



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.

She is the co-founder of Oklahoma Media Group, a company that provides website development, application programming and mobile app development for companies all over the USA. She is a native of Oklahoma City and has volunteered in animal welfare organizations for the past 15 years. In 2008 she started a blog called TheSocialAnimal.com to help animal welfare advocates learn how to use social media to raise money, recruit volunteers and find homes for more animals. Since then, the site has grown to reach thousands of visitors per month, and Emily has travelled around the world to consult with animal shelters and advocacy groups. Her targeted fundraising campaigns encompass email marketing, social media and traditional media in just the right combination, delivering consistent results upwards of \$10,000.

She is a regular speaker for the Petfinder.com Adoption Options national tours, and last fall traveled to Riga, Latvia to speak at the International Companion Animal Welfare Conference. National clients include the ASPCA, Humane Society of the United States, PetSmart Charities and Petfinder.com. She was 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. She is available for fundraising consulting as well as website and mobile app development.

Workshop Offerings

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

90 minutes; 2 ½ hour versions. 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 case studies, examples of real-world fundraising examples and techniques. This comprehensive seminar covers:

- Creating and empowering donor evangelists
- The psychology of online giving in relation to network groups
- Online fundraising techniques
- Online social media fundraising versus traditional fundraising
- Generational Differences in Fundraising
- Understand and compare the options available for soliciting online donations
- Create & Utilize free online fundraising accounts on multiple platforms

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

90 minutes. 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.

State of the State of Social Media: What's New in the Social Media World to Help You Do More Adoptions, Raise More Money and Recruit More Volunteers

90 minutes to 2 ½ hour versions. *(note: this is a great seminar for a "mixed" audience of a variety of levels of social media expertise.)*

Everything changes frequently in social media, and this seminar covers the latest changes on social networks, as well as software and tools that nonprofits need to know about.

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!

One Year Later: What Oklahoma Did Right - and Wrong - after the May, 2013 tornadoes

In May of 2013, F5 tornadoes ripped through Moore, Shawnee and El Reno, Oklahoma, devastating thousands of human and animal lives, and causing billions of dollars of damage to property. In the wake of these storms, local, regional and national animal welfare agencies responded to help the hundreds of animals in need. We've interviewed representatives from the national groups that were on site, as well as local organizations that responded, to come up with a plan for what we did well, and what we can do better next time. Oklahoma's experiences and stories can help your community be wiser and more prepared when disaster strikes.

After the dust has settled, Oklahoma animal welfare organizations have learned a lot about disaster preparedness and response. Learn from our experiences how to make your community better prepared when disaster strikes.

Session takeaways:

1. What plans to put in place and actions to take NOW to make sure your community is ready for a disaster
2. How local and national rescue response teams can work more effectively together

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 Media for Advocacy & Activism

Social media is an invaluable tool for organizations running campaigns large and small, for fundraising, calls to action and volunteer recruitment. See real-life examples and case studies of campaigns from organizations of all sizes; learn what worked (and what didn't) and why—and how you can achieve powerful results for YOUR cause through social media like Facebook and Twitter.

Lights, Camera, Action: How to Succeed on YouTube

You've uploaded a few videos, gathered some YouTube subscribers - now it's time to take your YouTube presence to the next level. Based off of YouTube's new Playbook for Good, this session will walk through content creation strategies (yes, including that golden question - how do I make my video go viral?), as well as supply information on how to make the most of the new channel design and YouTube's live streaming functionality. If your YouTube channel needs a jump-start, look no further!

Session Takeaways

1. Learn how to maximize the new YouTube channel design
2. How to create content that will maximize viewership
3. Learn how your organization can use live-streaming to promote your message

How to Develop a Year-Long Media Plan

Planning is never the most fun part of your success, but it IS the most important. During this interactive session, we'll go through the entire year and create a marketing plan and strategy for your organization, based on what you want to focus on each month. You'll leave with a plan and outline of what elements you'll need to produce for each month's campaign(s) and how to execute them for maximum results.

How to Build a Great Website

Your website is the first impression most people have of your organization... And most of our websites don't make the impression we'd like to make on visitors and prospective donors. Believe it or not, research exists on every single piece of a website that tells you what placement, colors and other strategies will be most effective to achieve your website's goals. But first you have to know what those goals are! This workshop will walk you through defining goals for your website, the most effective ways to organize your site's content, and the different cost-effective options you have for managing your site and your data (donors, volunteers, animals, etc.) if you don't know any HTML.

Search Engine Optimization: Why it's Important and How to Get Your Website on Page 1 of Google Results

Why do the search engines do what they do? How do they make their decisions? You'll learn how to choose keywords relevant to your cause and your site that reflect a user's intent. You'll also learn about the different kinds of keywords that attract different kinds of audiences: mission-driven keywords for donors vs "calendar" driven keywords for involvement at events. Once you have your streamlined list of keywords, you'll discover the most important places on your site to put them, boosting your site's relevancy so the search engines rank you highly for those terms. We'll look at website architecture and find out if your site's structure is hampering its ability to rank and what to do about it. Learn about the basics of link building and how to apply the knowledge on your own site. Find out what opportunities exist just for nonprofits that will make your link building job easier. Find out how to build the content that attracts links naturally so you don't have to spend the time and resources to hunt them down. Onsite learning: For a few attendees who are brave enough to put their sites up in front of the group, we'll go through as many "live reviews" as time allows to help you see what's good about your SEO and what you could do better.

References

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

Rebecca Poling, Texas Unites for Animals: rpoling1@swbell.net

Melissa Vecera, Petfinder.com: Melissa@petfinder.com

Stacey Smith, Flower Mound Humane Society, dogsave@earthlink.net

Animal welfare volunteer for 15 years

Recipient of the Oklahoma Alliance for Animals “Advocate in Action” Award: 2010

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

Speaker at HSUS Expo: 2008-2014; HSUS Taking Action for Animals Conference: 2008-2012; Texas Unites for Animals Conference, 2009-2013; International Companion Animal Welfare Conference (Riga, Latvia): 2011; Oklahoma Media Network Nonprofit Luncheon Panelist: 2012; Oklahoma City “40 Under 40” Business Leaders, 2013; IABC Oklahoma Business Communicator of the Year Finalist, 2013