.facebook.com/groups/667574987790717>

11:50:10 From Maria Saucedo to Everyone:

Yes, that's a huge problem Sarah. Way too many restrictions and hoops to jump to through

11:50:19 From Bob T - Williamsburg to Everyone:

https://abcnews.go.com/WNT/video/students-write-letters-behalf-adoptable-animals-83821491?fbclid=IwAR0B4CIr_wL8nFW_QE8ZYVhvUa5akOYtnIA7GBs_DlgLleT5IMYOohMW1

11:50:59 From Heather Friedman to Everyone:

Lost Pets billboards and lost/found social pods (in Spanish too)-
<https://brandfolder.com/s/bft7ntvs45fw7cqr73tnnx>

11:51:36 From Heather Kalman to Everyone:

Sharing email again re any texting data! heather.kalman@americanpetsalive.org

11:51:59 From Susan Austin to Everyone:

We have no low income housing and what we had has been bought by institutional investors and they are evicting pet owners. - and there are few rentals that allow pets. national allow pets in rentals would be great too!

11:52:11 From Kasey Spain to Everyone:

Thank you, Heather! Yall are doing such MODEL work!

11:52:34 From Heather Kalman to Everyone:

Thank you too, Kasey!! The texting article speaks so well to this!

11:53:44 From Jamie Case to Everyone:

LOVE THAT!

11:54:01 From Dr. Carley Faughn to Everyone:

She is great

11:54:06 From Heather Kalman to Everyone:

She's amazing!

11:54:08 From Kasey Spain to Everyone:



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It might not work if just one org does a message but think the power it would have if we ALL did it together!

11:54:09 From Elisabeth Manwiller to Everyone:

Yes! she is wonderful!

11:55:30 From Melanie Sadek to Everyone:

We are dealing with a swing of the pendulum. We saw the positive in 2020, now the opposite. We'll even out again. We'll get through this!

11:55:57 From Kasey Spain to Everyone:

<https://heartsspeak.org/communications-kit-lost-pet-reunification/>

11:56:23 From Kelly Clardy to Everyone:

Remember to enter for a chance to win money from Maddie's Fund! Complete the entry form here: <https://www.maddiesfund.org/friday-community-conversations-jun22-giveaway.htm>. Open to all who are watching live or on-demand! Be sure to enter each week you attend!

11:56:28 From Heather Kalman to Everyone:

Thank you!!

11:56:36 From Nancy Cullins to Everyone:

Absolutely! I want to help any way I can

11:57:17 From Heather Kalman to Everyone:

Kasey/Jamie do we have the HASS texting article link again

11:57:50 From Jamie Case to Everyone:

Go to a Juneteenth celebration!

11:57:50 From Melanie Sadek to Everyone:

It is a holiday for Valley Humane!

11:57:51 From Susan Austin to Everyone:

Thank you all for great ideas!

11:57:52 From Jamie Case to Everyone:

They are amazing!

11:57:55 From Heather Kalman to Everyone:

<https://www.humananimalsupportservices.org/toolkit/lost-pet-text-platform-recommendations/>

--- End---