
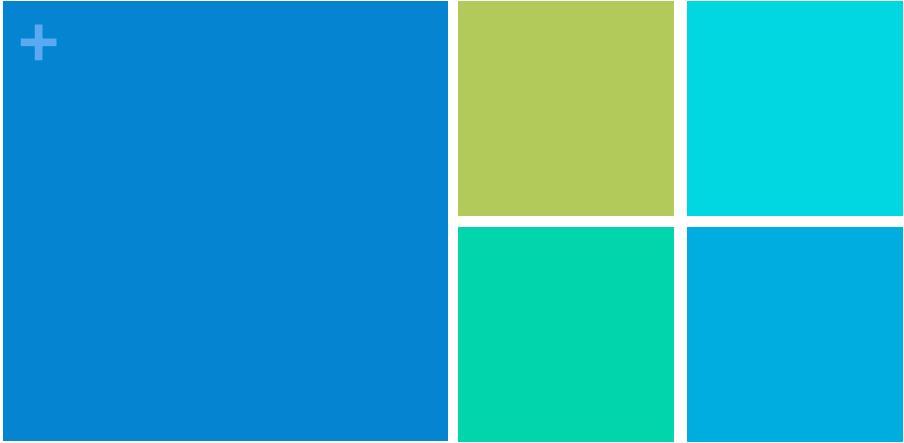

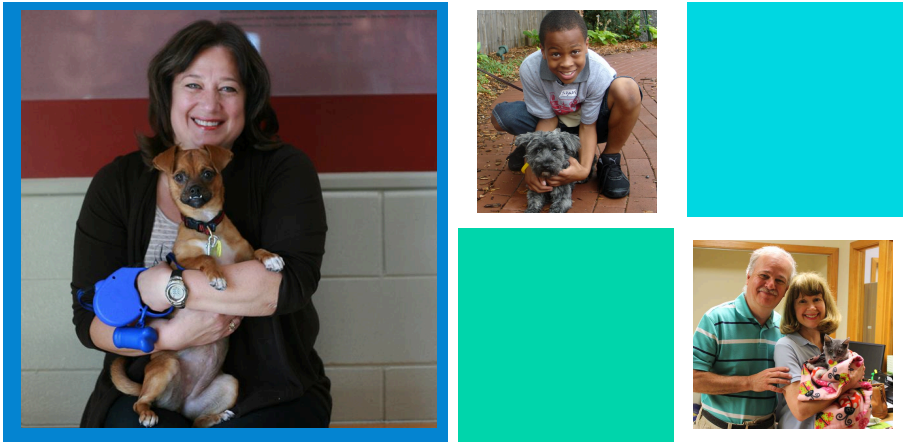


Worth 1,000 Words: The Power of
Visuals to Market Your Animals
– Allie Yoder



Adoption Videos

Saving more lives without
spending a dime



Our mission is to build a community where people value animals and treat them with respect and kindness.

+ Obtaining Equipment

Use what you've got!

- Home camcorders
- Cell phones
- iPads
- Webcams

Ask for help!

- Social media plea
- Major donors
- Corporate donors
- Grants

+ Why make videos?

- They're free!
- They're easy to share
- They effectively facilitate long-term matches
- YouTube is a massive community that grows every day
- You get to showcase an animal's positive traits
- It's a chance to demonstrate how much your organization cares about the animals they serve
- You become more approachable as an organization

+ Cameras



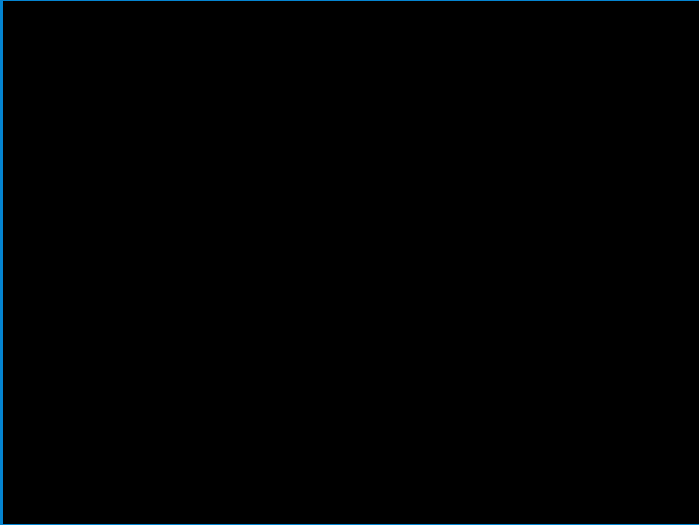
+ Editing software

- Use what you've got!
 - iMovie
 - Flipshare
 - Windows Movie Maker
- Don't know how to use it?
 - Google it!
 - Ask your volunteers or staff members
 - Get an intern

+ Tips for creating great videos

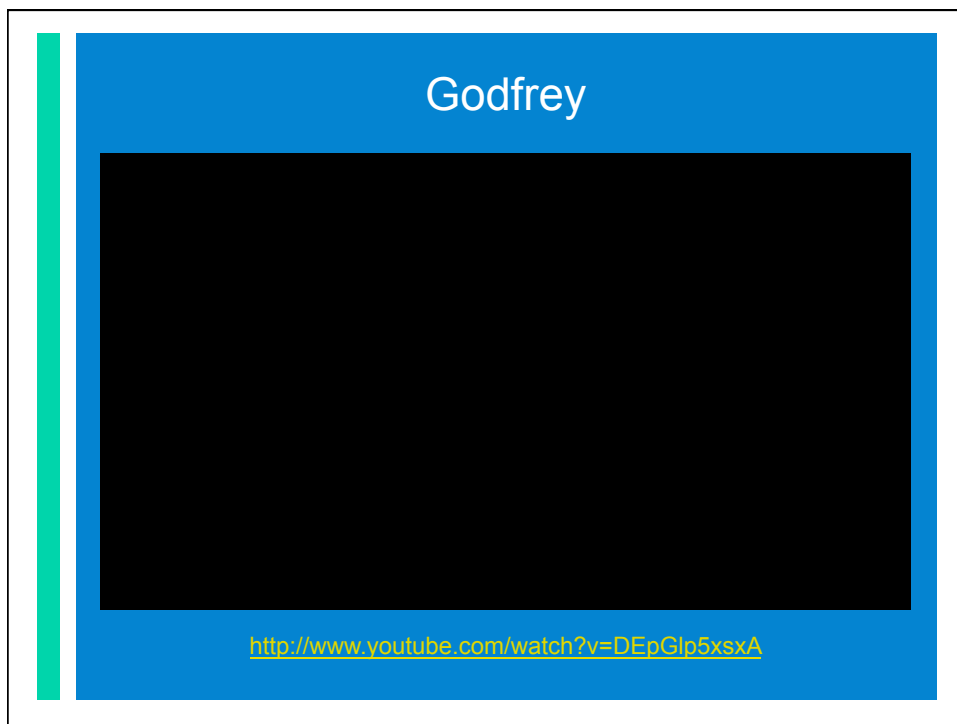
Do	Don't
<ul style="list-style-type: none">■ DO get to know the animal■ DO get lots of eye contact■ DO aim for variety■ DO try to show the animal outside of the shelter setting■ DO include human interaction■ DO be sure to include a call to action or contact information	<ul style="list-style-type: none">■ DON'T mistake length for quality■ DON'T think each video needs to be a masterpiece■ DON'T always limit your video to just one animal■ DON'T push the animal outside of their comfort zone■ DON'T be afraid to have fun!

Dolly



<http://www.youtube.com/watch?v=sUMe966FxBQ>

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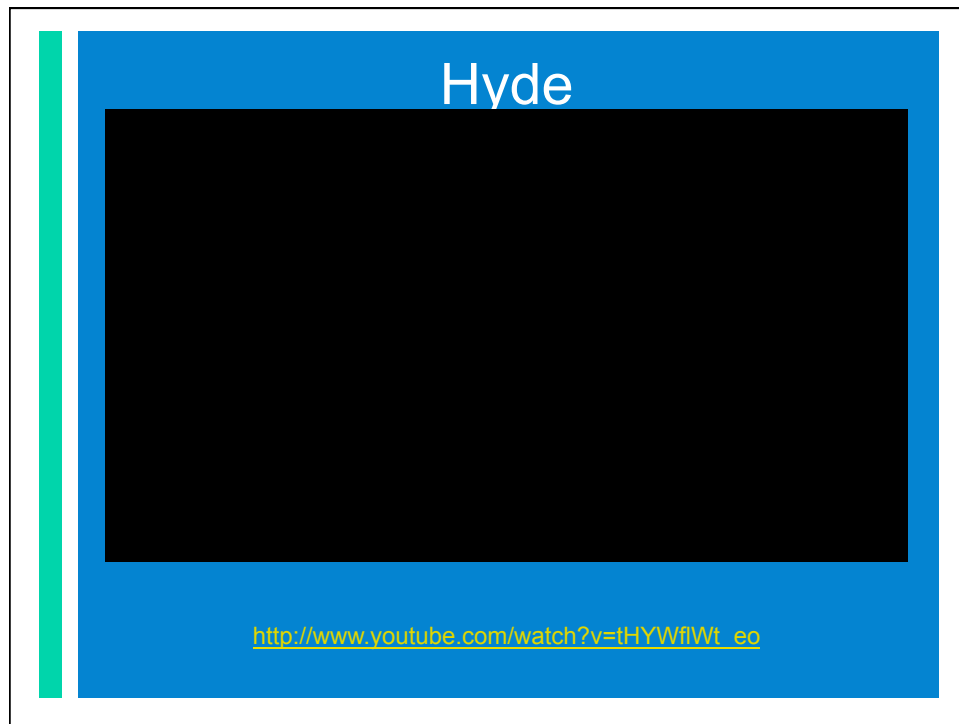


+ But what about cats?

- Think of what cat traits or habits make *you* laugh
- Give them some time to warm up to you
- Put them in a new environment
- Add something to their environment
- Let them forget that you're there
- Show them interacting with people or other animals indirectly



The slide has a white background with a blue border. A blue plus sign is to the left of the title 'But what about cats?'. To the right of the title is a vertical decorative bar consisting of a white line and a blue rectangle. Below the title is a bulleted list of six items, each starting with a blue square bullet point.



+ Distributing videos

- PetPoint, PetFinder, etc
- YouTube subscribers
- Posting to Facebook
- Auto-posting on Twitter
- “Pet of the week” TV segments

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