



Community Conversations Monday, June 27, 2022

american **pets** alive!

Meeting links:

- Past Recordings on Maddie's Pet Forum:
<https://forum.maddiesfund.org/communityconversations>
- This Meeting's Recording on Maddie's Pet Forum:
<https://maddies.fund/ShelterRescueSupportCall62722>
- Community Conversations Registration Link:
<https://maddies.fund/CommunityConversationsRegistration>

128 attendees

Agenda

This will also be our **last Monday 10am CT** call.

We will take a short summer break before the official start of our newly combined (Monday and Friday calls) collaborative event beginning on **JULY 18TH** we reconvene on Mondays at 11am Pacific. You must re-register. NEW Registration for combined meetings: Weekly Community Conversations #ThanksToMaddie: <https://maddies.fund/CommunityConversationsRegistration>.

- **Welcome** – Bobby Mann, Chief Programs Officer, Humane Rescue Alliance (HRA)
bmann@humanerescuealliance.org
- **Question of the Day:** What is something you have heard on THIS call that you've been able to implement at your organization?
- **National Updates:**
 - Maddie's Fund Webcast: Length of Stay - A Whole-Shelter Solution: Wednesday, June 29 at 12n Pacific: https://maddiesfund-org.zoom.us/webinar/register/WN_EtIg2XepQv2j7_CHqvsB-A. More information: <https://maddies.fund/LOSWebcast>
 - 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/monday-community-conversations-jun22-giveaway.htm>
 - Can't wait to see a bunch of you at Best Friends National Conference July 7-9 (next week, eek!) in Raleigh, NC.



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Session One:

Website Data Collection

We frequently invest our time improving our social media presence, customer service, and email marketing when often the first touchpoint a person has with our organization is through our website. **Rebecca Cavedon, Digital Content Manager at the Humane Rescue Alliance**, will talk about why your website is your most valuable marketing tool. She will also share simple methods for how anyone can collect website data to improve user experience, gain important insights about user behavior, and answer questions you may have thought you would never know the answer to!

- rcavedon@humanerescuealliance.org
- <https://www.humanerescuealliance.org/>
- Google Analytics: <https://marketingplatform.google.com/about/analytics/>
- Get a Google Ad Grant from Google! <https://www.google.com/grants/>
- [Sarah Aguilar] Question -- Is anyone familiar with this Animal Shelter simulator game? https://store.steampowered.com/app/1661260/Animal_Shelter_Prologue/

ANALYZING YOUR DATA



Drivers

How are users coming onto your website?




Barriers

Where in the customer journey are users getting stuck?



Hooks

What is motivating users to act?



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Animals. People. Community.



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TAKEAWAYS

1. Set up a data collection system (like Google Analytics) on your website.
2. Begin looking at your drivers (what is bringing traffic to your website) and your barriers (where people are leaving your website).
3. Set one goal for your website and generate a funnel for that goal.



Session Two:

Lindsay Layendecker, Director of Community Partnerships, and COO, Lawrence Nicolas, Jacksonville Humane Society will join us to discuss the Long Stay Task Force, a group of medical, behavior, foster, and communications team members that meet once a month to create best practices for pets reaching milestones of 30, 60, 90, and 110 days in care, highlighting wins and challenges of this program. They will also discuss the objectives of the Florida Leaders and Lifesaving initiative including partnership building and available resources through the Lifesaving University.

- Florida Leaders and Lifesaving initiative <https://floridaleadersinlifesaving.org/>
- Lifesaving University: <https://floridaleadersinlifesaving.org/lifesaving-university/>
- Jacksonville Humane Society's Lifesaving University puts them 'on another level': <https://www.jacksonville.com/story/lifestyle/pets/2021/08/17/jacksonville-humane-society-unveils-lodge-lifesaving-university/8121670002/>
- Jacksonville Humane Society wants you to steal their winning plan for long stay pets: <https://chewonthis.maddiesfund.org/2019/05/jacksonville-humane-society-wants-you-to-steal-their-winning-plan-for-long-stay-pets/>
- Lawrence Nicolas, Chief Operating Officer - Jacksonville Humane Society, LNicolas@jaxhumane.org
- Jacksonville Humane Society's whole-shelter approach to shortening length of stay: <https://chewonthis.maddiesfund.org/2022/03/jacksonville-humane-societys-whole-shelter-approach-to-shortening-length-of-stay/>



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September Summit



- Coming Sept 21-23, 2022 - TBD
- Network with peers
- Create new partnership
- Strategize for 2023
- Lend your voice

Want more?

Webcast: Length of Stay - A
Whole-Shelter Solution



Maddie's
Fund

Wednesday, June 29th
3pm EST
Register:
<https://bit.ly/3yjV00C>





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Chat:

10:49:54 From Leslieanne Pratt to Everyone:
morning

10:50:05 From Joanna Miller to Everyone:
Good morning!

10:52:34 From Amber Freiwald, Maddie's to Everyone:
Question of the Day: What is something you have heard on THIS call that you've been able to implement at your organization?

10:53:40 From Lindsay Layendecker, Jacksonville Humane Society to Everyone:
That is my kinda puppy!

10:55:33 From Amber Freiwald, Maddie's to Everyone:
Question of the Day: What is something you have heard on THIS call that you've been able to implement at your organization?

10:56:35 From Mary Ellen Houghtaling to Everyone:
Getting information on all the resources available (sample foster agreements, etc.) has been so helpful!

10:58:06 From Amber Freiwald, Maddie's to Everyone:
Question of the Day: What is something you have heard on THIS call that you've been able to implement at your organization?

10:58:53 From Melissa Engerman to Everyone:
That is WONDERFUL!

10:59:14 From Joslyn DeBoode to Everyone:
hello all from Michigan (Roatan Rescue)

10:59:33 From Amber Freiwald, Maddie's to Everyone:
hello!!!

10:59:44 From Amber Freiwald, Maddie's to Everyone:
Question of the Day: What is something you have heard on THIS call that you've been able to implement at your organization?

11:00:28 From Amber Freiwald, Maddie's to Everyone:
This meeting is being recorded.

11:00:46 From Alison Gibson (she/her) to Everyone:
After today's meeting, we will have a break until July 18. Then we reconvene on Mondays at 11am Pacific. You must re-register. NEW Registration for combined meetings:
Weekly Community Conversations #ThanksToMaddie:
<https://maddies.fund/CommunityConversationsRegistration>

11:01:13 From Amber Freiwald, Maddie's to Everyone:
Question of the Day: What is something you have heard on THIS call that you've been able to implement at your organization?



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11:01:22 From Josh Fiala to Everyone:

I heard of an apprenticeship on this call that I was able to participate in and we were able to implement a new Crisis Care program that provides temporary care for pets while their owner is going through something.

11:01:46 From Amanda Gray to Everyone:

removing barriers to adoption

11:01:49 From Caryn Fugatt to Everyone:

These calls have reinforced the importance of breaking down barriers and welcoming new foster volunteers.

11:02:14 From Amber Freiwald, Maddie's to Everyone:

Question of the Day: What is something you have heard on THIS call that you've been able to implement at your organization?

11:02:27 From Amber Freiwald, Maddie's to Everyone:

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<https://maddies.fund/CommunityConversationsRegistration>.

11:03:27 From Kirsten Lindsay to Everyone:

I'm currently participating in the Maddie's fund apprenticeship for short term fosters and field trips and am currently working on getting that up and running

11:03:48 From Amber Freiwald, Maddie's to Everyone:

awesome @kirsten!!!

11:04:06 From Amber Freiwald, Maddie's to Everyone:

Question of the Day: What is something you have heard on THIS call that you've been able to implement at your organization? Please type in the chat!!

11:04:08 From Lindsay Layendecker, Jacksonville Humane Society to Everyone:

@Kirsten that is awesome, short-term fostering and day trips are so valuable to our pets.

11:04:27 From Steve Marrero-Director (Liberty County Animal Services) to Everyone:

Good morning from Liberty County Animal Services in Hinesville Ga

11:04:39 From cara hanhurst to Everyone:

this is my first call. How do I get to the forum?

11:05:11 From Maria Saucedo to Everyone:

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

11:05:15 From Amber Freiwald, Maddie's to Everyone:

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

11:06:09 From Amanda Gray to Everyone:

♥♥♥♥ thank you

11:06:22 From Amber Freiwald, Maddie's to Everyone:

Welcome everyone!! Share how you're feeling this morning, what you've learned on this call, and if you're new, just say hello!



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11:06:27 From Amy Zeifang to Everyone:

Thank you, Bobby!

11:06:28 From Alison Gibson (she/her) to Everyone:

Maddie's Fund Webcast: Length of Stay - A Whole-Shelter Solution: Wednesday, June 29 at 12n Pacific. https://maddiesfund-org.zoom.us/webinar/register/WN_EtIg2XepQv2j7_CHqvsB-A More information: <https://maddies.fund/LOSWebcast>

11:06:33 From Bobby Mann to Everyone:

bmann@humanerescuealliance.org

11:06:43 From Irene Chansawang to Everyone:

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-jun22-giveaway.htm> Open to all who are watching live or on-demand! Be sure to enter each week you attend!

11:07:16 From Jess Roper to Everyone:

Can't wait to see a bunch of you at Best Friends National Conference July 7-9 (next week, eek!) in Raleigh, NC.

11:07:21 From Mari e Louise Long to Everyone:

hello to all. I am living on Wabanaki land (known as Maine). this is my first call. thanks to Amanda Gray for sending me the link to join.

11:07:28 From Mary Flores to Everyone:

Good morning from TUCSON AZ... Sol Dog Lodge and Training Center. I've always felt that collaboration is important. But wow.... these calls have really brought that home and helped my organizations reach out and realize how vital it is to our mission.

11:07:40 From Leslieanne Pratt to Everyone:

I will be there.

11:07:40 From Lawrence Nicolas to Everyone:

I'll be there!

11:07:43 From Jess Roper to Everyone:

If you see me there, please say hi! I'd love to meet you 😊

11:07:44 From Amber Freiwald, Maddie's to Everyone:

thanks @mary!!

11:07:44 From Christine Colvin to Everyone:

Will be at the conference! :)

11:07:52 From Denise Deisler to Everyone:

I'll be at BFNC

11:07:54 From Sheila Kouhkan to Everyone:

I'll be there! Yay!

11:07:54 From Amber Freiwald, Maddie's to Everyone:

see you there!

11:08:10 From Kaja Gula-Thomas to Everyone:



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Can't wait for the conference!

11:08:30 From Amber Freiwald, Maddie's to Everyone:

Rebecca Cavedon, Digital Content Manager at the Humane Rescue Alliance

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

rcavedon@humanerescuealliance.org

11:11:40 From Amber Freiwald, Maddie's to Everyone:

<https://www.humanerescuealliance.org/>

11:14:27 From Sarah Aguilar to Everyone:

Question -- Is anyone familiar with this Animal Shelter simulator game?

https://store.steampowered.com/app/1661260/Animal_Shelter_Prologue/

11:14:56 From Jess Roper to Everyone:

Oh wow, very cool, Sarah! I have never heard of that, but it looks cool

11:17:34 From Bobby Mann to Everyone:

Please post any questions you have in the chat. Thanks!

11:21:01 From Sarah Aguilar to Everyone:

How many hours a week/month do you spend on SEO strategy?

11:21:43 From Melissa Engerman to Everyone:

Rebecca - this is very helpful. Thanks

11:23:16 From Amber Freiwald, Maddie's to Everyone:

A broken links stinks, but it's a BREAKTHROUGH to KNOW that it's broken!! Simple fixes go a very long way for our community.

11:24:55 From Amber Freiwald, Maddie's to Everyone:

YES! Volunteers!!!

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

Google Analytics: <https://marketingplatform.google.com/about/analytics/>

11:26:16 From Jess Roper to Everyone:

Thank you so much, Rebecca!

11:26:21 From Kimberly Pickens to Everyone:

Thank you!

11:26:32 From Allison DuVal to Everyone:

thank you for your passion! This was great!

11:26:52 From Kelly Duer to Everyone:

So exciting-- thank you so much Rebecca!

11:26:56 From Lindsay Layendecker, Jacksonville Humane Society to Everyone:

@Rebecca, I keep seeing stuff about Google Universal Analytics changing... do you know anything about that?

11:28:17 From Irene Chansawang to Everyone:

<https://www.google.com/grants/>

11:31:31 From Irene Chansawang 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/monday-community->



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[conversations-jun22-giveaway.htm](https://maddiesfund.org/conversations-jun22-giveaway.htm) Open to all who are watching live or on-demand! Be sure to enter each week you attend!

11:32:10 From Alison Gibson (she/her) to Everyone:

Lindsay will host a webcast this Wednesday: Length of Stay - A Whole-Shelter Solution: Wednesday, June 29 at 12n Pacific: [https://maddiesfund-org.zoom.us/webinar/register/WN_EtIg2XepQv2j7_CHqvsB-A](https://maddiesfund.org.zoom.us/webinar/register/WN_EtIg2XepQv2j7_CHqvsB-A) More information: <https://maddies.fund/LOSWebcast>

11:32:38 From Jess Roper to Everyone:

JHS' presentation at the last foster job-alike was amazing! Highly recommend checking out the recording if you didn't attend live. Lots of innovation and great ideas to steal.

11:34:28 From Amber Freiwald, Maddie's to Everyone:

Lawrence Nicolas, Jacksonville Humane Society talking about Florida Leaders and Lifesaving initiative <https://floridaleadersinlifesaving.org/> and their Lifesaving University <https://www.jacksonville.com/story/lifestyle/pets/2021/08/17/jacksonville-humane-society-unveils-lodge-lifesaving-university/8121670002/>.

11:34:55 From Amanda Gray to Everyone:

hi from a fellow Florida rescue! we are a small cat rescue in Palm Beach county. currently drowning in cats!

11:35:15 From Amber Freiwald, Maddie's to Everyone:

<https://floridaleadersinlifesaving.org/lifesaving-university/>

11:37:16 From Elizabeth Laverty to Everyone:

My husband and I were on vacation in Jacksonville in January and did a "Doggie Day Out". After 5 minutes of paperwork at Jacksonville Humane Society, We took a white pit bull named "Angel" out for a 1/2. We went for a car ride, a long walk at the Arboretum, and then a patio lunch at BurgerFi - they have a vegan burger! It was a wonderful program and Angel quickly got adopted (we filled out a card that was placed in his kennel pouch) after his outing. Is this your organization? If yes, loved that you placed trust in us with Angel.

11:37:51 From Jess Roper to Everyone:

Thank you so much for helping that dog, Elizabeth!

11:39:30 From Amber Freiwald, Maddie's to Everyone: This Meeting's Recording on Maddie's Pet Forum: <https://maddies.fund/ShelterRescueSupportCall62722>

11:42:48 From Jess Roper to Everyone:

Thanks, Petco! What a great way to support collaboration and learning.

11:42:51 From Kimberly Pickens to Everyone:

AMAZING!!!!!!

11:43:29 From Bobby Mann to Everyone:

Openish**

11:44:22 From Kirsten Lindsay to Everyone:

ugh, we have so many barriers and every time we talk about it, we say we're going to reduce some and then find reasons to keep them,

11:44:47 From Amber Freiwald, Maddie's to Everyone:



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Lindsay Layendecker, Director of Community Partnerships

11:46:19 From Amber Freiwald, Maddie's to Everyone:

Jacksonville Humane Society wants you to steal their winning plan for long stay pets:
<https://chewonthis.maddiesfund.org/2019/05/jacksonville-humane-society-wants-you-to-steal-their-winning-plan-for-long-stay-pets/>

11:47:15 From Jess Roper to Everyone:

Teamwork!!!

11:47:17 From Jess Roper to Everyone:

Love it

11:48:19 From Lawrence Nicolas to Everyone:

Lawrence Nicolas, Chief Operating Officer - Jacksonville Humane Society,
LNicolas@jaxhumane.org

11:48:30 From Amber Freiwald, Maddie's to Everyone:

Maddie's Fund Webcast: Length of Stay - A Whole-Shelter Solution: Wednesday, June 29
at 12n Pacific: https://maddiesfund-org.zoom.us/webinar/register/WN_EtIg2XepQv2j7_CHQvsB-A.

11:48:31 From Amanda Gray to Everyone:

I try to make our process pretty open however certain founders like home visits and it's
always an argument with me pushing against it

11:48:48 From Lawrence Nicolas to Everyone:

Lindsay Layendecker, Director of Community Partnerships, Jacksonville Humane Society
- LLayendecker@jaxhumane.org

11:49:22 From Bobby Mann to Everyone:

Amanda, you should invite them to the new call so they can hear from folks around the
country on why it is so important to get rid of home visits.

11:50:12 From Bobby Mann to Everyone:

MarCom people feel so seen right now lol

11:50:20 From Caitlin Quinn to Everyone:

preach Lindsay!

11:50:36 From Amber Freiwald, Maddie's to Everyone:

Jacksonville Humane Society's whole-shelter approach to shortening length of stay:
<https://chewonthis.maddiesfund.org/2022/03/jacksonville-humane-societys-whole-shelter-approach-to-shortening-length-of-stay/>

11:50:37 From Amanda Gray to Everyone:

I always invite them to the call Bobby but I'm always the only one signing in

11:51:22 From Bobby Mann to Everyone:

email me bmann@humanrescuealliance.org. Happy to celebrate them and give them a
nudge <3

11:51:42 From Kirsten Lindsay to Everyone:

I feel like I'm new to shelter/rescue work, so I've been throwing myself into learning, but
my coworkers who have been here a while and are used to just trying to keep their heads



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above water are less likely to welcome change/suggestions.

11:52:43 From Bobby Mann to Everyone:

AMAZING!!!

11:52:58 From Jess Roper to Everyone:

@Kristen, I hear you! That can be frustrating and challenging. Personally, I found that walking the walk to the extent I could within my role helped my colleagues to become curious about what I was doing, start asking questions, and participating with me.

11:53:24 From Javier Gutierrez to Everyone:

How many animals are in your inventory that you meet to discuss during your LOS meeting.

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

@javier great question thx!

11:53:54 From Kirsten Lindsay to Everyone:

@jess, I try! I've been here almost 9 months and still feel very outsider-ish.

11:54:31 From Nancy Macintosh to Everyone:

What is an example of the best adoption application?

11:55:19 From Jess Roper to Everyone:

@javier, it looks like they took in more than 8,000 dogs and cats in 2021

11:56:20 From Rebecca Stewart to Everyone:

Can we get the link to that webcast again?

11:56:22 From Caitlin Quinn to Everyone:

Thank you for this, can't wait for Wednesday!

11:56:52 From Amber Freiwald, Maddie's to Everyone:

Have a meeting facilitator and note taker who can keep the meeting rolling!!!

11:57:18 From Sarah Porter to Everyone:

How do we sign up for the webcast on Wednesday?

11:57:20 From Maria Saucedo to Everyone:

Nancy, in my opinion, my local county shelter has a good process:

<https://www.montgomerycountymd.gov/animalservices/adoption/howtoadopt.html>

11:57:26 From Nancy Macintosh to Everyone:

Do we have the link for Wednesday?

11:57:26 From Melissa Engerman to Everyone:

we are a small private shelter and meet twice a week to discuss any pet that has medical or behavior concerns. That way we are sure nothing is missed, and that pet doesn't fall between the cracks.

11:57:27 From Javier Gutierrez to Everyone:

Thank you

11:57:31 From Amber Freiwald, Maddie's to Everyone:

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11:57:33 From Sheila Ryan to Everyone:

can you drop the link for that webmaster in the chat please?

11:57:57 From Amber Freiwald, Maddie's to Everyone:

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11:58:10 From Irene Chansawang to Everyone:

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

11:58:18 From Sarah Porter to Everyone:

this link isn't working

11:58:30 From Amber Freiwald, Maddie's to Everyone:

NEW Registration for combined meetings: Weekly Community Conversations #ThanksToMaddie: <https://maddies.fund/CommunityConversationsRegistration>.

11:58:37 From Amber Freiwald, Maddie's to Everyone:

click now 😊

11:58:45 From Allison Cardona to Everyone:

We love you, Bobby!

11:58:47 From Tracy McQuarrie to Everyone:

Thank you so much Bobby 🐕 for being such a huge support

11:58:49 From Kimberly Pickens to Everyone:

Thank you so much, Bobby!!!!!!

11:58:50 From Josh Fiala to Everyone:

We really appreciate you, Bobby!!

11:58:51 From Jess Roper to Everyone:

Lots of love!!!!

11:58:55 From Josh Fiala to Everyone:

You have been amazing!

11:59:08 From Irene Chansawang to Everyone:

much love and appreciation, Bobby and to everyone!

11:59:11 From Javier Gutierrez to Everyone:

Thanks Bobby, you the Mann

11:59:11 From Amber Freiwald, Maddie's to Everyone:

NEW Registration for combined meetings: Weekly Community Conversations #ThanksToMaddie: <https://maddies.fund/CommunityConversationsRegistration>.

11:59:13 From cara hanhurst to Everyone:

thanks P:)

11:59:14 From Caitlin Quinn to Everyone:

Thank you!



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11:59:14 From Kirsten Lindsay to Everyone:

Thanks!

12:00:10 From Sarah Porter to Everyone:

sporter@humanesocietyofsedona.org

12:01:20 From Augusta Farley to Everyone:

Bobby. you succeeded! Everyone did.

---end---