# **Introduction**

This Plan is to ensure a methodical approach to develop educational material, identify community partners, utilize tools to communicate, including social media platforms, and to encourage individual and community engagement.

The Plan includes the following:

1. Serenity Farm Equine Sanctuary’s (SFES) mission and vision
2. Goals and Objectives
3. Outreach and Engagement Strategies

Phases (Production, Educational, Grants)

1. Outreach and Engagement Activities
2. Grants Framework

# **Section 1: Mission and Vision**

Purpose

SFES will conduct an open and transparent method enabling public awareness of our efforts.

Mission Statement

To ensure open and transparent communication with our community.

Vision Statement

To engage our local community in SFES activities.

# **Section 2: Goals**

Goal 1. To communicate that equine residents are the sanctuary’s first priority.

Goal 2. To ensure that the community understands that SFES is a resource to the community.

Goal 3. Increase community support.

# **Section 3: Outreach, Engagement, and Activation Strategies**

## **Strategy 1.**

Infrastructure. SFES has a comprehensive number of policies that guide and support our organization. Those policies are distributed, discussed, and posted on our website and Facebook pages.

## **Strategy 2**

Messaging and marketing - It is important to make sure that SFES sends consistent messages that is reflected in the all-media formats. Whether it is in print, video, social media, or in-person, the message will be the same. Materials for the Board of Directors have been developed, distributed, and explained. The marketing notebook is a toolbox for BOD to use in their outreach efforts.

## **Strategy 3**

Volunteers and key players are invited to participate in the SERENITY FARM EQUINE SANCTUARY’S VOLUNTEER FACEBOOK PAGE. Information I regularly posted, and discussion/commenting is encouraged. Broader topics are included on our website and SFES public Facebook page.

Our Board of Directors is the voice for educational and/or promotional presentations.

* Connecting with local leaders and community-based organizations
* Making recommendations and supporting local outreach partners and efforts
* Facilitating the efforts

## **Strategy 4**

## Activation - Activating individuals to share their Community of Interest

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| Methods | Description |
| Educational Presentations / Meeting | Presentations/Meetings to provide information about the SFES, including:  SFES equine and their stories  SFES Financials  how community members are be involved  email, phone, etc.; and answer general questions |
| Website | The SFES website provides general information about SFES, residents, volunteers, adoption, sponsorship, events, documents and videos, links to tools and other relevant information. |
| Social media | Includes Twitter, Facebook, YouTube, Instagram, and other similar platforms where information about the sanctuary will be posted regularly. This includes a social media advertising campaign. |
| Phone and Text | This method will be utilized to reach populations in remote areas without social media. |
| Traditional Media | Includes traditional and other media formats such as newspaper organizations, radio, and TV. May include articles, interviews, local, and other contacts as well as radio ads. |
| Videos | These are pre-recorded videos that can provide general information about SFES, residents, volunteers, adoption, sponsorship, events, documents and videos, links to tools and other relevant information. |
| Collateral Materials | Include any hard or soft copy of information for distribution to community partners and general audiences. |
| Outreach Partners/Stakeholders | Includes, but not limited to:  State, Regional & Local Community-Based Organizations  Statewide Associations  K-12 & Higher Education Institutions Public Libraries  University Political & Governmental Centers Local Civic Organizations  Community foundations, Chambers & Business Associations Arts & Cultural Groups  Faith-based Institutions Local collaboratives  Local and State Government Agencies |

# Section 5: Outreach and Engagement Activities

The Educational Presentations could be between fifteen minutes to one hour in length and would consist of the following:

* Welcome by the hosting organization.
* Image slides including history of SFES and current residents.

Play video.

* Q&A
* Closing

# Section 6: Grants Framework

Grant funding is an opportunity for the SFES to further reach communities who may face barriers to participation, including accessibility, limited knowledge of the need of unwanted equine. Funding received support our equine and/or specific projects aligned with grantor parameters.

# Section 7: Use and involvement of SFES equine.

Off-site outreach rarely involves Sanctuary Residents. The following criteria are utilized for consideration.

* Equine is cleared for trip by Vet and Trainer.
* Equine will not be used for riding or taxing efforts and will be exploited in NO way.
* Location allows for a portable coral to be set up with no less than 500 square feet on grass which is safe to graze, and water used from SFES. Equine will be in shaded area (summer).
* SFES Trainers support, and are present, for ALL off-site outreach.
* Equine has been immunized within required time period with active Coggins (if other equine are to be present)
* Location is within 45 minutes of SFES and time on visiting site is 4-hours or less.
* Any horse showing signs of discomfort or stress are removed from the activity.

On-site education and outreach

* Only approved volunteers interact with SFES equine with 100% supervision.
* Learning to interact with equine involves safety training (Horsie 101) and 100% supervision. Horsie 101 can be a 3-hour training course with 2 Trainers or can consist of short individual sessions. Completing training is NOT a criteria for Levels identification. Instead, we continue to mentor volunteers and work WITH the volunteer to determine readiness for each volunteer. This involves conversation and demonstrates skills. (see example below)
* SFES uses a levels system to assess the skill level of the volunteer and guides volunteers’ level of interaction.
* Only approved volunteers can enter pastures and halter and bring an equine to the round pen, barn or tacking area.
* Ridable horses are exercised mostly by trainers but sometimes by Level 4 or 5 volunteers.
* Training demonstrations are always done by SFES Trainers with the support of “handlers” or Level 4 or 5 volunteers.
* Visitors do NOT interact with equine however can schedule and participate in Horsie 101.
* Any horse showing signs of discomfort or stress are removed from the activity.

EXAMPLE: SFES Horsie 101 – 3 hour version with 2 trainers and 20 participants (10 per group) with rotations every 45 minutes.

**HORSIE 101**

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| --- | --- | --- |
| 45 min | Introduction Activity (Rho)  How SFES came to be (Bill)  At the end, divide into 2 smaller groups | |
|  | Group 1 Group 2 | |
| 45 Min | Rho (with Boomer in Barn?)  Prey/Predator Talk (Rho)  Basic Safety (equine personality)  Equine Medical  Equine Therapeutic Activities | Bill (with Koda in round pen?)  Tour (farm, pastures, channels, waterers, hay huts, hay barn, tack shack)  How horses move Catching and Haltering |
| 45 Min | Bill (with Koda in round pen?)  Tour (farm, pastures, channels, waterers, hay huts, hay barn, tack shack)  How horses move Catching and Haltering | Rho (with Boomer?)  Prey/Predator Talk (Rho)  Basic Safety  Equine Medical  About Equine Therapeutic Activities |
| 45 Min | Hands on – Grooming with 100% supervision (INCLUDES TREAT GIVING TRAINING) | |

