



"Empowering all those who help needy animals!"



Social Media Available for You

SOCAL MEDIA SEMINAR LESS THAN 2 WEEKS AWAY!

Animal Rescues, Shelters and Care Organizations all engage in some form of Social Media in promoting adoptions, services, events, and awareness of their organizations. To help fine tune your skills (or begin to use them if you have not started using all the forms of Social Media out there), United Pet Fund will be presenting a seminar for all Animal Care and Service Organizations (ACSOs) and members of the General Public who may want to use their Social Media Skills to help ACSOs. This Seminar will occur on Saturday, August 18th, 2012, from 8 am to 12 noon.

A number of people adopt their newest furry member of the family by going online to find them. Classical adoption events put on by shelters and rescues still play an important part in making these matches, but more and more as the public depends on social media to communicate, those matches are occurring online as time to attend those events is limited with busy schedules. The animals under your care, and available for adoption, can now have a vastly increased



Calendar Dates for ACSOs

UPF SEMINAR: "How to use Social Media to Increase Adoptions & Public Awareness"

When: Saturday, August 18, 2012

8:00 am to 12 noon

Where: Scarlet Oaks Career Development Campus,
3254 East Kemper,
Sharonville, OH

International Homeless Animals Day 2012 Adoption Event

When: Saturday, August 18, 2012

3:00 PM to 7:00 PM EDT

Where: Red Dog Pet Resort &

audience that will know they are available. A larger number of families will drive a long distance to adopt the 'just right animal' for their family. Learn how to spread the word to them on how your rescue or shelter has that special animal to adopt.

In addition to the informative seminar presented by noted Social Media expert Bill Schroeder, UPF will provide a number of resources that it will be handing out to attendees. Be sure to sign up soon to get a place at this Seminar!

UPF Presents a Seminar for Animal Shelters, Rescues and Service Organizations, along with the General Public:

"How to Use Social Media to Increase Adoptions & Public Awareness"

Speaker: Bill Shroeder of InTouch Practice Communications

Saturday, August 18, 2012

8 am - 12 Noon

Scarlet Oaks Career Development Campus/Sharonville, OH

Instructional Resource Center
3254 East Kemper
Cincinnati, OH 45241

A Seminar to bring you up to date on the most important trends in Social Media communication to the Public and those that follow your organization! Handouts and other resources to be provided.

TOPICS COVERED:

- Identifying the most beneficial Social Media Channels
- Social Media Content that encourages interaction
- Using Social Media to increase adoptions....the old and the new methods

[Registration Form available by clicking on this link](#)

Spa
5081 Madison Road
Cincinnati, OH 45227

PAWS of MIDDLETOWN Golf Outing

When: Mon., August 20, 2012

Where: Wildwood Golf Club
in Middletown, OH

4th ANNUAL PITTIE PLEASE, FIND A CURE WALK

When: Sun, August 26, 2012,
11am - 3pm

Where:

England-Idlewild Park, Burlington, KY

2012 GREAT SHELTERS CONFERENCE

When: Sat and Sun. Sept 15 and 16th, 2012

Where: Crowne Plaza Hotel
5901 Pfeiffer Road
Blue Ash, OH 45242

UPF 3rd ANNUAL GOLF CLASSIC

When: Monday, Sept. 17, 2012

10:30 am to 7:00 pm

Where: O'Bannon Creek Golf Club in Loveland, OH

Barkaritaville by Cincinnati Schnauzer

Rescue

When: Sat, Sept 22, 11am - 4pm

Where:

Gill Lynn Park, Dayton, Kentucky

UPF PET HEALTH DAY

When: Sun, October 7, 2012



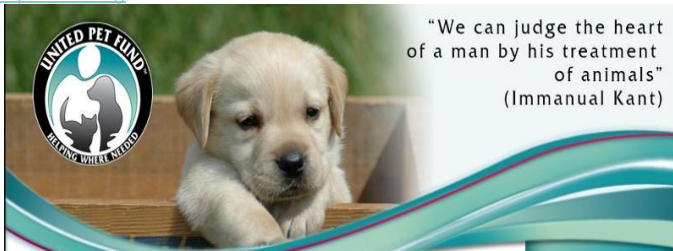
Where: St. Francis Seraph Church on Liberty & Vine in Over the Rhine

www.unitedpetfund.org

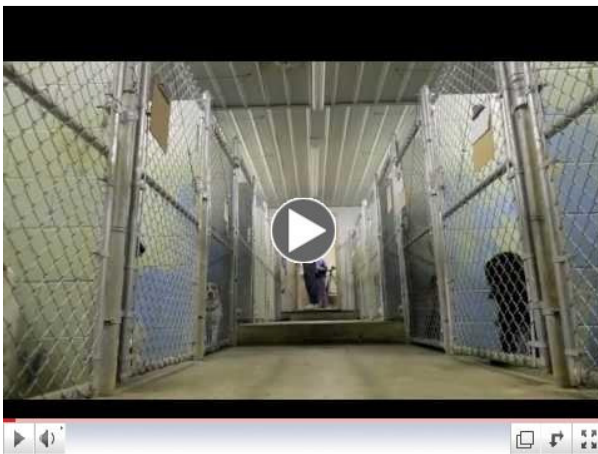
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For Details check out the Calendar on



www.unitedpetfund.org



Our mission at United Pet Fund is to locally empower your organization and be a resource that will be there for crisis situations backup, animal facility maintenance and repairs, community support for animal preventative health care in underserved neighborhoods, nonprofit leadership/ management educational resources, as well as other areas where shelters and rescues can use training. We will be transitioning to becoming a Nonprofit Members Services organization that will eventually provide valuable business services at discounted rates to benefit member Animal Care and Service Organizations. Check out this YouTube video to get a sense of what we are trying to do:



United Pet Fund

For those of you who were not able to attend our successful



Stay Connected



seminars in November 2011 and February 2012, **we still have the handouts that were presented at the seminars on-line at our website under *Shelter Resources at:***

www.unitedpetfund.org

SCRATCHING POSTS AVAILABLE FOR YOU TO USE TO RAISE FUNDS!

United Pet Fund has enlisted the services of its Handyman (John Y.) to help build cat scratching posts. We will be offering these sturdy and attractive scratching posts 'at cost' for all Feline Shelters and Rescues who would like to re-sell these attractive scratching posts to raise funds. The cost will be \$10, and we have suggested that these posts could retail for \$25 - 35 (or whatever price your organization believes is fair). If you wish to place orders or to purchase them for your Shelter/Rescue to re-sell, contact us at unitedpetfund@fuse.net.



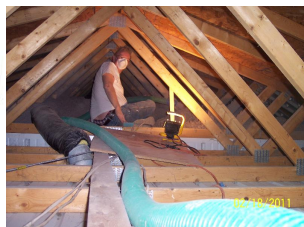
**EVENTS
NEEDED!**



If your organization is having an event that you would like for us to list on our website calendar, send the details to:
unitedpetfund@fuse.net



Handyman Services are still available for facilities associated with Animal Care and Service Organizations! Send an e-mail to unitedpetfund@fuse.net with your request for services that you may know that any ACSO may need, and our UPF Handyman, John Y., will get back to you on setting up an assessment of those needs and how we can help. Unfortunately, homes of individual foster families do not qualify for this assistance.





ANNOUNCEMENTS!



© bmw cars

- UPF GETS WHEELS! Many thanks to The Joanie Bernard Foundation for awarding United Pet Fund a generous grant for us to purchase a work van to use in our Handyman Service, as well as serve as a resource for all area Shelters and Rescues to meet needs such as providing emergency food needs and other supplies when necessary! You will get your first chance to see the new van at the UPF Social Media Seminar on Saturday, August 18th, as well as the International Homeless Animals Day Adoption event at Red Dog Pet Resort and Spa that afternoon from 3 pm - 7 pm (see UCAN Calendar for more info).



- **Have you heard about TechSoup yet? Most likely, many of you have not. You may not realize that your nonprofit Animal Care and Service Organization can get donated hardware and software from TechSoup - not to mention free webinars, educational articles, and expert-led community forums.** You can save on IT costs with the help of donated tech products from their 45 donor partners like Microsoft, Adobe, Cisco, Intuit, and Symantec. **Signing up is easy! To get started with TechSoup product donations:**

1. [Register an Organization](#)
2. [Submit qualification documents](#)

PURINA OFFERS PHOTOGRAPHY TIPS TO MAKE YOUR ANIMALS MORE ADOPTABLE

"For Shelter Pets, a picture is worth a thousand words!"

Good article from Purina on how to "communicate the real personality of shelter pets - that they are beautiful and friendly and make incredible companions." Put this together with a dynamic Social Media program that you can get on the 18th of August, and your adoption rates can soar!

[PURINA SHELTER PET PROGRAM ARTICLE ON PHOTOGRAPHY TIPS](#)



Shelter Me Photography - Pet Photographer Nanette Martin -
Purina ONE