



PERFECT EXPOSURE PROJECT: 2019 FAQs

Basic Program Information:

The Perfect Exposure Project is entering its 6th year of bringing shelter photography, bio writing, social media marketing, and communications strategy to shelters across the country! In this time we've worked with 41 organizations in more than 30 locations in the U.S., and trained 1000+ staff and volunteers. We take pride in the fact that this program is completely custom-built for the needs of animal welfare organizations, and takes in to account best practices from within and outside the field. Quality photos and communications can shorten a pet's shelter stay by as much as 60%, as evidenced by other PEP participant shelters, and we're excited to be able to work alongside organizations who are excited to invest in this lifesaving strategy.

The format of the Perfect Exposure Project workshops for 2019 include either 1 or 2 separate day-long photography workshops (hands-on training) hosted at a shelter/ shelters or rescues within a community. In addition, the final day of a PEP training is a day-long marketing workshop (covering social media, bio writing, positive marketing + organizational storytelling).

The expectation of both these workshops is that the applying shelter/shelters will extend an invitation to neighboring organizations and that as a result the program will retain a community-centered approach to animal welfare photography and marketing.

HeARTs Speak has raised funds for 5 individual, multi-day workshops in 2019, which will be targeted toward 2-3 geographic areas. Before applying, consider if your application should be completed with an additional organization (or 2) from within your community. Even if your organization does not plan to co-host the workshop for your area, please be prepared to explain what other groups you will invite or reach out to in order to retain the spirit of the program. Applying organizations can be up to 50 miles from one another (email pep@heartsspeak.org for special circumstances).

Our goal is to leverage collaboration between organizations in your community to ensure that this training impacts that greatest number of participants, therefore helping as many animals possible.

FAQ #1: My shelter and 1-2 partner organizations want to apply for the Perfect Exposure Project workshops, but we're located in a rural area and not every organization has a facility. Does each organization have to hold their own workshop in their facility?

Not every organization participating in workshops has to hold a workshop at their facility. We typically strive for 1-2 host shelters who can then invite other partners, especially those without a facility, to attend and reap the benefits! In many areas, having 2 hosts allows different folks to attend each day of the photography training, keeping the registration numbers low enough that participants get lots of hands-on time with cameras and equipment. But the final day of the workshop is a marketing day for



everyone (even folks who didn't attend the photo training) to learn more about marketing, social media + bio writing!

All of that said, if your shelter is the only organization with a facility in the area, we can work around that, and in some cases may partner you with other applicants in your geographic region to make the biggest impact.

Our only expectation is that every participating shelter is willing and able to collaborate with other groups, and that every effort would be made to bring in folks from other area organizations who might also benefit.

FAQ #2: What format does the workshop take? Do you have a sample agenda for each day?

Here's a sample multi-day, multi-location format:

Day 1: Photo training at Host Shelter A (hands-on photography training for the host shelter A, rescue partners and other community organizations encouraged to also attend!)

Day 2: Photo training at Host Shelter B (hands-on photography training for host shelter B, more rescue partners and other agencies encourage to attend!)

Day 3: Marketing workshop/training for ALL (including orgs + individuals who did not attend photography workshops)

And here's a sample agenda for the photography day of training and the marketing day of training:

<i>Day One</i> PHOTOGRAPHY WORKSHOP	<i>Day Two</i> MARKETING WORKSHOP
<ul style="list-style-type: none">• 10:25am — 10:45am Arrive + sign in (yay!) Welcome + introductions• 10:45am — 12:15pm Shelter Photography Basics• 12:15pm — 1:30pm Studio Lighting (cats + dogs) Natural/Available Light (cats + dogs)• 1:30pm — 2:15pm: Lunch• 2:15pm — 4:15pm Studio Lighting (cats + dogs) Natural/Available Light (cats + dogs)• 4:15pm — 4:45pm Basic Photo Editing + Review• 4:45pm — 5:00pm Wrap Up + Group Photo Booth Fun!	<ul style="list-style-type: none">• 10:25am --- 10:45am Arrive + Sign In Introductions• 10:45am — 11:30am Marketing Strategy• 11:30am — 1:15pm Positive Marketing + Bio Writing• 1:15pm — 2:00pm: Lunch• 2:00pm — 3:30pm Social Media Digital Marketing• 3:30pm — 4:00pm Basics of Photo Editing• 4:00pm — 4:30pm Wrap-Up and Q+A



FAQ #3: How many participants can register for each day of the workshop?

The ideal number of participants for the PHOTOGRAPHY WORKSHOPS is between 15 and 25, with a maximum of 30. Applying shelters need to assure a minimum participant number of 15, between the host organization, rescue partners, and other area shelters.

The idea number of participants for the MARKETING WORKSHOP is a minimum of 30 and can be upwards of 50 people. The capacity for this workshop is entirely dependent on the space provided, but as far as our team is concerned, the more the merrier! This day is more of a classroom/presentation style workshop as opposed to hands on, but there are interactive sessions and lots of collaboration.

FAQ #4: Does the marketing workshop have to be held at a host shelter? Our applying organizations don't have the space for all the participants for that day.

Totally understood! It's rare for a shelter to have the free space (training room, conference room, all purpose room) for a large workshop and we don't want this to be a barrier. We'd ask instead that you look to other community spaces where the marketing training day could occur such as a library, community center, YMCA, Community College, school, church basement, dog training center, etc. The beauty of this day is that we don't need animal-participants so it can be held off-site! We just need to ensure that a projector and screen/blank wall can be set-up (and we can travel with our own projector if needed).

FAQ #5: Does HeARTs Speak provide lunch during the workshop?

Unfortunately, our limited budget doesn't allow for this, but many shelters we have worked with have gotten lunch donated by local pizzerias or popular lunch chains (Panera, Chipotle, Mike's Subs, etc). If no lunch sponsor is available, we're always up for a brown bagged lunch and will notify participants to bring their own lunches as well! We don't want lunch to become a barrier or a worry!

FAQ #6: What participating organizations receive the donation of photography studio equipment sponsored by Savage Universal?

Host shelters that hold the photography training events will be the recipients of a vinyl backdrop + stand, as well as 700 watt LED continuous lights + stands.

FAQ #7: Do you have a list of application questions that I can share with a co-host or other shelters before completing the application?

Sure do! See below for a list of all the questions included on the application:

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1. How did you hear about the Perfect Exposure Project? *
2. **How many shelters will participate in your area? (minimum of 2) ***
3. Host Shelter(s) name(s):
4. **Host Shelter Address(es) ***
5. Host Shelter Official Website(s) *
6. **Host Shelter Contact Name(s) ***
7. Host Shelter Contact Job Title(s) *
8. Host Shelter Contact Email *
9. **Host Shelter Contact Phone ***
10. If applying with a 2nd or 3rd Host Shelter, please list organization + contact info below:
11. What is the distance between each of your organizations? Are there any geographic or distance-related considerations we should know about at this stage?

- **Shelter Stats**

Please answer in as much clarity and detail as possible. NOTE: Applicants will not be disqualified based on any information related to lifesaving or euthanasia data. This is simply for background and understanding. A critical component of the PEP program is to track data over time to see if marketing can influence data related to LOS, Live Release or Adoption Rate.

1. What is your total annual intake? *
2. What is the breakdown of that intake between cats/dogs/other? *
3. What is the breakdown of your outcome statistics (Live Release, RTO, Transfer to Rescue, etc)? *
4. What is your average Length of Stay (please also break this out for dogs, cats, other)? *
5. What is your total annual intake? *
6. What is the breakdown of that intake between cats/dogs/other? *
7. What is the breakdown of your outcome statistics (Live Release, RTO, Transfer to Rescue, etc)? *
8. What is your average Length of Stay (please also break this out for dogs, cats, other)? *
9. If a 3rd Shelter is also applying, please answer the same questions as above for that organization as well:
10. How many total participants do you anticipate inviting or being involved in the training in your area?
11. Will you invite staff and volunteers? Do you anticipate any restrictions to who you would allow to be involved in the photography and/or marketing training?

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- Application Questions

Please answer each question in a clear and detailed manner, to the best of your ability as the MAIN applicant for this workshop (pulling in info from co-host where possible).

1. How many total participants do you anticipate inviting or being involved in the training in your area?

Will you invite staff and volunteers? Do you anticipate any restrictions to who you would allow to be involved in the photography and/or marketing training? *

2. Tell us more about your organizations and your community: What is your relationship with one another (between organizations) and how do you maximize on opportunities to work with other rescues, shelters + advocates? Where do you see your organizations in the future? *
3. Why do you think a Perfect Exposure Project workshop series will be important for your organizations + animal welfare community? *
4. Currently, how would you describe your efforts in activities like adoption photography, positive marketing + connecting with the larger community? What, if anything, would need to change? *
5. What results do you expect over the longterm, if a Perfect Exposure Project were to come to your community? In other words, following the training, how do you plan to implement training over the longterm and how do you expect it will impact your organizations? *

- Marketing + Photography Info

Please answer to the best of your ability, clearly and completely

1. Do your shelters currently work with a HeARTs Speak member photographer OR a designated photographer ---either staff or volunteer ---to capture your adoption photos or other images? If so, please list their name(s) and in what capacity they serves *
2. **Which online outlets/tools do your shelters collectively use to promote available animals? ***
3. **Which best summarizes the current photography processes of animals at your shelter? ***
4. Where are animals currently photographed at each of the shelters (indoors, outdoors, both)? Will this space be available for us to work in during the workshop? *
5. Who writes the bios/descriptions for available animals at each organization? Does every animal get a bio/description? What is the feasibility of this given the number of animals you intake? Tell us any related details about bios/descriptions and the process of getting them done for your organizations *

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1. For each Organization: What types of cameras are currently used to take photographs? (DSLR, Point-and- Shoot, Web Cam, Cell Phone, etc.) and are any of these cameras owned by the shelter? *



2. If any of your organizations currently have a DSLR camera, please list the make and model (ex: Canon Rebel T3i, Nikon d3200). This is critical to ensuring we get you additional equipment/lenses that will work with your camera. (if none, simply denote that none exist) *
3. **What photography equipment do any of your shelters already possess? ***
4. If you've checked off any equipment above please expand on your answer with brand and/or equipment details. Be sure to note the condition of current equipment if it's no longer functional, etc.

Or, if other notes are needed to clarify, please make them here: *

5. Do you use any photo-editing software or online programs for creative marketing or editing photographs (ie:Photoshop, PicMonkey, Canva, etc)? If so, please describe what you use and the functions you typically use (basic editing, leash removal, flyers, social posts). *

- **Workshop Information + Logistics**

The PEP workshop will include 1-2 photography days, depending on facilities, number of participants, and timing. The workshop culminates in a final marketing workshop, where participants from the photo workshops, as well as those unable to attend the photo portion of the training, can come and learn about applying best practices in marketing and communication.

1. The ideal number of participants for the PHOTOGRAPHY WORKSHOPS is between 15 and 25, with a maximum of 30. Will at least 15 staff/volunteers and rescue partners or other community shelter professionals be likely to attend 1 photo workshop? *
2. Do you anticipate that you'd have enough participants to make a 2nd photography training day necessary? Where would this take place? *
3. Portions of the Perfect Exposure Project Workshop are conducted in a classroom setting (just about 90 mins at start of day for photo workshop, but all day for marketing workshop). Does your organization or a co-host have a room that is large enough to accommodate the number of people that will be attending the training?

Keep in mind that this does not need to be a dedicated presentation space -- we have worked within storage areas, in garages, etc as long as there is space for chairs and a projector for photography presentations.

For the marketing day, if you do not have space at one of your organizations for 30-50 people, we'd simply ask that you be thinking about library, community centers, or other spaces where that workshop can occur (all classroom based). *

4. Do any of the shelters have audio/visual equipment available (digital projector/screen with which to connect a laptop, etc.)? Please elaborate *
5. Which applying shelter will likely host or coordinate the Marketing Day-long workshop? *
6. If chosen, HeARTs Speak will provide each of your organization with flyers, social graphics, itinerary/agenda, and a registration link for participants.



Is your organization prepared and willing to reach out to staff/volunteers and any other animal welfare partners in the area to ensure good attendance for these workshops? *

7. The goal of the PEP is to create a sustainable shelter photography + marketing program based on the needs of each shelter. Please let us know if there are certain topics/areas that you us to focus more intently on (i.e., basic photography principles, editing photos, cat and dog photography, creative marketing and bio writing, social media practices, teamwork, etc.)

If you have any other questions, drop us a line at: PEP@HEARTSSPEAK.ORG