**Open Arms Challenge Group:**

<https://maddies.fund/openarmschallengegroup>

**Huddle Registration Link:**<https://maddiesfund-org.zoom.us/meeting/register/tZckduupqjsoGNGtPuk2fatmO_acogXGlPx7>

**Agenda**

* **Welcome –** Wendy Frink, Marketing Specialist at Maddie’s Fund and Amber Eby, Grants Specialist at Maddie’s Fund
* **Speakers –** Heather Owen, Co-Founder and Executive Director at One Tail at a Time and Heather Friedman, Chief Marketing Officer at LifeLine Animal Project
* **Q&A**

***75 live attendees***

***List of resources referenced during today’s call***

* YouTube Playlist with all Open Arms Challenge Huddles: <https://www.youtube.com/playlist?list=PLa9E7R-3uyGrjX97hXtklZFoJKgqWpyFA>
* Open Arms Challenge Group on Maddie’s Pet Forum: <https://maddies.fund/openarmschallengegroup>
* One Tail at a Time: [https://www.onetail.org](https://www.onetail.org/)
	+ One Tail at a Time’s values: <https://www.onetail.org/about/>
* LifeLine Animal Project: <https://lifelineanimal.org/>
* More information about using Alt-Text to create inclusive communication methods: <https://accessibility.huit.harvard.edu/describe-content-images>
* Maddie’s University Marketing related Courses:
	+ FUNdamentals of Marketing: <https://university.maddiesfund.org/products/fundamentals-of-marketing>
	+ Marketing a Foster pet: <https://university.maddiesfund.org/products/marketing-a-foster-pet>
	+ Marketing Cats: <https://university.maddiesfund.org/products/marketing-cats>
	+ Marketing Dogs: <https://university.maddiesfund.org/products/marketing-dogs>
	+ Reaching Your Marketing Audience: <https://university.maddiesfund.org/products/reaching-your-marketing-audience>
	+ Explore more marketing related courses in Maddie’s University: <https://university.maddiesfund.org/catalog#form_type=catalog-quick-filter&page=3&webinar_type=0&sort_by=title_ascending&keywords=marketing>
* New prize to challenge winners being offered by Adoptimize and Recipawsity: <https://www.adoptimize.co/recipawsity-open-arms-challenge>
* The Georgia First Lady will be holding her annual adoption event: <https://www.facebook.com/libertycountyanimalcontrol/posts/2948332378712666>
* Open Arms Challenge Huddle #1 recording & discussion thread: <https://maddies.fund/openarmschallengehuddle1>
* Open Arms Challenge Huddle #2 recording & discussion thread: <https://maddies.fund/openarmschallengehuddle2>
* Open Arms Challenge Huddle #3 recording & discussion thread: <https://maddies.fund/openarmschallengehuddle3>
* Open Arms Challenge Huddle #4 recording & discussion thread: <https://maddies.fund/openarmschallengehuddle4>
* Open Arms Challenge Huddle #5 recording & discussion thread: <https://maddies.fund/openarmschallengehuddle5>
* Open Arms Challenge Huddle #6 recording & discussion thread: <https://maddies.fund/openarmschallengehuddle6>

              

**Chat Log**

00:25:06 Lindsay Molloy: Hi all! Lindsay Molloy from Denver Animal Shelter

00:25:13 jennifer leary: Jen from Friends for Life Animal Rescue in PA

00:25:19 Emily Roberts (she/her) - Cortland County SPCA: Morning everyone! From Cortland NY

00:25:23 Lauren Dougall: Lauren Dougall from Agape Animal Rescue in Nashville TN

00:25:27 Angel Stock: Good Afternoon, Angel Stock, It's Meow Or Never Tallahassee

00:25:29 Charice Davis: Hi, Charice from Hands and Feet Pet Advocates, Knoxville, TN

00:25:30 Jenna Jones: Hello! Jenna Jones from Broward County Animal Care in Fort Lauderdale FL

00:25:36 Amy Muzyk: HI-I am Amy Muzyk for MatchDog Rescue in NJ

00:25:45 shani sedona humane: Shani Cat Behaviorist & Social Media Manager for Humane Society of Sedona.

00:25:54 Donna Brown: Donna Brown, Garden City Community Cats Project. Idaho

00:26:03 Lee Harper: hi! Lee Harper, Kitsap Humane Society, Kitsap, WA

00:27:05 Charice Davis: That's amazing!

00:27:15 Irene Chansawang (she/her): Thanks, Jessica! A lotta cute mugs sounds wonderful!

00:27:28 Alison Gibson: Heather Friedman, Chief Marketing Officer, LifeLine Animal Project

https://lifelineanimal.org/

00:27:47 Jessica Schleder: Here’s the link for more information about the prize and Recipawsity: https://www.adoptimize.co/recipawsity-open-arms-challenge

00:28:34 Alison Gibson: Heather Owen, Co-Founder and Executive Director, One Tail at a Time

https://www.onetail.org

00:37:47 Melina Ramos: Holy cow that is the cutest pic EVER!

00:38:17 Amber Eby (she/her) Maddie's Fund: Seriously - these photos are amaaaaazing!

00:40:09 sarah rosenberg: QR code is a great idea!

00:41:50 Steve Marrero: The Georgia First Lady will be having her annual adoption event. For more information you can visit https://www.facebook.com/libertycountyanimalcontrol/posts/2948332378712666

00:42:13 Amber Eby (she/her) Maddie's Fund: Awww!

00:42:40 Melina Ramos: Love a pittie smile

00:43:02 Judy Jenkins: great info

00:47:33 Phablo Dias: 😍

00:50:31 sarah rosenberg: People are desperate. They’re having to give up their loved ones in order to survive themselves. Recognizing this is a critical empathy action.

00:52:14 Lauren Dougall: it's so easy to forget the shame and difficult feelings that people are experiencing when they surrender a pet, and how the judgmental language they experience might lead them to dumping their pet rather than feeling safe enough to surrender it directly or to feel safe or supported enough to seek resources that might help them keep their pet or find an alternative. our words have real impact and we don't know how people are really feeling no matter what their external actions do/say.

00:52:15 Irene Chansawang (she/her): Agree, Sarah!

00:52:15 sarah rosenberg: #ALTTEXT FTW!!! Inclusivity at its finest!

00:56:53 Rachael Max: How do you teach non judgement to volunteers without "lecturing them" and "turning them off"?

00:57:08 Lindsay Molloy: We are working to translate our volunteer materials. What we are struggling with is how we will train and manage the volunteers who speak different languages. We have several people on our team who speak Spanish, however, they aren’t always at the shelter to help translate. Any ideas on how to overcome this?

00:57:10 Irene Chansawang (she/her): Thanks for all this great information! There's such a difference between talking AT vs. talking WITH people.

00:57:21 Emily Roberts (she/her) - Cortland County SPCA: I have a question about reaching elderly folks in our community

00:58:37 Debra Wantuch: Can we have access to the recorded huddles?

00:59:03 Wendy Frink: @debra they are posted in Maddie’s Pet Forum to view later https://maddies.fund/openarmschallengegroup

00:59:13 sarah rosenberg: Question about Marketing in general, I think. How does/can marketing wrap around to RECEIVE information from community voices as it puts out/shares information?

00:59:27 Judy Jenkins: maybe a highschool Spanish teacher will have the class translate as a class project

01:00:09 Alison Gibson: Watch the recording of this and previous huddles here: https://www.maddiesfund.org/open-arms-challenge-huddles.htm

Or visit us on YouTube! https://www.youtube.com/playlist?list=PLa9E7R-3uyGrjX97hXtklZFoJKgqWpyFA

01:00:10 Alexis Pagoulatos: We have asked for help from local universities with language programs. However, turnaround times can be slow.

01:00:19 Charice Davis: Can you give me a couple of most effective ways to recruit foster homes? This is our most difficult challenge

01:01:23 Heather Owen: yes! pay more for that skill

01:01:29 Donna Brown: how do you transition from a very personal communication to a professional marketing service for small rescue. How to give the marketing team information for grant searches

01:01:51 Emily Roberts (she/her) - Cortland County SPCA: Charice - one thing that helps us a lot is letting them know fostering can be super temporary. Weekend fosters, afternoon fosters… our foster coordinator loves to start new fosters with the cute cuddly kittens (not scary bottle-feeders who keep you up every 3 hours and are so susceptible to illness) - it keeps them coming back and telling their friends!

01:02:38 Charice Davis: Thanks Emily, that's a great idea!

01:04:43 Gloria Dorsey: It's important to model the behavior and conduct you want to promote. Be the change.

01:05:26 Heather Owen: You can see our values here: https://www.onetail.org/about/

01:05:31 Charice Davis: I have found that it is a good practice to just start a conversation with people about their pets. We help them with what is important and meaningful to them. Once they feel accepted, they will come to you for help and with questions and the animals will benefit

01:06:19 Gloria Dorsey: The words and sentiments we convey after the relinquishment engagement also speak volumes for how we communicate non-judgment well.

01:08:04 shani sedona humane she/her: Reduced adoption prices for seniors. Matching seniors for seniors.

01:08:33 shani sedona humane she/her: Some programs/grants offer life long care for the animal for seniors.

01:09:01 Megan Davis: We work directly with a senior living facility near our shelter and help them with volunteer and adoption application

01:09:52 shani sedona humane she/her: No put up barriers YES!

01:10:16 Melina Ramos: We work with local senior living facilities as well

01:10:20 shani sedona humane she/her: Everyone deserves to have an animal- no matter what their age is.

01:10:46 Ben Swan: I bring a tablet for seniors or I help them input their application. I’ll do whatever is necessary to help them. We use Shelterluv as well.

01:11:32 Charice Davis: We are starting a senior fostering program. We will be providing food , supplies and vet care. This help those seniors who are on a fixed income with cost an, combats loneliness and saves pets.

01:11:51 Emily Roberts (she/her) - Cortland County SPCA: Love all these ideas - thank you!!

01:12:13 Sharon @MaddieFund: Great idea and create a call to the community who knows at least one neighbor who would need this type of help. I would help my neighbor who wanted a pet.

01:12:14 Judy Jenkins: I'd love to see more senior fosters

01:12:26 Alexis Pagoulatos: You can also encourage partnerships with community centers, senior centers, churches and libraries to get the word out.

01:13:02 Sharon @MaddieFund: Bring a friend!

01:13:14 Charice Davis: Thanks so much!! Great huddle!

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