

**Animal Services Partnership
Communications & Outreach Workgroup**
April 9, 2014
6:05-7:30pm, 490 Mendocino Ave, Santa Rosa

Present: Sarah, Nora, Sandra, Erin, Nancy, Charlotte, Darryl, Denise & Becky

<p>Adopt Local materials</p>	<p>Postcard is ready to go to print in both Spanish & English.</p> <p>Website: Adopt Local logo is now on the socoanimals website/ places to adopt page.</p> <p>Demo of window clings and size: Discussion about use of Adopt Local window cling – use as business or on cars? 6” cost is \$876 per 1,000. 4.5” is \$450 for 1,000 or \$558 @ 500.</p>	<p>Any additions or changes to the website can go through Sandra. If you know of an organization that should be listed, please contact Sandra.</p> <p>Norma will get info on 4.5” window cling with quantity of 500. Add url <i>adoptlocalsonoma.org</i> to bottom of cling. Also add QR code.</p>
<p>Funding for Adopt Local campaign</p>	<p>Pet Care is interested in funding. Wondering how they will be recognized for support of the program.</p> <p>Things to consider:</p> <ul style="list-style-type: none"> • Consistent with recognition for level of engagement or funding. • No logos on materials (too distracting). • Consider text instead of logo. 	<p>The workgroup decided to add the text “printing provided by Pet Care” as acknowledgement for their contribution for funding the printing of postcards and fliers. Sandra made initial ask of \$3k to cover first run of materials.</p> <p>To expedite, donation will go through Pets Lifeline and ASP will handle acknowledgement.</p> <p>Future: This workgroup will make recommendation to the Steering Group of how to handle sponsors and funders in the future.</p>
<p>List of Rescues and Organizations for Adopt Local campaign</p>	<p>Charlotte did outreach to shelters and rescues to gauge interest in Adopt Local and has compiled a list of who is interested.</p> <p>Discussion around who gets Adopt Local materials: This is an opportunity to help promote animal welfare opportunities – businesses and all animal orgs will get window clings; list of shelters and rescues will be listed on website.</p> <p>We are ready to begin using Adopt Local logo and distribute materials. Once materials are available, they can be picked up at several locations – Son Co Animal Services, Pets Lifeline in Sonoma, Darryl in Healdsburg, Workgroup members (Becky), ASP</p>	<p>Darryl will work with Charlotte to make some follow up calls to his contacts.</p> <p>Erin will reach out to bunny people.</p> <p>We are planning on materials being available by May meeting for distribution.</p> <p>Denise will look at list to see if anything is missing.</p> <p>Press release – Sandra will draft and share with</p>

	vets to distribute to REVMA or Darryl through REVTA meetings.	the group, hoping to distribute in early May.
Quarterly Campaigns	<p>Spring Fling: There are 4 options of materials for the campaign for use by any shelter or rescue who wants to use them. There is a desire to have the shelter managers involved in the process for wider use of the collaborative campaign materials.</p> <p>Nancy suggested extending the Spring Fling campaign til the end of spring (June 21). Anyone can slap it on their existing campaign along with the Adopt Local logo.</p> <p>Ideas for Summer campaign: Summer Splash (although not sure about animals other than dogs when it comes to water!). Another idea to formulate is Slide into Summer with a Home Run by Adopting Local.</p>	Darryl will look into images for developing a campaign for summer around baseball and home runs.
Other business	Darryl brought forward barking dog issue and that we may want to do an educational campaign around it. Another idea is to work with casino to post "don't leave your pets in the car." May work as education campaign with summer campaign.	Sandra and Nancy will bring to the Animal Services Partnership to ask what they think of our workgroup focusing on barking dogs as a future outreach/educational project.
Next Meeting	<p>Agenda:</p> <ul style="list-style-type: none"> ■ Debut of summer campaign theme ■ Plan for distribution of Adopt Local materials ■ Barking dog education campaign 	Next meeting is MAY 14TH 6-7:30pm Manzanita Conference Room (upstairs). 490 Mendocino Ave, Santa Rosa