



CALAVERAS HUMANE SOCIETY
NEW SHELTER PROJECT
Do's and Don'ts



Do review our “Common Message” document.

Become familiar with how we're explaining the need for a new shelter – for concepts and for wording ideas.

Do use the Marketing Group.

They can help you create the materials you need, if you'd like their help.

Do communicate with other groups.

You might wonder whether your group overlaps or you might like to coordinate your efforts on something.

Do keep in touch with the Core Group.

This will give us the total picture of the activities and strategy.

Do enlist people to join our effort.,

If they're more comfortable in another area, let them know there are other teams with other focuses besides the one you're on.

Do suggest any ideas you have for improving our efforts.

This is a living effort. There is always room for improvement.

DO Use the tri folds.

Hand them out anywhere and everywhere.

DO add the CHS webpage address to you emails.

You might be surprised how many of your friends and family will click on it.

DO keep doing the amazing job you are doing.

Where would we be without you our CHS Volunteers.

Don't knock the Animal Shelter Staff (or the county government).

They are doing well with the old, inadequate facility, especially with the help of dozens of CHS volunteers.

Don't change the Common Message

Our Common Message was crafted to address questions and concerns put to us. Get familiar with the ideas and use them. The New Shelter properly explained will be properly supported.

Don't over-simplify and say “Because more kennels will reduce killing.”

We're not just trying to warehouse more dogs and cats. We're trying to improve community habits with our new facility. Read the Common Message to understand how.

Don't guess at an answer.

If you are not sure about an answer to a question presented to you, don't guess at it. Refer the question to the Core Group. We will give you information or contact the party with the question. It is OK to say “Good question, let me get back to you”.

Don't talk to the media.

Be helpful and gracious, but refer the media to the Core Group or Media Group. This might be a big opportunity to get more of our New Shelter Message out to the general public.

Don't give up without letting us know.

If your personal circumstance changes, or if you run into too many brick walls, or if your team disintegrates, please let the Core Group know. We can take action to get you the resources you need to keep the project going.

Don't hesitate to come to the Core Group.

If you need assistance, have a question, need clarification get in touch with a Core Group Member.