



UNITED PET FUND “Staying in the loop”



In today's high speed world of communication advances and the social media explosion, it can sometime be easy to become 'lost' or 'out of touch' when privacy wall filters go overboard to keep you from reaching the news you need to have. Spam and junk mail filters on your server, computers, and email service providers serve the purpose of protecting you from the flood of unwanted internet garbage that would surely drown your computers if allowed to flow through. Those filters sometimes keep legitimate communications from reaching you. Just as an example, Gmail (a very popular email option) has several filters built into its program that will sort out emails into one of 3 tabs: PRIMARY TAB, SOCIAL TAB and PROMOTIONS TAB. Most electronic emails end up in the Promotions Tab. Most people DO NOT check their promotions tabs. If we followed all the rules that Gmail has instituted to put an electronic newsletter into its Primary Tab, there would be no more than 1 link, no images, no spelling or grammar errors, short, and we would have to mention your name in each email. A relatively dull newsletter. In showing the resources we have available, we must have images, and as an umbrella organization with 80+ members, links are important.

United Pet Fund has heard from some of its members that they are not getting communications on happenings, distribution days, and other announcements. That results in them not being able to share in the resources collected for them, and participate in events that will benefit them and the animals under their care, or the owners of pets that they assist. Some of it may be as simple as the contact person in their organization being too busy and not regularly checking their email, their junk mail folder, promotion tabs (in Gmail accounts), or not having the time to return messages left on phones, emails, or 'snail mail'. In today's fluid world, the 'contact person' may no longer be the 'contact person', but failed to let anyone know about the channels of communications they oversaw checking. The result is that organization *no longer is staying in the loop of communication*. UPF knows the importance of the resources and assets we help provide to many of the smaller mom-and-pop animal rescues, shelters and advocacy groups that are out there. To stay fiscally intact, these resources must be available at no or very low cost for the organization to survive and carry on its mission. UPF and its volunteers continue to strive to make this happen in carrying out its mission statement of "Empowering all those who help animals in need!".

The following are suggestions to make sure that these communication lines stay open, and you remain 'in the loop':

- **Check our website at www.unitedpetfund.org.** On that website, you should look for the newsletters 1) at the bottom of the Home Page, under **Latest News & Events Calendar**, 2) or under the **Learn More Tab** at the top of the page, under **News**.

- **Provide UPF with an alternate contact(s) for your organization** that we can keep on file. We would like their name(s), email address, and phone number(s). You may send that contact information to us at unitedpetfund@fuse.net. The Catch-22 on this is that the more people we put on our email list, the more likely that the spam and junk mail filters will kick in. All the people on your organization's contact list should get a copy of this information as a backup to 'staying in the loop'.
- **Go to UPF's Facebook page at <https://www.facebook.com/unitedpetfund/> and LIKE us** so that you can get regular postings on our news. Yes, we know that not everybody checks their Facebook Page regularly (or you may even be asking...What is Facebook?), but it is an important communication tool. Our newsletters once they are released are posted twice within a week on our Facebook Page. This gives you the opportunity to catch up on the news and happenings that occur in the UPF Community.
- **Plan on checking your JUNK and SPAM MAIL FILTERS** and see if the UPF Newsletters have been filed into one of them (those who use Gmail should check their Promotions Tab). Follow your Email Service Provider's advice on how to remove them from these lists and get them into your mainstream and accepted email folders.
- **Respond to requests for participation in a timely manner.** We must assume that you are getting communications from us, but if we don't hear from you, you may lose out on all the benefits UPF would like to provide for your organizations and its mission.
- **Call UPF and leave us a message** if you have not heard from us in a month. We have monthly distributions, and as such, at least once a month you should be receiving an email from us. The number to call is: **513-520-7571**. Plan leaving a message with your name, name of organization, phone number or email address to get back in contact with you, and reason for call. Your message will be recorded and sent to us in an email. With the exceptions for weekends, we will try to get back to you within 24 hours.
- **If all else fails, use SNAIL MAIL.** Send us a quick note addressing us with your concerns, and most current contact people, emails, phone numbers, and addresses. Send that to:
UNITED PET FUND
9401 TOWNE SQUARE AVENUE
CINCINNATI, OH 45242

We hope that all these suggestions will help you to keep you 'in the loop' with United Pet Fund. You are an important member of this Community, and we want to stay in touch. Let us know your news also, and how we can help by seeking and looking to provide for resources in areas we have not thought of yet.

DR Z for UPF