



## Emily Garman

Founder, TheSocialAnimal.com  
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### **Areas of Expertise:**

Social Media Strategy, Facebook/Twitter/LinkedIn/YouTube for beginners, Custom Facebook Pages, Online Fundraising, Donor and Volunteer Engagement, Fundraising Strategy, Direct Mail Strategy, Adoption Strategy, Adoption Event Production

**Bio:** Emily Garman has been building web sites and rescuing dogs since 1997.

At the beginning of the social media craze, she quickly saw how this technology could benefit nonprofits, particularly animal organizations. She took the Central Oklahoma Humane Society into the blogosphere and other social media universes in 2008. Their social media strategy and policy is nationally recognized and has become a model for other humane societies.

In early 2008 she founded TheSocialAnimal.com to combine her passion for animal rescue with her enthusiasm for social media. The Social Animal's purpose is to teach animal welfare personnel how to use the Internet to recruit volunteers, raise money and increase adoption and awareness.

Emily travels around the US as a speaker with the Petfinder.com Adoption Options tour. She also conducts workshops for the Humane Society of the United States (HSUS) in Washington D.C. and ASPCA partner communities around the country. She was recently awarded the Advocate in Action Award by the Oklahoma Alliance for Animals for her work in using social media to help pass SB 1712, the Pet Breeder Bill, in 2010.

## Workshop Offerings

### **Friends, Followers and Funders: Integrating proven fundraising strategies with web 2.0 technology for maximum donor engagement**

Does your nonprofit need funding for projects or operations? Are you maximizing the use of social media and the Internet to capture unrestricted funding? In this workshop you'll get examples of real-world fundraising examples and techniques. This comprehensive fundraising seminar covers:

- Building an email list
- Creating and empowering donor evangelists
- Creating a fundraising kit
- The psychology of online giving in relation to network groups
- Online fundraising techniques
- Developing a fundraising strategy
- Online fundraising versus traditional fundraising
- Generational Differences in Fundraising

- ❑ Using YouTube to increase awareness & drive donations
- ❑ Understand and compare the options available for soliciting online donations
- ❑ Create & Utilize free online fundraising accounts on multiple platforms
- ❑ Locate alternative online fundraising opportunities (beyond soliciting donations)

## **Empty Every Cage: a step-by-step walkthrough to executing a wildly successful mega-adoption event in your community**

Shelters, humane societies and small rescues in all over North America are joining together in their communities to hold mega-adoption events where high numbers of animals are adopted in a short, defined period of time.

Emily Garman has been producing mega-adoption events in Oklahoma since 1999 that regularly find homes for more than 500 animals at a time, and has developed a blueprint for success that she will share with you in this seminar.

We look at several communities with record-breaking mega-adoption events and break down how they did it and why it worked. We'll also discuss the pros and cons of volume adoptions, and the myths surrounding free and reduced adoption fees. You'll leave with a step-by-step instruction manual to help you produce a mega-adoption event in your own community.

## **Social Animals: Using Social Media to Do More Adoptions, Raise More Money and Recruit More Volunteers**

*(note: this is a great seminar for a "mixed" audience of a variety of levels of social media expertise.)*

Are you looking for great ways to find new donors, members and volunteers? How can you increase adoptions?

This seminar will teach you how to harness the tools and concepts of social media to accomplish your goals and help more animals in your program. This session is great for beginners as well as more advanced users, as it focuses on strategies and ways to use social media rather than just technical specifics.

You'll see what other animal welfare organizations are doing to literally raise thousands of dollars a month using social media, and to grow their volunteer and foster bases exponentially. You'll also learn about exclusive, non-publicized tools and resources available only to nonprofits that can make a huge difference in your online effectiveness. You don't have to be a technical guru or a Twitter expert to attend this seminar--all you need is an open mind!

## **Social Media for Puppies and Kittens (aka Absolute Beginners!): How you can tap the Internet to get more donations, recruit more volunteers and save more lives!**

Learn what social media can and can't do. We'll discuss—in VERY elementary terms—what are Facebook, Twitter, Youtube and how each works. Find out what are Facebook personal profiles, fans, groups, and community pages and which kind is best for you and why. Learn how other

organizations are using social media to achieve profound results in fundraising, adoptions and more. Learn some very special tools that can save you time and revolutionize your organization's online effectiveness.

## **Social Animals: Intermediate/Advanced Social Media Tools & Tricks for Animal Welfare Advocates**

You're using Facebook, Twitter and Youtube. You have a blog and you're running a pretty good website. How can you hone your skills and take your social media to the next level? This seminar will cover the very latest in free secret tools for nonprofits, how to create a unified strategy, how to get more followers and engage them more deeply, how to cultivate online relationships and reap the benefits of loyalty, and much more!

## References

Speaker references (attendance, punctuality, professionalism, skill, etc.):

Lynn Davidson Katz, Petfinder.com: [lynn@petfinder.com](mailto:lynn@petfinder.com)

Rebecca Poling, Texas Unites for Animals: [rpoling1@swbell.net](mailto:rpoling1@swbell.net)

Carie Lewis, HSUS: [clewis@humanesociety.org](mailto:clewis@humanesociety.org)

Animal welfare volunteer for 15 years

Regular Speaker at Petfinder.com Adoption Options workshops, sponsored by the PETCO Foundation

Speaker at HSUS Expo: 2008-2011; HSUS Taking Action for Animals Conference: 2008-2011; Texas Unites for Animals Conference, 2010-2011.