

helpsaveastray.com

Winston's Words

July 2009
Volume 2, Issue 6

Note from the Founder:

Happy Anniversary...July 2009 makes it one year for me working with all of you and I am so excited to share some changes that are coming!

After being in contact with some of you, and hearing your concerns, I couldn't help but feel like my energy and efforts could be used in a more beneficial way. Yes, adoptions are important - more important to me than you may know. I am a firm believer that anyone wanting to bring a furry 4-legged friend home should always, always adopt from a shelter. However; many have expressed the need to raise funds and overall awareness of the shelter. I feel that by raising awareness through marketing and PR, then the funds will come in, and the adoptions will pick up.

Social Media Management and fundraising organization were 2 big concerns for some of you. I will be in contact with those shelters who expressed specific requests.

If you have not yet taken the Shelter Survey, you still can. You can do so at the website: www.helpsaveastray.com/shelter-survey.html. This is very helpful for me - it gives me a good idea of what you are working with. The survey is 9 questions, and shouldn't take longer than 10 or 15 minutes.

I am very happy to report that I've started team Race for Strays. I am a long distance runner and thought it would be great to create a team to raise money for animal shelters. It is my goal to create a team in cities where you are located. I hope to reach runners and corporate sponsors all over the country to join the team and help raise funds for you! Our first race is October 11 in Austin, TX. We are running for Lifelong Friends Pet Adoptions in Lago Vista, TX (near Austin). If this is something you think your shelter would be interested in, please contact me!

I can't wait to see what this next year brings for you all!

Jennifer Hardina

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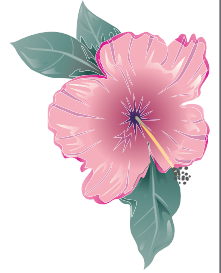
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Meow Luau in Chicago

Join Tree House Humane Society for their 1st Annual Meow Luau Benefit! Celebrate summer the way it was meant to be celebrated--with tropical drinks and good friends. This first annual Tree House Meow Luau event takes place on Thursday, July 23, from 6:00 p.m. - 8:00 p.m. at Trader Todd's. Your \$25 ticket includes open bar and appetizers for two hours! Enjoy raffle prizes and silent auction, too. 100% of proceeds will be donated to Tree House. Purchase your tickets now at TreeHouseAnimals.org. For more information or questions about the event contact Erin at erin@treehouseanimals.org or 773-784-5488 ext. 238.

Details: July 23, 2009 - Trader Todd's Outdoor Beer Garden, 3216 N. Sheffield, Chicago, IL 60657, 6:00 p.m. - 8:00 p.m.



Rocky

Rocky is a 1-year-old Pit Bull. He is very loving, playful, affectionate, and STRONG. He needs some basic training, but he is very smart and learns fast. He likes some dogs, mostly non-dominant female ones, however, he should be an only pet in the beginning. He acts like a puppy and doesn't know how big he is! Thank you for considering him.



www.basv.org



Undergoing some Changes

As you may have noticed, the Adopt Me page is no longer up on the website. It was getting very difficult to keep it up-to-date. Since most of you, in the shelter surveys, expressed the importance of raising funds, the attention is going to be geared more towards positive imaging of the shelter and raising funds. The focus is going to be geared toward getting your image out as the shelter. By doing so, your support should follow, and ultimately funds (and adoptions) will raise!

Social Networking - 3 Reasons

1. It gives you a large market/audience
2. It makes targeted marketing easier
3. It gives great potential for website traffic

Twitter: www.twitter.com/helpsaveastray

Facebook: www.facebook.com/helpsaveastray

Find 'em!

Lifelong Friends (Lago Vista, TX) on Facebook (Group): search "lifelong friends"

Carolina Animal Rescue (Sanford, NC) on Twitter: www.twitter.com/caranc

PAWS Chicago (Chicago, IL) on Twitter: www.twitter.com/PAWSchicago

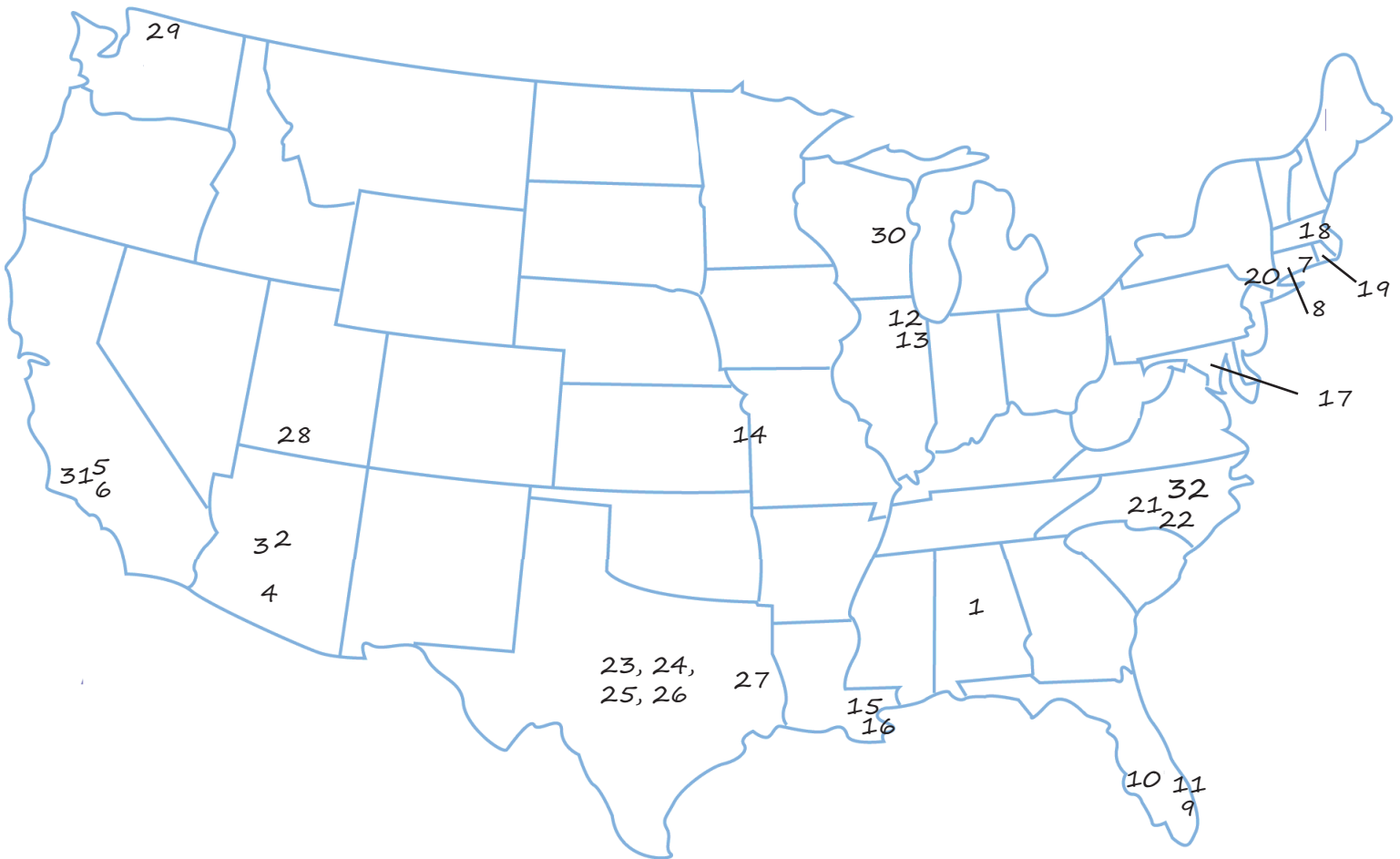
Best Friends (Kanab, UT) on Twitter: www.twitter.com/BFAS

Tree House Humane Society (Chicago, IL) on Facebook (Page): search "tree house humane society"

Burbank Animal Shelter (Burbank, CA) on Facebook (Page): search "Burbank animal shelter"

Featured Shelters

All of our featured shelters are located on the "Shelters" page of our website:



1. Bama Bully Rescue, Inc. (Alabaster, AL)
2. Animals Benefit Club of Arizona (Phoenix, AZ)
3. Desert Labrador Retriever Rescue (Litchfield Park, AZ)
4. Foundation for Animals In Risk (Tucson, AZ)
5. New Leash On Life Animal Rescue (Newhall, CA)
6. German Shepherd Rescue of Orange County (Newport Beach, CA)
7. Forgotten Angels Sanctuary (Griswold, CT)
8. Pet Protectors, Inc. (Fairfield, CT)
9. Pet Rescue, Inc. (Miami Gardens, FL.)
10. Pet Pal Animal Shelter (St. Petersburg, FL)
11. Animal Matters (Boca Raton, FL)
12. Tree House Humane Society (Chicago, IL)
13. PAWS Chicago (Chicago, IL)
14. Animal Haven (Merriam, Kansas)
15. Capital Area Animal Welfare Society (CAAWS) (Baton Rouge, LA)
16. Louisiana SPCA (New Orleans, LA)
17. Mid-Atlantic German Shepherd Rescue (Laurel, MD)
18. Northeast Animal Shelter (Salem, MA)
19. Camden County Animal Shelter (Blackwood, NJ)
20. Adopt-A-Dog, Inc. (Armonk, NY)
21. Humane Society of Charlotte (Charlotte, NC)
22. Moore Humane Society (Carthage, NC)
23. Austin Pets Alive! (Austin, TX)
24. Lifelong Friends Pet Adoptions (Lago Vista, TX)
25. Austin Humane Society (Austin, TX)
26. Blue Dog Rescue (Austin, TX)
27. The O'Malley Alley Cat Organization (Nacogdoches, TX)
28. Best Friends Animal Society (Kanab, UT)
29. Saving Pets One at a Time (SPOT) (Burlington, WA)
30. Bay Area Humane Society & Animal Shelter, Inc. (Green Bay, WI)
31. Burbank Animal Shelter (Burbank, CA)
32. Carolina Animal Rescue & Adoption (Sanford, NC)

Ruby - A Success Story! (Northeast Animal Shelter)

Ruby and her puppies had been dumped right outside a veterinary clinic – so close to the care they needed -- yet hours went by before a care worker found them and brought them in from the elements.

Once safely inside, the dogs were given food, water and immediate medical attention. It was then that the vet discovered that Ruby's left hind leg had been broken long ago — most likely as the result of being hit by a car. The bone had fused back together improperly, causing her great agony.

Sadly her chronic pain, in addition to the stress of caring for her three tiny pups, left Ruby too weak to undergo surgery to correct her injury. Not wanting to give up on her, the vet decided to postpone the procedure so that Ruby could grow stronger.

When it was finally time to fix Ruby's leg, however, the doctors once again hit a road block. During the operation, they found that Ruby's bones were brittle from the malnutrition of a rough life on the streets. The normal procedure which called for placing two metal pins into the leg for stability was impossible.

After a great deal of thought, the vet chose to put one pin in rather than amputate her leg. And while it was not the perfect solution, Ruby was able to walk two months later! And even though she limped, the heroic dog was finally out of pain.

With Ruby recovered, and the puppies all adopted into loving families, it was time for the deserving dog to come to Northeast Animal Shelter through our Puppies Across America Program...and find a forever family of her own.

Ruby stayed at the Shelter scarcely one week before the Thompson family discovered her warm and generous spirit. We told them of Ruby's complications — that she was healed but would forever walk with a limp. They willingly accepted the responsibility and challenge of the adoption.

Now the Thompson family reports that Ruby is at the center of their very happy lives. Asked about how she is faring with her leg, Ruby's adopters were pleased to tell us that, despite her disability, Ruby has the distinction of being the "fastest Chihuahua in the neighborhood!"

From the very beginning, Ruby's rescuers were determined to save her life...because they knew there was a place where this wonderful dog would be given a second chance.

www.northeastanimalshelter.org



Team Race for Strays: *Running to save lives!*

Join team Race for Strays, running in Austin, TX for Lifelong Friends Pet Adoptions. Not in Austin? It's ok, you can sponsor the team. Visit the website for more information: www.helpsaveastray.com. For questions, email: helpsaveastray@gmail.com

The Divas are Here!

German Shepherd Rescue of Orange County (GSROC) is seeking loving homes for two beautiful, pure-bred female German shepherds. Beauty (aptly named) is an affectionate 4 year old with classic good looks. Somehow she ended up in traffic when a GSROC volunteer first spotted her. With that traumatic event is long behind her, Beauty is ready to share love, loyalty, and companionship with that lucky adopter.

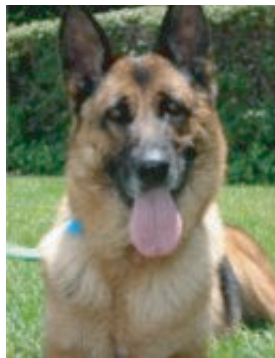
Rosie, an absolutely ravishing coated girl of three years, is extremely intelligent, has training, and is very people friendly. She is also more than ready to take the role of loyal and active companion for a loving adopter.

Both dogs would work best as the only pet in the household, although Beauty might accept a male doggie friend.

Would you consider adopting one of these beautiful ladies?



Rosie



Beauty

www.gsroc.org

Social Networking Tips and Tricks

Social networking can be an overwhelming beast. It is important to understand its power and not be intimidated. Below are some tips that I found helpful from About.com.

1. Pick the social networking sites that work best for you and your needs.
2. Find someone to help guide you through the process that is familiar with social networking and your goals.
3. Get more involved; don't just create a profile/account and forget about it.
4. Realize that you cannot control everything that people post about your profile/account.
5. Make a good first impression; make sure you let your supporters know about your efforts.
6. Communicate with your social networking friends on a regular basis.
7. Devote staff or volunteers to spend time making your efforts a success.
8. Activate your social networking supports/followers - challenge them and give them ways to get involved.
9. Realize that your following is the future.

**Next Winston's Words
August 15**