**Past Recordings on Maddie’s Pet Forum:**

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

**This Meeting’s Recording:**

* This Meeting’s Recording on Maddie’s Pet Forum: <https://maddies.fund/ShelterRescueSupportCall22822>
* Maddie’s Fund Box Link to Recording File:

<https://maddiesfund.box.com/s/mtyfojibwakmwm7jbuu99sb00zhicvzp>

**Monday Meeting Registration Link (for shelter staff and committed volunteers)**

* <https://maddies.fund/Register_ShelterRescueSupport>
* <https://us02web.zoom.us/meeting/register/tZUqc-6spj0jHtES3GWxrpaG6L3HcbMh_dCu>

**Friday Meeting Registration Page**

* <https://maddies.fund/Register_AWLeadershipRoundup>
* <https://us02web.zoom.us/meeting/register/tZEud-2orzMrHtLTuNo0GbrSNeCQlQkdWKAp>

**168 Attendees**

**— — —**

**Agenda**

* **Welcome – Bobby Mann**

[bobby.mann@americanpetsalive.org](mailto:bobby.mann@americanpetsalive.org)

Good morning, folks! Bobby Mann, I'm the Maddie's Human Animal Support Services Pilot Director, so honored to be co-hosting.

Introduce Amber Freiwald, Maddie’s Fund,new co-host on this call:

Question of the day: For folks who have pets, or many, think of a pet and tell us, if they could call you on your cell phone, what would their ringtone be?

Intros of a few new attendees

* **Mary's Monday Motivation**

Want to thank you all - I'm not sure I ever say that enough to you. Just how much you all mean to me to be able to be part of this. I've been going through some personal things, and being able to look at all your faces, and to be part of this, really gives me strength. And more importantly, you all give me hope. We cannot have enough hope. All we have to do is look at the news to see that pretty much the world is going crazy.

So as we look at what we're trying to do in our own communities, I want to urge everybody if you didn't have a chance on Friday to hear the Friday call I would definitely go to the Forum and listen to it - 2 of our friends on the Friday Call, Mike Kylie and Bradshire talked about something that I think is really important as we try to figure out what the distribution of animals look like what's happening in the communities, and where are people getting their pets. And really, what role will shelters play going forward? And I learned something new.

On Friday I learned about this thing called the *The Shirky Principle*: that basically sometimes the organizations that have been created to solve a certain problem are so focused on the problem instead of the solution that they tend to perpetuate the problem. So you have to really, really break it down and think about it. And I've had a lot of time this weekend to really think about what that means. But I think it's really key to sort of who we are in animal welfare, and what we've tried to do for so many decades. And now, as we start to really think about as we all can say both ends of the leash, and really think about what's happening in our communities, the reality of that is we're really not going to know what's happening in our communities if we just stay in our shelters, or in our rescue groups or our own lane. We're gonna have to really step out and do some things that maybe are uncomfortable, scary and may not actually give you the kind of results that you're hoping for initially. But as we know from having to potty train many puppies, there are a lot of accidents before we actually get to the place where it all kind of works out.

As Jim Tedford often says, we are animal people. We can change the world, and let's face it, these days the world means a lot of changing. So I hope you all have a good week, and again I want to thank you all for being here. I draw from your strength and that really helps.

**Last Friday’s call recording (2/25)** – watch here <https://maddies.fund/awleadershiproundup22522>

**Previous Calls:** <https://forum.maddiesfund.org/communityconversations>

It’s the end of the month - almost time again for **Maddie’s Fund Monthly Giveaways!** Enter here for a chance to win CA$H in a random drawing:

<https://www.maddiesfund.org/monday-community-conversations-feb22-giveaway.htm>

Open to all who are watching live or on-demand! Be sure to enter each week you attend!

* **National Updates**

**Maddie’s Million Pet Challenge - March Fourward: The Future Is 4** – this Friday March 4 @12n Pacific Register: <https://maddiesfund-org.zoom.us/webinar/register/WN_TpCFmG6YQoerScTGYVyxzQ>

**February 28 - March 7, 2022: Maddie's Fund is launching the We Foster Challenge, with a chance at $210,000 in grant prizes** <https://www.maddiesfund.org/we-foster-challenge.htm>

[Amber Eby] [grants@maddiesfund.org](mailto:grants@maddiesfund.org)

If you didn’t get a chance to check out the **February Comms Kit from HeARTs Speak and HASS, here’s a link to our Keeping Families Together kit** <https://heartsspeak.org/keeping-families-together/>

We’ll drop a new kit this Thursday, on communicating about cats!

[Stacy LeBaron] (Talking about veterinary shortage and technicians, and hiring) Shout out and a reminder that you can get the recordings to the **United States Alliance**’**s** **Online Conference** by going to the community cats podcast website: <https://www.communitycatspodcast.com/>

[Stacy LeBaron] **Trappers Certification Workshop**, which is held the first Saturday of every month in partnership with Neighborhood Cats. **March 5th** is going to be our next TNR certification workshop session, and we do work with organizations that want to provide scholarships for geo-targeted areas as well as organizations that want to provide benefits like: free spay, neuter appointments or discounted spay neuter appointments or free trap rental, etc. USA Scholarship Link: <https://forms.gle/Z2rDvxTBCVXnwAVX9>

**Stacy LeBaron:** [stacy@communitycatspodcast.com](mailto:stacy@communitycatspodcast.com)

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**Session One:** Kim George, Executive Director of [Kane's Krusade](https://kaneskrusade.org/), will discuss the principles of Pet Family Advocacy(TM), an innovative, compassionate movement keeping pet families together since 2011. The movement targets the common reasons people surrender their dogs by providing Canine Assistance, Resource and Empowerment Kits (C.A.R.E.) Kits including food, equipment, vet care assistance, spay/neuter and dog training directly to special needs pet families in their homes. Through their Pet Family Housing Initiative, Kane's Krusade links pet families with dog-inclusive landlords and assists with landlord/tenant issues related to emotional support and service animals.

**Kim George Bio:**<https://kaneskrusade.org/our-team/>

**kim@kaneskrusade.org**

**Kane's Krusade:** <https://kaneskrusade.org/>

**Canine Assistance, Resource and Empowerment Kits (C.A.R.E.) Kits:** <https://kaneskrusade.org/pet-food-assistance/>

## **Pet Family Advocacy™ model:** <https://kaneskrusade.org/about/>

[1. We operate from one simple premise: have we done all we can do to keep this pet home?](https://kaneskrusade.org/about/)

[2. We actively create ways to see people as part of the solution, not the problem.](https://kaneskrusade.org/about/)

[3. Direct engagement in communities and under-served neighborhoods is essential.](https://kaneskrusade.org/about/)

[4. We find solutions, not fault.](https://kaneskrusade.org/about/)

[5. Empowering people creates long term solutions.](https://kaneskrusade.org/about/)

[6. Kindness is not mistaken for weakness.](https://kaneskrusade.org/about/)

[7. Collaborating and leveraging resources maximizes impact.](https://kaneskrusade.org/about/)

[From Bobby] Join the Community Engagement Job-Alike and we will spend a whole hour with Kim! <https://hass-net.americanpetsalive.org/job-alikes>

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**Session Two**: Learn how [KC Pet Project](https://kcpetproject.org/) is using new forms of media like TikTok, Reels, and other social media strategies to expand their reach to more than 3 million followers, connect with younger generations, and even bring in donations for their organization. Katie Grissum, Communications and Design Coordinator at KC Pet Project, and Tori Fugate, Chief Communications Officer, will present tips, tricks, and strategies for creating effective content through storytelling that any organization can use to bring in meaningful results.

**Tori Fugate Bio:** <https://kcpetproject.org/about/leadership/tori-fugate/>

**KC Pet Project:** <https://kcpetproject.org/>

[Tori.Fugate@kcpetproject.org](mailto:Tori.Fugate@kcpetproject.org)

[Katie.Grissum@kcpetproject.org](mailto:Katie.Grissum@kcpetproject.org)

**How to Create a TikTok Video:** <https://www.youtube.com/watch?v=lLnAbd0LMeE>

**How to PDF** attached!

Check out these awesome examples:

* **Simon 77.3 million views:** <https://www.tiktok.com/@kcpetproject/video/6973821067471113478?is_copy_url=1&is_from_webapp=v1&lang=en>
* **Bran 2.9 million views:** https://www.tiktok.com/@kcpetproject/video/7039146530552450310?is\_copy\_url=1&is\_from\_webapp=v1&lang=en
* **Long Stay Dogs 3.3 million views:** <https://www.tiktok.com/@kcpetproject/video/7057330202694733103?is_copy_url=1&is_from_webapp=v1&lang=en>

# **Steal This Idea: How KC Pet Project Raised $10k From One TikTok Video:**

<https://www.humananimalsupportservices.org/blog/how-kc-pet-project-raised-10k-from-one-tiktok-video/>

[From Bobby] Great way for nonprofits to get **Adobe software** for VERY cheap: <https://www.techsoup.org/adobe>

            

**CHAT SESSION**

10:59:33 From Amber Freiwald, Maddie's to Everyone: good morning everyone!

11:00:46 From Amber Freiwald, Maddie's to Alison Gibson (she/her)(Direct Message):

**This meeting is being recorded. Find the recording and links from chat resources within 24 hours on Maddie’s Pet Forum** [**https://maddies.fund/ShelterRescueSupportCall22822**](https://maddies.fund/ShelterRescueSupportCall22822)

11:01:26 From Alison Gibson (she/her) to Everyone: Welcome AMBER!

11:01:30 From Amber Eby to Everyone: Yay good morning Amber!!!

11:01:34 From Jess Roper to Everyone: Amber rocks!!!!

11:01:36 From Mary (she/her) @ Maddie's Fund to Everyone: Good morning John LaFleur - happy to see you on the call!

11:01:55 From Stephanie Rambo to Everyone: Good morning, all!

11:02:10 From Kelly Clardy to Everyone: Good morning Amber F.!

11:02:25 From Elizabeth Berliner to Everyone: I also have a Duckie!

11:02:34 From Jess Roper to Everyone: Alfi: Halo by Beyonce

11:02:37 From Alison Gibson (she/her) to Everyone: **QOTD: Think of one pet if they were going to call you on your cell - what would their ringtone be? Name + song!**

11:02:40 From Mary (she/her) @ Maddie's Fund to Everyone: Daisy- who let the people out?

11:02:41 From Hilary Shurtleff to Everyone: Ray - Steal my sunshine LIT

11:02:50 From Alison Gibson (she/her) to Everyone: @mary LOL

11:02:52 From Stephanie Rambo to Everyone: Duke - and if there's a theme song to Dennis the menace than that would be his

11:02:55 From Amber Freiwald, Maddie's to Everyone: ducky, lovefool

11:02:57 From Jennifer Federico to Everyone: Wade - a circus theme

11:03:05 From Hilary Shurtleff to Everyone: THATS PERFECT!

11:03:07 From Amber Eby to Everyone: Awww! DOT "Don't Stand So Close to Me"

11:03:10 From Mary Flores to Everyone: Momma Mia... just a Greyhound scream of death.

11:03:11 From Suzette Moschetti to Everyone: Delmonico-Bongo Cha Cha Cha

11:03:14 From Caitlin Quinn to Everyone: Sally - Somebody’s Watching Me

11:03:21 From Tracy Brad to Everyone:

Indiana Jones would either be the soundtrack from the series or the sound of Jeremy Irons' voice saying, "Excuse me, I need you to answer my call."

11:03:23 From Elizabeth Berliner to Everyone: God only knows by the beach boys

11:03:23 From Jillian Gomez to Everyone: Lou: Shake it off- Taylor Swift

11:03:29 From Tori Fugate to Everyone: Finn - Flight of the Bumblebee

11:03:37 From Donell Randolph to Everyone: Echo- One Call Away

11:03:45 From Tracy McQuarrie to Everyone: Jennifer - Jenny from the Block

11:03:46 From Caitlin Quinn to Everyone: Hahah Tori that’s perfection

11:04:00 From Amber Freiwald, Maddie's to Everyone:

**This meeting is being recorded. Find the recording and links from chat resources within 24 hours on Maddie’s Pet Forum** [**https://maddies.fund/ShelterRescueSupportCall22822**](https://maddies.fund/ShelterRescueSupportCall22822)

11:04:03 From Alison Gibson (she/her) to Everyone: Dr B - love it!

11:04:07 From Sara Pizano to Everyone: My dog Potato is a meatball so her ringtone would be Brick House!

11:04:08 From Linda DeBerry to Everyone: Moxie Moo Cow would be “Walkin’ on Sunshine!”

11:04:35 From Sara Pizano to Everyone: Welcome Holly!

11:04:53 From Shelly (she/her), Maddie's Fund to Everyone: Hi John!!

11:04:59 From Joshua Hofmann to Everyone: Hi Bobby! Still can't speak but I'll be lurking. (btw sent you an email - might have gone to your spam).

11:05:00 From Sara Pizano to Everyone: Welcome John!

11:05:01 From Kim Domerofski, Maddie’s Fund to Everyone: Gidget- I only have eyes for you (she’s old school!)

11:05:15 From Amber Freiwald, Maddie's to Everyone: **question of the day: pick a pet, what would that pet’s ringtone be?**

11:05:21 From Sarah Welch to Everyone: Elvis Presley Hound Dog

11:05:38 From Mary (she/her) @ Maddie's Fund to Everyone: You now have 133 new friends, John

11:05:47 From Stephanie Rambo to Everyone: Jesse - "Baby Got Back"

11:06:15 From Kim Eisele to Everyone: Jewel "You're so Vain"

11:07:31 From sheila segurson to Everyone: Joe - Feel it Still

11:08:11 From Elizabeth Berliner to Everyone: Xxooo mary

11:08:26 From Sara Pizano to Everyone: We love you Mary!

11:08:28 From Jess Roper to Everyone: Sending you love and light, Mary!

11:08:34 From Amy Bartholomew to Everyone: Hang in there Mary!! xo

11:08:44 From Alison Gibson (she/her) to Everyone:

**Last Friday’s call recording (2/25) – watch here** [**https://maddies.fund/awleadershiproundup22522**](https://maddies.fund/awleadershiproundup22522)

11:08:55 From Amber Freiwald, Maddie's to Everyone:

[**https://forum.maddiesfund.org/communityconversations**](https://forum.maddiesfund.org/communityconversations)

11:09:07 From Alison Gibson (she/her) to Everyone: Mike Keilley, Brad Shear

11:11:00 From Mary Flores to Everyone: Bless you, Mary... you are awesome!

11:11:02 From Amber Eby to Everyone:

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**Open to all who are watching live or on-demand! Be sure to enter each week you attend!**

11:11:04 From Laney Nee to Everyone: thank you!!

11:11:34 From Stephanie Rambo to Everyone: Inspiring

11:11:35 From Stacy LeBaron to Everyone: Hugs….

11:11:37 From Alison Gibson (she/her) to Everyone: Along with hope and faith — Mary and the LAUGHS you always bring

11:11:39 From Jillian Gomez to Everyone: Thank you for all you do Mary and the inspiration you give!

11:11:44 From Julie Townsend to Everyone: You are an inspiration and we are all HERE thanks to your efforts!

11:11:44 From Alison Gibson (she/her) to Everyone:

**Maddie’s Million Pet Challenge - March Fourward: The Future Is 4 – this Friday March 4 @12n Pacific Register:** [**https://maddiesfund-org.zoom.us/webinar/register/WN\_TpCFmG6YQoerScTGYVyxzQ**](https://maddiesfund-org.zoom.us/webinar/register/WN_TpCFmG6YQoerScTGYVyxzQ)

11:11:47 From Sarah Welch to Everyone: Thanks for the Monday Inspiration!

11:11:48 From Patty Santana to Everyone: You’re amazing Mary!!

11:11:49 From Amber Eby to Everyone: Mary - thank you for sharing vegan recipes and talking about vegan food!

11:11:50 From Kristin Judd to Everyone: Inspiring!!

11:11:50 From Danielle Bays to Everyone: I love Mary's enthusiasm for life!

11:11:51 From Hilary Shurtleff to Everyone: Mary - You Make me feel Human and inspired!

11:11:52 From Tracy McQuarrie to Everyone: Thank you for being the light at the beginning and end of our week

11:11:53 From Javier Gutierrez to Everyone: real

11:11:55 From Heather Friedman to Everyone: Love the inspiration to kick off each week, Mary!

11:11:55 From Teresa Johnson to Everyone: Mary is so real.

11:11:55 From Kelly Clardy to Everyone: Thank you for your inspiration Mary!

11:11:56 From Jennifer Federico to Everyone: Inspirational & enthusiastic!!!

11:11:56 From Caitlin Quinn to Everyone: So grateful for your weekly words and thoughtful leadership, Mary 💕

11:11:57 From Amy Bartholomew to Everyone: From someone whose mouth isn't always "professional", I appreciate how real Mary is!!

11:11:57 From Cameron Moore to Everyone: I love that Mary is REAL while also always remaining hopeful! Keep it real Mary!

11:11:59 From Lucy Fernandez to Everyone: Mary is who i wanna be if/when I grow up!

11:12:01 From sheila segurson to Everyone: Mary is an amazing human and leader!! ♥️

11:12:09 From Misty Valenta to Everyone: Love starting the day with Mary's Wisdom

11:12:11 From Kylie Ortega to Everyone: Mary you always make me smile and I look forward to your motivations!

11:12:13 From Lauren Rogers to Everyone: I love that Mary keeps it real. Her cursing gives me life and makes me feel seen :)

11:12:13 From Elizabeth Berliner to Everyone: Mary — dropping f bombs like it ain’t nothing but a thing right when we most need it

11:12:16 From Ingrid Norris to Everyone: Mary, Celebrating the Gift You Are, The Gift of You!

11:12:17 From Danielle Crane to Everyone: Love your motivation!!

11:12:21 From Tasha Haug to Everyone: Mary, thank you for being a light this morning!

11:12:23 From Kim Adams to Everyone: She is the face of Maddie's, and her excitement is contagious!

11:12:24 From Amber Freiwald, Maddie's to Everyone:

**Our Monday Community Conversation - enter here for a chance to win CA$H in a random drawing. Open to all who are watching live or on-demand!** [**https://www.maddiesfund.org/monday-community-conversations-feb22-giveaway.htm**](https://www.maddiesfund.org/monday-community-conversations-feb22-giveaway.htm)

11:12:31 From Anne George to Everyone: Thank you, Mary! You inspire me! I want what you have!

11:12:36 From Rachel Duncan to Everyone: I love how real Mary is. It's not every meeting I hear someone say mindf\*\*k 😆 I appreciate the honesty and realness!

11:13:06 From Sharon Fletcher to Everyone: Mary=Family

11:13:22 From Amber Freiwald, Maddie's to Everyone:

**Community Cats podcast** [**https://www.communitycatspodcast.com/**](https://www.communitycatspodcast.com/)

11:13:28 From Elise Pollard to Everyone: Thanks for always showing up with vulnerability and authenticity, Mary!

11:13:58 From Amber Freiwald, Maddie's to Everyone:

**USA Scholarship Link:** [**https://forms.gle/Z2rDvxTBCVXnwAVX9**](https://forms.gle/Z2rDvxTBCVXnwAVX9)

11:14:02 From Sara Price to Everyone: You make each week brighter with your live & philosophy Mary!! 😍

11:14:24 From Kelly Duer to Everyone: Mary calls it like it is and in being so real, always makes me feel at home

11:14:31 From Amber Freiwald, Maddie's to Everyone:

**Email Stacy LeBaron for details:** [**stacy@communitycatspodcast.com**](mailto:stacy@communitycatspodcast.com)

11:14:35 From Danielle Bays to Everyone: The United Spay Alliance conference was inspirational. Highly recommend it!

11:15:10 From Amber Eby to Everyone:

[**https://www.maddiesfund.org/we-foster-challenge.htm**](https://www.maddiesfund.org/we-foster-challenge.htm)

11:15:10 From Amber Freiwald, Maddie's to Everyone:

**until March 7, 2022: Maddie's Fund is launching the We Foster Challenge, with a chance at $210,000 in grant prizes** [**https://www.maddiesfund.org/we-foster-challenge.htm**](https://www.maddiesfund.org/we-foster-challenge.htm)

11:15:26 From Amber Freiwald, Maddie's to Everyone:

[**grants@maddiesfund.org**](mailto:grants@maddiesfund.org)

11:15:31 From Kelly Clardy to Everyone: Thanks Ambers! 🙂 (Amber E and F!)

11:15:36 From Alison Gibson (she/her) to Everyone:

**More info:** [**https://www.maddiesfund.org/we-foster-challenge.htm**](https://www.maddiesfund.org/we-foster-challenge.htm)

**View practices and examples:** [**https://www.maddiesfund.org/assets/challenges/we-foster-challenge-practices-and-programs.pdf**](https://www.maddiesfund.org/assets/challenges/we-foster-challenge-practices-and-programs.pdf)

11:15:52 From Anne George to Everyone: Anyone here from Maryland? I would love to connect with you! [**annegeorge42b@gmail.com**](mailto:annegeorge42b@gmail.com)

11:16:14 From Caitlin Quinn to Everyone:

**If you didn’t get a chance to check out the February Comms Kit from HeARTs Speak and HASS, here’s a link to our Keeping Families Together kit** [**https://heartsspeak.org/keeping-families-together**](https://heartsspeak.org/keeping-families-together)

**We’ll drop a new kit this Thursday, on communicating about cats!**

11:16:36 From Joshua Hofmann to Everyone: Oh I love this topic.

11:16:43 From Amber Freiwald, Maddie's to Everyone:

**Kim George Bio:** [**https://kaneskrusade.org/our-team/**](https://kaneskrusade.org/our-team/)

**Kane's Krusade:** [**https://kaneskrusade.org/**](https://kaneskrusade.org/)

11:18:50 From Amber Freiwald, Maddie's to Everyone:

**Pet Family Advocacy™ model:** [**https://kaneskrusade.org/about/**](https://kaneskrusade.org/about/)

11:19:10 From Jess Roper to Everyone: I love the careful choice in language!

11:19:25 From Joshua Hofmann to Everyone: Awesome mission.

11:19:53 From Anibal Vega to Everyone: Hello everyone! My name is Anibal Vega, the new Executive Director for Chicago Canine Rescue. It’s an honor to be here.

11:20:12 From Amber Freiwald, Maddie's to Everyone: so glad you have you join today Anibal!

11:20:18 From Anibal Vega to Everyone: Wow great mission.

11:20:31 From Tracy Brad to Everyone: I love your mission! Welcome, Anibal!

11:21:39 From Amber Freiwald, Maddie's to Everyone:

**Canine Assistance, Resource and Empowerment Kits (C.A.R.E.) Kits:** [**https://kaneskrusade.org/pet-food-assistance/**](https://kaneskrusade.org/pet-food-assistance/)

11:22:27 From Elise Blue to Everyone: Hello, my name is Elise Blue. I am the new Executive Director of the Northeast Missouri Humane Society, located in Hannibal, MO.

11:22:40 From Amber Freiwald, Maddie's to Everyone: Hi Elise! Welcome!!

11:24:27 From Amber Freiwald, Maddie's to Everyone:

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**11:25:09 From Amber Freiwald, Maddie's to Everyone:**

**Kane's Krusade:** [**https://kaneskrusade.org/**](https://kaneskrusade.org/)

11:26:37 From Amber Freiwald, Maddie's to Everyone:

**1. We operate from one simple premise: have we done all we can do to keep this pet home?**

**2. We actively create ways to see people as part of the solution, not the problem.**

11:28:08 From Staycee Dains to Everyone: Overwhelmed by the need AND the opportunity. Where would we be if our movement was rooted in this work? Coming to it now is so important. The urgency is real. Wow KIM. Your work is amazing.

11:29:08 From Amber Freiwald, Maddie's to Everyone:

**3. Direct engagement in communities and under-served neighborhoods is essential.**

**4. We find solutions, not fault.**

11:31:25 From Staycee Dains to Everyone: animal welfare IS a human welfare delivery system!!!

11:31:32 From Anibal Vega to Everyone: I own an American Pitbull Terrier and I also have people judge my furry family.

11:31:51 From Bobby Mann to Everyone: SAY IT LOUDER FOR THE PEOPLE IN THE BACK OF THE ZOOM ROOM!!!!

11:32:03 From Mary (she/her) @ Maddie's Fund to Everyone: Ms Brown at the HRA reminds us that we also need to respect people where they are!

11:32:06 From Stephanie Rambo to Everyone: This is all so beautiful.. I'm getting emotional over here..

11:33:04 From Dr. Carley Faughn to Everyone: Love this

11:33:06 From Anibal Vega to Everyone: **Question, any initiatives to support military families?**

11:33:06 From Joshua Hofmann to Everyone: That's awesome.

11:33:28 From Jess Roper to Everyone: Your compassion is impressive, Kim!

11:33:29 From Amber Freiwald, Maddie's to Everyone:

**5. Empowering people creates long term solutions.**

11:34:09 From sheila segurson to Everyone: Love it!

11:34:13 From Staycee Dains to Everyone: GO KIM!

11:34:19 From Shannon Glenn to Everyone: Heck yes! We don’t require it either ❤️

11:34:29 From Heather Hall to Everyone: You gotta give to get! 🙂

11:34:45 From Sara Price to Everyone: It can be such a barrier for those in need. Thanks Kim!

11:34:51 From Jess Roper to Everyone: Taking away choice is never the way to empower someone. Less choice = more stress!

11:35:04 From Staycee Dains to Everyone: I feel like Im in church.

11:35:23 From Caitlin Quinn to Everyone: Standing ovation from my little work at home desk 👏 Amazing, Kim

11:35:52 From Stephanie Rambo to Everyone: I am totally mesmerized...

11:35:53 From Teresa Johnson to Everyone: Incredibly powerful - I would LOVE to hear more!

11:35:55 From Amber Freiwald, Maddie's to Everyone:

**6. Kindness is not mistaken for weakness.**

11:35:58 From Bobby Mann to Everyone:

[**https://hass-net.americanpetsalive.org/job-alikes**](https://hass-net.americanpetsalive.org/job-alikes)

11:36:04 From Amber Freiwald, Maddie's to Everyone:

**7. Collaborating and leveraging resources maximizes impact.**

11:36:16 From Bobby Mann to Everyone: **Join the Community Engagement Job-Alike and we will spend a whole hour with Kim!**

11:36:52 From Jess Roper to Everyone: Thank you, Kim!

11:36:54 From Sara Pizano to Everyone:nBravo! Amen! Bless you!

11:36:55 From Stephanie Rambo to Everyone: That's my Pitty's name

11:37:04 From sheila segurson to Everyone: Thank you Kim and thanks Kane!

11:37:09 From Holly Eggelston to Everyone: He's such a handsome guy! Thank you so much. This has been awesome!

11:37:13 From Joshua Hofmann to Everyone: Will definitely be reaching out.

11:37:14 From Carol Whaley to Everyone: Thank you. Kim and Kane.

11:37:19 From Caitlin Quinn to Everyone: Thank you so much, Kim — this was wonderful. I so enjoyed getting to know you many years ago, back when you started, and I was with AFF. So inspired and grateful to see your amazing work has continued!

11:37:24 From Julie Townsend to Everyone: I want to talk to you Kim!!!

11:37:25 From Hilary Shurtleff to Everyone: Kim - I am a huge fan! Great work!!!!!

11:37:28 From chumkee aziz to Everyone: Thank you for sharing , Kim. Love your work !

11:37:37 From sheila segurson to Everyone: yes! #ThankstoKane :)

11:37:38 From Lailani Newell to Everyone: Thank you so much for sharing and for the WONDERFUL work you do Kim!

11:37:43 From Allison DuVal to Everyone: so awesome Kim!

11:37:44 From Amber Eby to Everyone:

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11:37:44 From Amber Freiwald, Maddie's to Everyone:

**Kim George:** [**kim@kaneskrusade.org**](mailto:kim@kaneskrusade.org)

11:37:44 From Staycee Dains to Everyone: **Community needs assessment sounds really big. Is there a good model to use? Anyone here who has done this?**

11:37:45 From Jess Roper to Everyone: Hearing about your work is making me so emotional. Thank you for all that you do, Kim.

11:38:16 From Amber Freiwald, Maddie's to Everyone:

**KC Pet Project:** [**https://kcpetproject.org/**](https://kcpetproject.org/)

11:38:20 From Mary (she/her) @ Maddie's Fund to Everyone: Thank you Bobby

11:38:25 From Amber Freiwald, Maddie's to Everyone:

**Tori Fugate Bio:** [**https://kcpetproject.org/about/leadership/tori-fugate/**](https://kcpetproject.org/about/leadership/tori-fugate/)

11:38:37 From Stacy LeBaron to Everyone: Staycee Dains, Community Needs Assessment can be big and overwhelming or not so bad. I just went through the process and it wasn’t bad at all. Happy to chat about that.

11:39:21 From Shannon Glenn to Everyone: One of my favorite Tik Toks!

11:41:42 From Jess Roper (she/her) to Everyone: QR codes are so useful!!! Great idea!

11:42:25 From Amber Freiwald, Maddie's to Everyone:

**Katie Grissum, Communications and Design Coordinator at KC Pet Project**

11:42:52 From Shannon Glenn to Everyone: Katie.and.the.snoots!!!!

11:44:19 From Alison Gibson (she/her) to Everyone: WOW!!! 2.5M that is awesome, Katie!

11:44:25 From Amber Freiwald, Maddie's to Everyone: amazing! congrats katie!

11:44:32 From Caitlin Quinn to Everyone: So incredible, Katie!

11:44:39 From Adam Whisman to Everyone: WE LOVE KATIE!!!

11:44:45 From Heather Friedman to Everyone: Congrats, Katie! 🤩

11:44:48 From Dr. Carley Faughn to Everyone: Great job Katie!

11:45:05 From Mary (she/her) @ Maddie's Fund to Everyone: Right on, Bobby

11:45:10 From Kelly Duer to Everyone: Well said, Bobby!

11:45:17 From Alison Gibson (she/her) to Everyone: Right on, Bobby! 5 cheers for Teresa Johnson!

11:45:26 From Joshua Hofmann to Everyone: Social influencers are needed, especially in the animal welfare community.

11:46:24 From Erika Leckington to Everyone: We have been told there is no programming to capture tik toks on an account, comments, to retain permanently. Anyone know if that is actually true?

11:46:40 From Kim Adams to Everyone: **Do you cross post content between Instagram Reels, TicTok and Facebook?**

11:47:42 From Bobby Mann to Everyone: Erika, can your account be operated by a “friends of” org?

11:49:06 From Bobby Mann to Everyone: Katie is an excellent example of how it doesn’t need to be the agency’s official page to spread awareness

11:49:57 From Erika Leckington to Everyone: The friends of could have their own account but not manage ours & they are more than overwhelmed with what they are already doing.

11:50:08 From Joshua Hofmann to Everyone: **Just a heads up, Adobe Creative Cloud is cheaper for nonprofits. You can get the entire suite for I believe $5 a month through TechSoup.**

11:50:33 From Bobby Mann to Everyone:

**Great way for non-profits to get Adobe software for VERY cheap:** [**https://www.techsoup.org/adobe**](https://www.techsoup.org/adobe)

11:52:38 From Amber Freiwald, Maddie's to Everyone: [**https://www.humananimalsupportservices.org/blog/how-kc-pet-project-raised-10k-from-one-tiktok-video/**](https://www.humananimalsupportservices.org/blog/how-kc-pet-project-raised-10k-from-one-tiktok-video/)

11:53:36 From Amber Freiwald, Maddie's to Everyone:

**video link:** [**https://www.youtube.com/watch?v=lLnAbd0LMeE**](https://www.youtube.com/watch?v=lLnAbd0LMeE)

11:56:41 From Danielle Bays to Everyone: I need a ticktock boot camp!

11:57:06 From Caitlin Quinn to Everyone: **What’s your posting schedule on TikTok, Katie? How often is often enough?**

11:57:23 From Brandy Buie to Everyone: @Caitlin Great question!!!

11:57:24 From kay stout to Everyone: Yup - - definitely a boot camp - -

11:57:54 From Kelly Duer to Everyone: If you have cats with special needs, Tik Tok and IG Reels are a great place to market them! There’s a huge community on both for these kitties

11:58:10 From Jess Roper (she/her) to Everyone: Great tip, Kelly!

11:58:13 From Cameron Moore to Everyone: Might be a good opportunity for recruiting some young creative minds! Think about those motivated high school kids who need volunteer credit, college students who need school projects, etc.

11:58:37 From Caitlin Quinn to Everyone: Super helpful, thanks Katie!

11:58:51 From Amber Freiwald, Maddie's to Everyone:

**Simon 77.3 million views:** [**https://www.tiktok.com/@kcpetproject/video/6973821067471113478?is\_copy\_url=1&is\_from\_webapp=v1&lang=en**](https://www.tiktok.com/@kcpetproject/video/6973821067471113478?is_copy_url=1&is_from_webapp=v1&lang=en)

11:59:15 From Bobby Mann to Everyone:

Tik Tok Bootcamp sounds amazing! Is anyone else interested in an in-depth Tik-Tok training where we can really slow down and spend half a day talking about this? We can plan something in a couple months?

11:59:29 From Brandy Buie to Everyone: @Bobby I would be interested!

11:59:30 From SUSAN AUSTIN to Everyone: yes please!

11:59:37 From Amy Bartholomew to Everyone: I would be interested!!

11:59:39 From Stephanie Rambo to Everyone: Absolutely!

11:59:43 From Ingrid Norris to Everyone: Yay, Tik Tok Bootcamp!

11:59:46 From Katie Grissum to Everyone: LOVE THAT BOBBY

11:59:46 From Courtney Gawel to Everyone: definitely would do Tiktok bootcamp

11:59:46 From Alison Gibson (she/her) to Everyone: Bobby great idea!

11:59:47 From Robin Vincent to Everyone: I would be interested!

11:59:47 From Staycee Dains to Everyone: I would do that bootcamp

11:59:55 From Allison DuVal to Everyone: Interested!

11:59:56 From Amber Eby to Everyone:

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12:00:01 From Tracy McQuarrie to Everyone: Yes sounds great Bobby

12:00:26 From Sara Pizano to Everyone: WOWSA!!!!Go KCPP!!!

12:00:27 From Amber Freiwald, Maddie's to Everyone:

**Check out these awesome examples:**

**Bran 2.9 million views:** [**https://www.tiktok.com/@kcpetproject/video/7039146530552450310?is\_copy\_url=1&is\_from\_webapp=v1&lang=en**](https://www.tiktok.com/@kcpetproject/video/7039146530552450310?is_copy_url=1&is_from_webapp=v1&lang=en)

**Long Stay Dogs 3.3 million views:** [**https://www.tiktok.com/@kcpetproject/video/7057330202694733103?is\_copy\_url=1&is\_from\_webapp=v1&lang=en**](https://www.tiktok.com/@kcpetproject/video/7057330202694733103?is_copy_url=1&is_from_webapp=v1&lang=en)

12:00:30 From Mary Flores to Everyone: I'm interested in a TikTok bootchamp. I'm sitting here shaking my head yes. And I'm thinking, Oh My Dog! I need to figure this out!!!

12:00:39 From Caitlin Quinn to Everyone: What an amazing call! Thanks Kim, Tori, and Katie!

12:00:41 From Parker May - Atlanta Humane to Everyone: Awesome information, thanks for sharing!

12:00:44 From Amy Bartholomew to Everyone: Thank you Tori and Katie!!

12:00:50 From Anne George to Everyone: You guys ROCK!

12:01:02 From Anne George to Everyone: Thank you

12:01:03 From SUSAN AUSTIN to Everyone: Thank you!

12:01:05 From Mary Flores to Everyone: Thankyou!!!

12:01:21 From Tracy Brad to Everyone: thank you!!

-----------------end------------------