



**THE RIGHT HORSE**  
**SUMMIT**

A Program of the **ASPCA**



# WELCOME

Dear Right Horse Partners,

We are thrilled to have the opportunity to bring together our colleagues for our annual thought leadership Summit. Although our time together will undoubtedly look a little different in the virtual space, the Summit will continue to be a powerful intersection of experiences, ideas, and collaboration.

2020 has unfolded in ways that we didn't expect, and without minimizing the profound tragedy and loss experienced by far too many, we've been continually inspired by the tenacity with which you've pushed forward. We've seen tremendous leaps being made in the equine welfare space over the past few months, and the metrics speak for themselves – a drastic increase in adoptions, fosters, and interest from the public in becoming supporters. Less measurable, but equally important, is the cultural shift in the way the industry views adoptable equines and the public's desire to support the work. We intend to harness this momentum and use The Right Horse Summit to capture and to amplify the current climate of change.

As a Right Horse Partner or Warm-Up Ring participant, you are the very heart of our work and breathe life into our mission of massively increasing horse adoption in the United States. You are pioneers, trailblazers, and the creative force that drives positive change for horses. Individually, you are doing incredible work to change the lives of horses in your communities. Together, you are the collective wind behind a wave of change as we improve equine welfare through our focus point of equine adoption.

During the Summit, we will be engaging in discussions about a variety of different topics related to advancing equine adoption; we ask you to come to these conversations with a dialogue of kindness and respect. We will be providing opportunities for you to connect with like-minded innovators and advocates; we ask you to embrace these opportunities to get to know your colleagues in this work. And perhaps more than ever before, we will be handing you the reins and asking you to translate your vision into ideas and systems to improve equine welfare.

We're glad you're here and are looking forward to spending four powerful days together working to innovate and collaborate on behalf of at-risk equines.

We look forward to seeing you online!

Sincerely,  
The Right Horse Team



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We are absolutely thrilled to come together again this year! **All sessions are accessible through the same Zoom link.** Lost your link? Give us a shout at [TRHSummit@aspca.org](mailto:TRHSummit@aspca.org)!

Please note that all session times are listed in Eastern time.

■ = Adoption Partner/WUR sessions ■ = Industry Partner sessions ■ = All Partner session

## MONDAY September 14, 2020

SESSION TIME (EASTERN)	ADOPTION PARTNER TRACK Total session time: 3 hours, 30 minutes	INDUSTRY PARTNER TRACK Total session time: 2 hours
10 AM - 10:30 AM	<b>WELCOME: HITTING THE TRAILS</b> The Right Horse Initiative philosophy exploration and welcome	
10:45 AM - 12:15 PM	<b>MARKETING MAKEOVER</b> Marketing mentorship session	
1 PM - 2:30 PM	<b>MORE, BETTER ADOPTIONS</b> Conversation-based adoptions	
7 PM - 8 PM	<b>SIP, SIP HOORAY!</b> Optional themed cocktail hour - school spirit	



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## TUESDAY September 15, 2020

SESSION TIME (EASTERN)	ADOPTION PARTNER TRACK Total session time: 1 hour, 45 minutes	INDUSTRY PARTNER TRACK Total session time: 2 hours, 45 minutes
9 AM - 9:30 AM	<b>YOGA FOR RIDERS AND DESK-QUESTRIANS</b> Optional morning yoga session	
10 AM - 10:45 AM	<b>STAY FOCUSED &amp; GET THE SHOT</b> Photography workshop - part one	
11 AM - 11:45 AM		<b>MEET THE HERD</b> Networking
11:45 AM - 12:45 PM		<b>INNOVATION TANK</b> Ideation session - part one
2 PM - 3 PM	<b>IT STARTS HERE</b> Leveraging partnerships to match good people to good horses	
7 PM - 8 PM	<b>THINKING OUTSIDE THE BOX: EQUINE ENRICHMENT</b> Optional activity exploring equine enrichment	





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**WEDNESDAY**

September 16, 2020

SESSION TIME  
(EASTERN)

**ADOPTION PARTNER TRACK**

Total session time: 3 hours, 15 minutes

**INDUSTRY PARTNER TRACK**

Total session time: 2 hours, 15 minutes

9 AM -  
9:30 AM

**YOGA FOR RIDERS AND DESK-QUESTRIANS**

Optional morning yoga session

10 AM -  
11:30 AM

**THE BOTTOM DOLLAR**

Fundraising and development

11:45 AM -  
12:45 PM

**BETTER TOGETHER**

Partnership panel

12:45 PM -  
1:30 PM

**STAY FOCUSED & GET THE SHOT**

Photography workshop - part two

1:45 PM -  
3 PM

**INNOVATION TANK**

Ideation session - part two, proposal presentations

7 PM -  
8 PM

**COCKTAIL HOUR: HELLO, NEIGHBOR!**

Optional cocktail hour, regional breakouts and networking



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**THURSDAY**

September 17, 2020

SESSION TIME  
(EASTERN)

**ADOPTION PARTNER TRACK**

Total session time: 3 hours, 30 minutes

**INDUSTRY PARTNER TRACK**

Total session time: 2 hours

10 AM -  
11:30 AM

**URGENCY, DECISIONS &  
INCREASING ADOPTIONS**

Improving outcomes

11:45 AM -  
1 PM

**LEAN ON ME**

Non-profit management mentoring session

2 PM -  
3 PM

**WE HATE TO SAY GOODBYE**

Closing session





# IT'S TIME TO ZOOM

## TIPS FOR PARTICIPATING IN ZOOM BREAK-OUT GROUPS

Throughout the Summit, you will be invited into small break-out groups to exchange ideas and insights with other Adoption Partners and/or Industry Partners. You don't have to do anything fancy with the technology – just “accept” the invitation to go into the break-out when it pops up on your screen. The 5 tips below will help you, and everyone else, get the most out of these engaging conversations.

- 1. HAVE YOUR CAMERA ON, IF POSSIBLE.** Seeing your face will help others connect with you and shows them you want to be part of the conversation.
- 2. FOCUS ON THE PROMPTS.** Every small group will be focused on a central question; try to stay on-topic.
- 3. BE GENEROUS AND COURAGEOUS WITH YOUR CONTRIBUTIONS.** If you have something on your mind, others want to hear it. Make sure your ideas and experiences get in the mix. (If you have trouble getting a word in, use the chat box to let others know you have something to share.)
- 4. PAUSE BEFORE SPEAKING.** Pausing briefly can help us get clear on what we want to say (and how) before sharing with the group. It also creates space for others to step into the conversation.
- 5. BE CURIOUS.** Break-out groups are great at generating and collecting diverse perspectives on a topic. Be curious about other Partners' experiences and opinions – especially if theirs are different than yours!

## TIPS FOR FACILITATING ZOOM BREAK-OUT GROUPS

When a break-out group has 5 or more people, it's helpful for one person to facilitate the conversation. We thank you in advance if you volunteer for this role at any point during the Summit. The 5 tips below will support you in the facilitator role – and will make the whole experience better for the group.

- 1. INVITE INTRODUCTIONS.** One of the most appreciated benefits of this Summit will be the networking. As facilitator, decide on an efficient way for everyone to know who's who in the group (in case they want to reach out to them offline).
- 2. ENCOURAGE ALL VOICES.** There are a zillion ways to do this. For example, it's helpful to say up top, “this will be a richer conversation if we hear from everyone, so lean in and lean back to help make that happen.” You may also encourage people to use the chat box throughout. Continually check the chat box to acknowledge what's there and possibly invite the person to speak to it in the group.
- 3. CAPTURE HIGHLIGHTS IN WRITING.** In some break-out groups, the facilitator will have a link to a document where you can type in some of the big take aways from the group.
- 4. KEEP AN EYE ON THE CLOCK AND MANAGE TIME WELL.** Simple division is a great skill for facilitators! Offer the group quick time references to help them monitor their contributions. For example, if you've got 15 min and 3 questions for the group to explore, you may say “We've got about 5 min per question; I'll move us along to be sure we get to all 3 questions.”
- 5. KEEP AN EYE ON THE BROADCAST MESSAGES.** The session host can send a “broadcast message” to your small group to keep you on track. These are very handy but sometimes get missed because they only appear briefly. Keep your eye out for broadcast messages for prompts, time reminders, or other requests.

# GLOSSARY OF TERMS

In order to massively increase horse adoption in the United States, we first need to reframe the way people think and talk about it. This glossary provides definitions and explanations for common words and phrases you'll find utilized in *The Right Horse* vernacular. Feel free to incorporate these terms into your own language and join our movement to positively reframe the conversation around equine welfare.

## HORSE IN TRANSITION

A horse in transition is any horse who is currently in transition from one home, vocation, opportunity or owner to the next. Throughout their lifetime, most horses will have multiple homes and owners. Often, these horses find themselves in transition due to no fault of their own, rather as the result of a change in the owner's circumstances (time, location, finances, need, etc.)

## ADOPTION

Adoption is the process of transferring a horse into a new home or vocation. Adoption organizations and transition centers work to facilitate adoptions in a variety of ways, ranging from supporting individuals who need to rehome a horse to seeking and securing appropriate placements for the horses in their care. Many transition centers utilize training and robust care plans for horses in transition in order to make them more attractive candidates to prospective adopters.

## BARRIERS TO ADOPTION

While many prospective horse owners are interested in adoption, overly restrictive and/or lengthy adoption policies and procedures can become barriers to adoption. Adoption organizations should implement a process to screen potential owners to seek a strong match between horse and human, while also being mindful that the pre- and post- adoption policies do not become so complicated that they discourage potential owners from choosing adoption when acquiring a new horse.

## COMMUNITY RESOURCES

Community resources support horse owners and adopters in a variety of ways such as open admission shelters, temporary veterinary or feed support, “safety net,” and end-of-life options; and historically have not been widely available to horse owners in need. Community resource programs aim to prevent neglect or other at-risk situations, which are often due to good families simply falling on hard times, or a lack of information or education.

## RESCUE HORSE

Rescue horse is a term used to describe a horse that has experienced and/or been removed from a situation of extreme abuse or neglect. Typically, these horses will require extensive rehabilitation in order to become ready candidates for adoption.

# WELCOME: HITTING THE TRAILS

All Partners - Monday, September 14 - 10 - 10:30am

## POST-SESSION WORK:

What would a successful Summit look like to you?

Three things you hope to achieve or learn during the 2020 Right Horse Summit:

1.

2.

3.

What do you hope to bring to Summit to share with others (could be a tangible tip, learning or simply energy/spirit)?

# MARKETING MAKEOVER

All Partners - Monday, September 14 - 10:45 am - 12:15 pm

## ADOPTION PARTNER PRE-SESSION WORK:

Prior to the session, please take some time to evaluate your organization and your marketing efforts in the following areas.

### STRENGTHS

- What makes you unique?
- What do you do best?
- What is your reputation?
- Where/how do you reach your supporters?
- Where/how do you reach your adopters?

### WEAKNESSES

- What do others do better than you?
- Where do you lack resources?
- Which communication channels do you use least?
- What type of adopter do you struggle to reach?
- What type of support are you lacking?

### OPPORTUNITIES

- What channels/technology could you better utilize?
- How can you take advantage of the current virtual shift?
- What equine industry trends can you capitalize on?
- What audiences of adopters could you start reaching?

# MARKETING MAKEOVER

All Partners - Monday, September 14 - 10:45 am - 12:15 pm

## INDUSTRY PARTNER PRE-SESSION WORK:

In your mentorship sessions, we will be asking you to share several key takeaways, learnings, and tips on your topic. Please have those tips prepared ahead of the session.

Mentorship topic:

Tips:

- 1.
- 2.
- 3.
- 4.
- 5.

## ALL PARTNER POST-SESSION WORK:

In this session, we used your marketing creativity and collective genius to problem solve how we can get new people involved in the equine industry through equine adoption. Write down your best idea and the next step towards making it a reality.

# MORE, BETTER ADOPTIONS

Adoption Partners - Monday, September 14 - 1 - 2:30pm

## PRE-SESSION WORK:

Reflect on your adoption process from start to finish, including where adopters initially contact you, your application/questionnaire, your adoption contract/agreement, follow-up process, and any other pieces of the process. Assemble all documents, standard operating procedures, and other elements of the adoption process to have on hand for this session.

## POST-SESSION WORK:

Take what you've learned from this session and apply it to your organization. Consider the following questions:

1. What new tactics, tools, or conversation tips did you take away from this session?
2. How will you apply these to refining your adoption process?
3. Who else at your organization do you need to involve in these refinements/changes?



# MEET THE HERD

Industry Partners - Tuesday, September 15 - 11 - 11:45 am

## PRE-SESSION WORK:

We'll be putting you on the spot, so be prepared to designate one spokesperson from your organization to answer a few short, fun questions. Come prepared to be inspired and energized by your colleagues and peers in the equine adoption space. Here's a heads up on what we'll be asking:

1. Introduce us; who is present from your organization at the Summit?
2. Inspire us; share 1-2 tidbits that are new, unique, or interesting about your organization and work.
3. Motivate us; what is your organization's reason for being a Right Horse Partner, and why is it important to your organization to be a part of this collective?

# INNOVATION TANK - PART ONE

Industry Partners - Tuesday, September 15 - 11:45 am - 12:45 pm

## PRE-SESSION WORK:

Right Horse Partners have made incredible strides in adoption, public perception and visibility of adoptable equines, collaboration, and innovation in equine welfare over the past few years. But there are still many challenges yet to overcome on our mission to transforming equine adoption. In this session, we'll form groups to dig deep on a handful of specific hurdles. When you come to the session, you'll tell us which topic you want to tackle, and we'll divide into groups by topic to brainstorm and develop real-life solutions. In Part Two, the following day, your groups will pitch the ideas to the "shark tank" of partners to "invest" and determine next steps towards implementing this solution – potentially including grant funds.

**STEP ONE:** Read the below case studies and familiarize yourself with the topics.

**STEP TWO:** Identify which topic you'd like to work on during the session – we'll ask your preference at the beginning.

## CASE STUDY ONE - TRANSPORTATION

The cost of transporting horses mid to long distances can be a barrier for prospective new adopters. Not only does that limit the likelihood that someone chooses adoption, it can mean horses stay longer in adoption facilities and groups are hampered in their ability to help more horses. Additionally, the equine shipping trade is decentralized, and providers vary widely in services/routes offered and pricing. The highly effective commercial shippers who do serve the market are often prohibitively expensive – shipping costs could be 3-4x the horse's adoption fee.

Current/past efforts to address:

- There is an app deemed the "Uber for horses" called Equo which aims to connect open spots on trailers already going from point A to point B with horses needing to travel similar routes, sharing costs and increasing efficiency. However, it hasn't seemed to take off to the point that enough routes/opportunities are reliably available.
- Adoption Partners collaborate to transfer horses to match supply with demand, being thoughtful about expending resources efficiently (in other words, it's expensive to have shelter staff traveling constantly to transfer horses; they try to avoid shipping only 1-2 horses at a time).

How can we remove transportation as a barrier to adoption?





# THE BOTTOM DOLLAR

Adoption Partners - Wednesday, September 16 - 10 - 11:30 am

## PRE-SESSION WORK: YOUR END-OF-YEAR FUNDRAISING PLAN

Please answer the following questions to the best of your ability. Take the time to set a fundraising goal from now through the end of the year. This should be the same number as last year, or greater, since growth is ideal. Additionally, please record the ways you have historically raised funds for each of the six major categories and how you could supplement each category to reach your end-of-year fundraising goal.

1. What is your revenue goal for end of year (time frame November 1st – December 31st)?

\$ \_\_\_\_\_

What was your organization's total revenue last year from the time frame November 1st – December 31st?

\$ \_\_\_\_\_

What is the breakdown for that revenue?

Individual donations \$ \_\_\_\_\_

Foundation donations \$ \_\_\_\_\_

Corporate partners \$ \_\_\_\_\_

Events \$ \_\_\_\_\_

Other \$ \_\_\_\_\_

What is included in this "Other" bucket?

## 2. GIVING TUESDAY

Does your organization participate in Giving Tuesday?

*Information on Giving Tuesday: Initially started in 2011, Giving Tuesday is a movement to create an international day of charitable giving at the beginning of the Christmas and holiday season. It falls the Tuesday after Thanksgiving, and for 2020, the date is December 1st. In 2013, \$28M was raised; in 2019, online donations exceeded \$510M and \$1.97B was raised total.*

Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, what did you raise for Giving Tuesday last year?

What is your goal this year? \$ \_\_\_\_\_

If no, and you will be participating this year, what is your goal?

\$ \_\_\_\_\_

## 3. CORPORATE PARTNERS

Are there corporate partner opportunities in your area? Many are looking for a way to provide support to the community during the holiday season. Can they collect donations, money, or give tribute gifts to their customers (in lieu of fruit baskets and cookies)?

## 5. EVENTS

- Kids art contest – have schools and kids afterschool camps create holiday cards for sale; pictures of longest stay horses; or other creative projects.
- Santa Hooves – photos with Santa and a horse.
- Holiday fair – on-site if social distancing permits.
- Adopt a horse for the holidays.

## 6. INDIVIDUAL DONORS AND MAJOR GIFTS

How many individual donors need special attention for end of year? How many dollars from your annual revenue budget come in during the month of November and December? Does your revenue goal in question #1 cover this?

## 7. OTHER FUNDRAISING IDEAS

Does your current projected revenue match your goal in #1? If not, what can you do to increase revenue?

- Holiday card to all constituents.
- Board support for end of year: \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## 8. GRANTS

Do you have any foundations that typically give to your organization at end of year? Do you have grants prepared, as well as impact reports, to request repeat funding?

Bring list of foundations to review:

# BETTER TOGETHER

Industry Partners - Wednesday, September 16 - 11:45 am - 12:45 pm

## POST-SESSION WORK:

Feeling inspired? Good! Take the ideas you heard, and your passion for this work back to your relevant internal teams.

Decide on three things your respective organizations can do over the next year to improve equine welfare by uniting diverse stakeholders to increase adoptions (and fostering) of equines.

1.

2.

3.

It's already been a powerful few days of ideation and creativity. Take what you've experienced and make a plan to follow up and connect with at least one other industry partner (preferably more than one) to discuss how you can build a deeper, mutually beneficial relationship that also helps advance the work of The Right Horse and your own organization.

You can write that information here or we handily provided a page at the beginning of the workbook for this very instance!

# INNOVATION TANK: PART TWO

All Partners - Wednesday, September 16 - 1:45 - 3 pm

## POST-SESSION WORK:

Reflect on the potential solutions you saw presented (and pitched yourself) today and plan your next steps towards making one (or more) a reality.

Which of these potential programs could you see your organization taking a bite out of? Use the below space to plan your next steps for one or more pitches.

Topic (Challenge/Problem to solve) :

Solution pitched:

Who presented this solution?

What can your organization bring to the table in this solution?

# URGENCY, DECISIONS & INCREASING ADOPTIONS

Adoption Partners - Thursday, September 17 - 10 - 11:30 am

## PRE-SESSION WORK:

As we will be determining strategies to increase adoptions and decrease the average length of stay, it will be important for you to have visibility of your current horses in care. Please put together a list of the current list of horses in care (both at your facility(s) and in foster).

Review that list and identify one equine that has been waiting a long time to be adopted:

Identify one horse that has either chronic health issues that cause him/her some level of discomfort or one horse that has challenging behavior concerns.

We will be spending some time helping each other determine how to best support these equines.

## POST-SESSION WORK:

Please fill out the following information soon after the session.

Your Right Horse partner for this task:

Contact information:

Date chosen to meet with your partner:

Date to begin using the daily rounds tool:

# LEAN ON ME

All Partners - Thursday, September 17 - 11:45 am - 1 pm

## PRE-SESSION WORK:

Be sure you have completed the signup surveys to select a topic and provide background information for your mentorship session. For mentors, familiarize yourself with the background info/topic we'll provide to be prepared to share your experiences and expertise on the area.

As you participate in the The Right Horse Summit, jot down any notes relating to your mentorship topic that you don't want to forget to bring up during your mentorship session.

## SESSION WORK:

My mentor:

Their role and organization:

Our topic:

Session notes:

What can your organization bring to the table in this solution?

# LEAN ON ME

All Partners - Thursday, September 17 - 11:45 am - 1 pm

## POST-SESSION WORK:

*Mentorship Session Reflection: Reflect on these questions during or shortly after your mentorship session.*

### FOR MENTEES:

1. Schedule a follow-up meeting. A 1-hour session is the recommended minimum follow-up, approximately 2 weeks after the Summit (or another agreed upon time).
2. What are the immediate next steps you want to take after this discussion, before your follow-up?
3. List three “aha!” moments you had during this discussion.
  - a.
  - b.
  - c.
4. Identify the barriers to accomplishing your topic you want to prioritize overcoming.
5. Celebrate your success! Write down some things you feel you’re doing well.
6. Note the items you plan to work on between now and your follow-up discussion with your mentor.

### FOR MENTORS:

1. How can you support your mentee in making the advances or implementing the ideas you discussed today?
2. Date and time of agreed upon follow-up: \_\_\_\_\_

# WE HATE TO SAY GOODBYE

All Partners - Thursday, September 17 - 2 - 3 pm

## POST-SESSION WORK:

What are some of your major takeaways from the Summit?

What was the biggest “aha” moment for you?

What are some things you can do in your daily work to stay connected with the Right Horse mission?







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