

**Sonoma County Animal Services Partnership
Communications & Outreach Workgroup Meeting**

November 13, 2013

Sonoma County Wildlife Rescue, Petaluma CA

Present: Sandra Lupien (Sonoma County Animal Care and Control, Chair), Nancy King (Pets Lifeline, co-chair), Wendy Lindstrom (volunteer), Barbara Templin (Forgotten Felines), Erin Casteel (volunteer), Sara Bunyard (volunteer), Norma Bunyard (volunteer), Doris Duncan (Sonoma County Wildlife Rescue), Denise Hill (FAIRE), Darryl Roberts (SNAP Cats), Becky Lunders (facilitator)

Topic	Discussion	Action/Decision
Workgroup's Role with ASP	We talked about how all of the ASP workgroups will need the assistance of the Communications & Outreach workgroup to get the word out in the community. Ideally, this group would like to get requests from the other workgroups on tools, materials or promotion that needs to happen and let this workgroup determine how to best make that happen.	<p>Becky will steward information between the workgroups. Once decisions are made that need promotion, she will bring those needs to this group for action.</p> <p>Examples include:</p> <ul style="list-style-type: none"> • We can help educate the community on ordinance changes and promote the “why” behind them • We can promote the website socoanimals.org and drive people to the site once the data group completes its work. We’ll also include language about how this group can provide CONTENT for the site. The data group is a technical group, so we need to provide good content to that group. • We can promote spay/neuter events and help with marketing such once that workgroup gives us details
What does a collaborative Adoption Campaign look like?	<p>The group did a wish list of what this might look like in Sonoma County. Of course, it would require buy-in from the different entities, but this is the wish list:</p> <ul style="list-style-type: none"> • A website where you could sort by category (dog, cat, rabbit, etc.) and an image would pop up. When you click on that image, you see details about the animal, and where the reside in case you want to adopt • Fees: the group dreams of standardized adoption fees, with “specials” around certain campaigns/times of the year • Common brand: we like the idea of Go Local and branding the campaign “Adopt Local.” This would allow us to produce 	<p>Becky will take this info to the Data Systems Workgroup.</p> <p>Nancy to contact shelters and get their input.</p> <p>Sandra is working with Go Local to create an Adopt Local brand that can be used on ASP workgroup materials and by</p>

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	<p>regional materials and tools to promote the concept and direct people to their local shelter. It also allows individual organizations to co-brand their materials to indicate their collaboration with other shelters and organizations.</p> <ul style="list-style-type: none"> • Universal Adoption Application: There is a desire to have ONE adoption application that would be accepted by all shelters. The group would like it to be online and downloadable so prospects can fill it out before visiting any shelter. Individual shelters and rescues may then have specifics for their organization as an amendment. The desire is to make it easy on the potential adopter so they don't have to fill out a lengthy application only to be redirected to a different shelter where they'd have to start all over again. The group feels this would make the process more consumer-friendly. This may be outside of the scope of this work. This is an operational decision more than a communications/outreach one. 	<p>ASP workgroup members. This will symbolize we are all part of a bigger effort – the health and well-being of animals in Sonoma County.</p>
<p>Tools to implement a collaborative campaign</p>	<p>We brainstormed on tools that would be helpful in promoting any Adopt Local as we move forward:</p> <ul style="list-style-type: none"> • logo (for web, documents, templates) • blurb (to use in newsletters, social media) • Display Ads (for community papers or newsletters) *Denise mentioned some great ads on HSUS shelter website) • Social Media messaging (multiple messages that organizations can easily post to their social media outlets) • Look into the url "adoptlocal.org?" • QR codes • Web banner (for partner organizations to use on their website) • Consistent messaging <p>We also discussed the desire for it to be easy for partner organizations to implement the campaign and piggy-back on their existing</p>	<p>Nancy & Sandra to work on initial pieces to get <i>Adopt Local</i> off the ground.</p> <p>The Group will create and disseminate an Adopt Local toolkit that will include a logo, various print collateral, suggested "Adopt Local" messaging that participating groups can use as a menu from which to pull content for their needs.</p> <p>Sandra will look into adoptlocal.org/other domains that would direct to adoptions page at socoanimals.org</p>

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	campaigns.	
Proposed Adoption Campaign Timeline	<p>The group likes the idea of a quarterly adoption campaign, with a different focus for each quarter. Preliminary focus points are:</p> <ul style="list-style-type: none"> • Feb-Mar: general adoption / babies (spay/neuter message – Feb 25th is Spay/Neuter Day) • Apr-June: puppies/kitties/bunnies – babies ready for adoption • July-Sept: seniors & special needs adoptions • Oct-Dec: a home for the holidays 	<p>Nancy to bring this idea (and our overall approach) to the ASP via email prior to the 12/12 meeting.</p> <p>Nancy to develop messaging to share at next meeting around these quarterly focus areas.</p>
Featured Pets on website	<p>The group came up with an idea to feature different pets on the socoanimals website as a way to get people coming back. The vision is:</p> <ul style="list-style-type: none"> • We assign each month to a different shelter or rescue for providing features for that month • During assigned month, agency provides a photo, short story about the pet, and where to find it. • Feature is posted to the ASP website. The months could align with our quarterly campaigns. <p>Another idea to keep content fresh on the site as it becomes for sophisticated: feature information that relates to the time of year (i.e. flea and tick season, toxic for pets, etc.)</p>	<p>Sandra will be the liaison to the Data Systems Workgroup to see if it will be possible as the website is build out. – I think it is better for me to be the liaison btw the two workgroups.</p> <p>** We may need a volunteer to oversee this, gathering photos, stories and posting to the site.</p>
Leadership Roles	<p>We discovered several people in our workgroup that have special talents and connections that will be helpful in carrying out our work:</p> <ul style="list-style-type: none"> • Erin is a web designer by trade and has access to people who are talented in the area of graphic design and web needs • Darryl has a background in marketing and promotion and is connected in the vet community • Barbara works closely with vets as a pharmaceutical rep and serves on the Board of REVMA 	<p>Erin will look into how her network might help us get professional pieces produced quickly as pro bono or discounted work in order to turn things quickly.</p> <p>Darryl & Barbara will work to develop a plan for approaching local vets to engage them in support for our campaigns, possibly giving specials or free /reduced services which we can promote during campaigns. We also</p>

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		want to further engage the vet community. It was also mentioned that Beth Brannock would be a good addition to our workgroup.
Research Commitments	<p>Fostering Collaboration research: what it look like as far as training, needs and volunteers?</p> <p>Rental Properties research: we'd like to be able to post a list on socoanimals.org of rental properties that allow pets.</p>	<p>Sandra Lupien (ACC), suggestions to ask: Shannon Carr? (Forgotten Felines), Mickey Zeldes? (RP Animal Shelter), Doris Duncan (Wildlife Rescue)</p> <p>Wendy Lindstrom will look into this and bring some lists to the next meeting.</p>
Home for the Holidays collaborative promotion	<p>Everyone is excited to get moving on this collaborative effort. Using the Go Local/Adopt Local logo (once available), there is interest in developing a consistent message to launch a collaborative Home for the Holidays campaign for this December.</p> <p>It was noted that Adopt Local works well because "local" means different things to different people. Local might mean in Sonoma County, or if you are in one community you might think of "local" as in your town.</p> <p>We also noted that "adopt" can have more multiple meanings. While adopt might mean to bring a new animal into your home, it can also mean adopting a wildlife animal by funding the caretaking of that animal at the rescue. This turns Adopt Local into a fundraising opportunity for some of our partners.</p>	<p>Nancy to reach out to shelters to see if they want to participate and promote this loosely organized promotion.</p> <p>Sandra & Nancy to work on:</p> <ul style="list-style-type: none"> • Adopt Local logo for all members of group to use Home for the Holidays flier • Promotion of Home of the Holidays on socoanimals.org • Press release • PSA's for messaging
Communication within the workgroup	There was a request for developing a way to share documents between workgroup members. As we develop tools, we will need a repository for all shelters, agencies and partners to be able to have easy access to the tools.	Sandra is looking into establishing a google docs group for document sharing. Denise Hill agreed to help with this if needed.
Next Meeting	Wednesday, December 11 th , 6:00-7:30pm at Forgotten Felines,	Come prepared to report back on your findings, and

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	[1814 Empire Industrial Ct, #F, Santa Rosa, CA]	provide input on ideas and tools for <i>our Go Local. Adopt Local. Campaign.</i>

Meeting notes drafted by facilitator Becky Lunders. If you have any questions, please contact Becky at becky@totalteamworks.com or Workgroup Chair Sandra Lupien at sandra.lupien@sonoma-county.org.