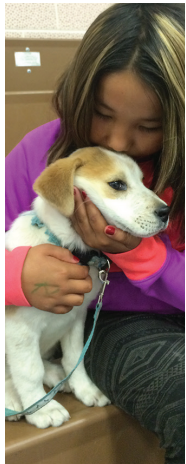




COMMUNITY OUTREACH STORYTELLING TIPS

Storytelling, when done in an authentic, considerate way, is one of the most powerful tools you have to showcase programmatic impact and ensure messaging is driven by the voices of the community. It is your responsibility to be nuanced and respectful in order to articulate that love for pets is not measured by how much money one has or the area in which they live. Don't forget that a photo of the person and his or her pet should accompany every story but that everyone must give their blessing and approval for their story and image to be shared! **What are some other important elements to include?**



PHILOSOPHY

- Focus on underserved communities
- Driven by social justice and equity
- Long-term, non-judgmental resource
- Comprehensive, not just spay/neuter
- Positive human relationships are key
- Bond transcends socio-economics
- Consistent door-to-door engagement



SERVICES

- Spay/neuter and vaccine package
- Basic veterinary wellness care
- Pet supplies for dogs and cats
- General resource information
- Vet appointment transportation
- Return-to-owner support
- Pet deposits and landlord liaison

USES

- Web marketing
- Email marketing
- Grant apps/reports
- Public relations
- Social media
- Printed materials
- Donor conversations
- Internal updates



We met Quinton and Dax during door-to-door community outreach in South Dallas. Like so many people in underserved communities who are natural rescuers, Quinton chose to make Dax a part of his family when a friend was no longer able to keep him. He really wanted to bring this adorable pup inside but was worried because he had fleas and wasn't vaccinated. Dax is doing great after his free neuter surgery and is set up for a long, happy life indoors with his new dad! DCAP is providing access to free resources that wouldn't otherwise exist in underserved communities of Dallas. Please help by supporting our outreach work! #giveback #supporteachother #communityfirst #DallasLife #DallasBig #DallasTho



"door-to-door"

Illustrating how this unique approach takes place in the community at people's doorsteps

"South Dallas"

Reinforcing a program focus area; get even more detailed and put a specific neighborhood or zip code

"people in underserved communities are natural rescuers"

Explaining how the majority of people acquire pets by helping them within their own community

"chose to make Dax a part of his family" Showing that residents, even faced with daily barriers, have incredible bonds with animals

"wanted to bring this adorable pup inside but was worried"

Highlighting how people want what's best for their pets but have personal, relatable reasons for decisions

"providing access to free resources that wouldn't otherwise exist"

Giving an overview of program basics, making it more than spay/neuter and mentioning services are free

"#giveback"

Using hashtags on social media to draw more attention