

a branded world

PODCAST

with
Luiza Campos



018 | HOW A NON-PROFIT IS FINDING
SUCCESS AFTER DEFINING AND SPEAKING
ABOUT THEIR “WHY” PURPOSE

EPISODE TRANSCRIPT

marca strategy

A BRANDED WORLD PODCAST – 018 | HOW A NON-PROFIT IS FINDING SUCCESS AFTER DEFINING AND SPEAKING ABOUT THEIR “WHY” PURPOSE

Luiza Campos:	00:00	You're listening to a branded world podcast, episode number 18.
Announcer:	00:08	Welcome to a branded world podcast where we explore great brands and give you tips, tools, hacks, and guides to create brands that captivate clients and drive growth in revenue. And now your host, Luiza Campos.
Luiza Campos:	00:27	Hello everyone, and welcome to a branded world. A branded world is a member of the Alberta podcast network powered by ATB. And for those of you who don't know, this already has a program called atb cares, which is the coolest idea ever, so you can donate to any charity of your preference and all you have to do is go to atb cares. An ATB will cover the fees of that donation, plus they will add 15 percent to your donation. So this is a great way to donate to a cause that is near and dear to you in 2017. So last year alone, over \$4,000,000 were donated to charities through ATB cares. So if you didn't know this already, please make sure you're checking it out. All you have to do is go to atb cares. In today's episode, I'm interviewing Joseph pots and Ed Mrozak, both from the Bow Valley Spca organisation.
Luiza Campos:	01:33	Joseph and Ed were students of my older still are because the course is almost done but not complete yet. We will actually finish it next week, but they are students of mine in this almost one year long course that I am providing with the support of the Calgary Foundation. The participants of the course went through a selection process because we needed to make sure that the organizations that would partake in the course could commit to the amount of time required to actually implement the learnings. So the intention of the course was not just to deliver information, but to actually see the participants starting to implement the learnings that were shared. By implementing these learnings. They would start gaining some small weins and they could see how this is working and therefore invest the time needed to do so. And Joseph and Ed are a great example of how an organization selected two people that without any background, any previous background on marketing, communications or branding, and at times when they

may not have believed that they will receive the return on investment from some of these learnings, particularly because of all the time that they needed to invest in implementing those learnings, they still did it and now they have seen amazing results, much better than they have been able to do in the past 10 years. And I wanted to share this example with you guys today because I want to show you that it works and it can be done. So in your organization who puts the time and the effort to find their why and start communicating through that why you'll end up engaging in a much more meaningful way with your audience and getting much better results. So without further ado, here's Joseph and Ed from the Bow Valley Spca.

Luiza Campos:	01:33	Hi Joseph and Ed how are you?
Joseph and Ed:	01:33	We're doing fine.
Luiza Campos:	03:39	Perfect. I am very curious to hear from you and I think you'll be really useful for some of the listeners to hear directly from you about your experience with this. It's almost a year long course of course that we are providing that I am providing with the help of the Calgary Foundation. So I just want to first, before we start talking about the course itself, I just wanted to ask you about your backgrounds, you know, and I, maybe we can start with you add if you can start telling us about your professional background and what made you end up where you are today with the Bow Valley Spca.
Ed Mrozak:	04:17	I'm one of the newer, the newest of the two of us. Um, I've been with, uh, been affiliated with the Bull Valley Spca for two years now. Um, my background has been in banking for probably about 35 years, uh, through my banking career. Took me to a Calgary and uh, and then most recently to Toronto during that time I spent, uh, most of my time in, in the finance area, uh, my retirement brought me back from Alberta and brought me into canmore and uh, it was there that first time living in a small town. I'm never, didn't really know anyone when I got here and wanted to get involved with in the community in I've probably in a meaningful way. So what took me to the Spca was a one day saw an ad for a yard sale and uh, since I was new to the valley and wanted to get enrolled in a meaningful way in some type of volunteer capacity and also being a long time kept owner, took me to the SPCA. And uh, the rest I guess is

- history is now selling the rule of the transfer of the organization.
- Luiza Campos: 05:40 So you've been there for a couple of years, have a background in banking and you're the treasurer.
- Ed Mrozak: 05:47 That's, that's correct. Treasurer and then anything else that needs to be done.
- Luiza Campos: 05:51 Anything else? Yes. As, as usual with, with non-profits. How about you Joseph? What was your background? How did you end up with a bow valley SPCA?
- Joseph Potts: 06:02 I started out life with a phd in psychopharmacology, went to work for a drug company, did a lot of experiments with animals, uh, trying to find new drugs that would be helpful to people. Um, after about 15 years of that, I put it up a president of a small non-profit organization in the US and did that for about five years after that and went into independent consulting and did a lot of organization development, kind of consulting with a specialty in race, gender and sexual orientation equity in organizations. And um, I think at some point the frustration of working hard and trying to help organizations and help, um, people, um, the frustration about not being able to do very much, uh, was enough that I said, OK, I'm, I'm thinking I'm going to retire. So I retired but I think it was 58 or something like that.
- Joseph Potts: 07:15 And in the meantime we've moved to more. I got very interested in video and videography and mostly because of my daughter and she then got uninterested in it, but I stayed interested in the bow valley. SBC was being constructed in just, well it finished in 2007. I had been following it for a couple years as a interesting idea for a project and did a little bit of a video documentary on rescuing animals. And then, uh, after the SBC opened I've volunteered, went out and became a, I guess you would call it an assistant to cleaners. So I was, I was cleaning, I was cleaning rooms and I'm helping with, with the, the staff do some of the work around there and I got invited to be on the board in 2007 and have more or less been there with a short time off since 2007 when it opened or just after it opened.
- Joseph Potts: 08:26 And Yeah. And I guess if, um, if, if had, if I had to say why, um, why the SPCA? Well, like Ed has a cat. I've always had dogs and I've had cats and I think there's a certain

amount of two things, maybe one is making up for some of the past when I was using animals to try to find better drugs people. And also I think the whole idea of trying to make a difference in has always been. It's always been strong with me and I've always wanted to do something that was helpful. But the frustration about working with people is it's really hard to see if you've done anything good or not by the time you've been involved with them and with animals, dogs and cats. It's much easier to know and much easier to see whether there's been any kind of progress. So I think those kind of things have been what drove me or have driven me to be involved with the SPCA and feel happy, but I'm about success that we have and if we don't have successes with rich, occasionally he does occur. I feel quite upset about it.

Luiza Campos: 09:45

This is fascinating because you guys have had very diverse backgrounds and ended up in the same place in the various pca, um, for, for different reasons potentially or some, some of the same, you know, this love for, for animals. Talk to me about the organization itself, the background of the organization. I mean, we, we heard from you, Joseph that it was established in 2007. If you can give us a little bit of an overview of what is the Bow Valley SPCA, what are they trying to achieve?

Joseph Potts: 10:19

The original idea of the SPCA was created by a young woman who lived here in Canmore, was in her early twenties at the time and she got a couple of the vets and a couple of other people in town to agree that there should be some kind of a, a shelter here because there was none and this group got together and they were able to secure a lease on some land that was provincial land around here, two and a half acres. And as they proceeded to try and figure out how to build this young woman said, I, you know what? I'm in over my head, I don't know what I'm doing, and so she somehow or another got a another woman, an older woman that has a lot of background. Her name is sue donnelly to come in and sue. I'm inspired a whole bunch of people, got all kinds of things moving and essentially came up with the concept that we should be a no kill and a no cage facility and all the fundraising was developed and all of the focus was on building a facility that was only had rooms for the dogs and the cats and we had an oak hill philosophy and in fact that was what we were when we opened and until I'm making a plug here for effective communication.

- Joseph Potts: 11:45 I think until we. We actually came to the effective communication course. It was pretty much the tagline that had dominated our thinking for the 10 years before we started the course. I think and, and there's nothing we're, we're delighted that we're no kill and we're delighted that we're no cage and we believe we're unique because of that. Here in Canada and it, it has worked really well, but at another level of kind of stopped us from seeing in your terminology, the why of what we were doing and um, that whole process of unraveling this sort of really strong thematic, almost a meme for us about no kill, no cages as what we were basically what we were about stopped us from seeing that what we were also and maybe more globally or wider perspective we're about are about, is actually the, the notions that we came up with in your course which was changing lives and making a difference.
- Joseph Potts: 13:00 And the reason that, that, that became a kind of super important to us is because we realized as we sat, and this is actually true both for ed and me and the board, that as we started to look at this, we're realizing we're not just changing the lives of dogs and cats. I mean, that's pretty obvious if you take an abandoned dog or abandoned cat that's been, you know, let loose someplace or somebody had to surrender because of some kind of issue. Sure. Of course we're changing their lives were we're readopting them and we're getting them a new home, but it's also the people who wind up adopting these animals, they're lives are changed to, and I'm pretty sure that if you ask any pet owner of a dog or cat and maybe even an iguana for all I know, um, you will find that people will say that it changed their lives, you know, having a dog, having cattle, the things that they do, the things they provide, their, the richness of your life when you have an animal, just changes who you are and how you go about doing what you're doing.
- Joseph Potts: 14:09 Not to mention the fact that our volunteers are donors who support us to have animals in our facility while they're being rehabilitated and while they're waiting to get adopted, those animals are all treated as individuals with, as I would say, with, with love and affection and as if they were a family member. So they're the volunteers and the staff's lives are changed every time. One of these animals has been with us, let's say for a few weeks to a month and they get adopted, we're joyful, but there's also a certain amount of, of sadness because they've

been a part of, of, of who we are and what we do and that, that carries through, I think all the way. So it isn't just that we changed the animals live because we change our own lives and we change the lives of family, um, that, that adopt these animals. So it's, that whole concept has been super important to us to think beyond the fact that yes, what we're doing, it is an oak hill. So that means we don't put animals down because we ran out of space. But, but it's a lot more than that. That inspired us, I think to be who we are.

Luiza Campos: 15:29

Right. Yeah, that's exactly. One of the things that we talk a lot about about in the course is the no kill in no cage, although unique, as you mentioned to your organization is more about or speaks more about what you do and how you do it rather than why. Right. So I love that. Um, and that's why, you know, I wanted to talk to you guys because you have really been sort of star students if you will, you have really taken this very seriously and applied right. A lot of the learnings. But I'm curious and maybe you can talk to this, you know, you had the, you had your slogan if you want to call it or the no kill, no cage. It was unique from, for the organization. So what made you realize or what was the impetus, you know, why did you feel it was important for you guys to participate in the course? Because this course, as I mentioned, is almost a year long. It takes a lot of time, not just from the Times that we are together and talking about some of these, of these concepts are exercises, but then you go off to your organization and you have to do a lot of work. So why did you guys decided that this was the right time to take this, this course?

Ed Mrozak: 16:52

Well, I think it's, as Joseph mentioned, we've been in existence for 10 years, 10 years, last year in, in June, and I think the organization was at a point where as though some also mentioned w we were hanging on or no kill, no cage tag for, for those 10 years, but I think in order for us to move forward and, and, and to be more progressive in, in the way we viewed our operation and not only being more progressive, but I'm, uh, I'm sure it was all nonprofits have, have run into a funding is as far as tough. And, and in, in Alberta with a little bit of a recession that we had downturn in economy, uh, the dollars that were available for, uh, for a non-profits, donors became a little bit more selective. And so, um, you know, you really have to, you have to go out and, uh, I guess pound the pavement so to speak.

- Ed Mrozak: 17:51 And, and that was, we found that was, that was necessary for us to do that. So we were certainly looking for help and assistance, uh, in, in that area when we saw the opportunity to, to get involved with the course. Clearly, I think the latter parts of the course were things that we looked at and said, OK, communication, marketing, social media, you know, those are things that we do that we definitely want to get involved with because, uh, over the, over the years we may have been, um, a little, a little slow in, in, uh, in, in working in some of those areas. But as we found it was that first part of the course and all re echo some of the sediments that Joseph had. Understanding our organization, understanding why people volunteer with our organization, understanding why people donate to our organization was, was extremely critical.
- Ed Mrozak: 18:51 We knew what we did as an organization. We know that we do good things in terms of rehoming, uh, dogs and cats within, within the bow valley. But clearly understanding why we do it was, was the Aha moment for us as. And it took a while. It was a process that we had to go through and really examine ourselves. And there was this series of interviews with, uh, with, uh, donors and staff and volunteers and ourselves. And I think for myself, I learned a little bit more about myself in terms of why I was involved in the organization and, and uh, as, as has been pointed out clearly, uh, we found that when we spoke to individuals who are involved, they wanted to make a difference, whether, whether it was through their time, whether it was a financial difference, and they felt that by doing that they were making a difference in the lives of, of those animals as well as, uh, the change that we were providing, the change in the lives of those animals. So it came at a good time for us. And, and, and, uh, the, the, the soul searching and really understanding why we do what we do has made a huge difference in the steps that you took after that.
- Luiza Campos: 20:07 Yeah. And you know, this is a really good point because a lot of organizations for profit or not, they jumped right into some of the deliverables if you will, or some of the things that they know they have to be at, you know, so we needed a website, we need a brochure, we need to be in social media, you know, we need to have all of those things and they, they start doing work on those areas and putting messages out there without doing the initial work, right? The hard, the hardest part, which is

what you were mentioning, which is really finding that and without that you are sending out messages that really don't have a proper foundation and it ends up being just not unique enough or not strong enough or not true enough and you can't. You're not living by those feelings is not based on, on any, as I mentioned, any foundational piece. So you're not seeing the results that you could potentially see. Write it without doing that foundational work first.

- Ed Mrozak: 21:12 That's absolutely true. And there were times we found ourselves doing that where you want to jump in and you want to start preparing and putting that together and, and look at social media and start crafting out a information that you want to put out there. But it's when you step back and really see, well, you know, what the message is and what we're trying to portray and they come across, it really changes the way that we look at those messages. And, and we ended up with, I think a more cohesive a message.
- Luiza Campos: 21:50 Absolutely. Absolutely.
- Joseph Potts: 21:52 I'll just have to go another place where we've done strategic planning in the past and we, uh, I've met with the woman who's a consultant for us when we did strategic planning and uh, and I was, we were chatting away and I mentioned what we're doing and that we had come up with a why statement. And she kind of looked at me like, well that's interesting. And then I told her what it was, you know, and she goes, yes. She said, essentially you guys have a vision. She said you've always had a mission. We know we've known that, but never been able to quite tease out the vision and they said, well, so she was pretty. She was pretty worked up about it. She thought it was really great and, and I realized just as she said that I said, of course this is more of a visionary statement and just what Ed said it, it's, it's created a basis for all of the communications that we've been creating and we've started to create and we're planning to create or planning for and it makes a huge difference in terms of, of our focus about what we're going to tell people about and what we want to ask people for feedback about and what we're, what we're trying to do with, with our volunteers, what we're trying to do with our donors, but we're trying to instill in our staff and what we as a board are trying to accomplish when we, when we do our strategic planning. So I think it's, it's been a huge

element in our, our thinking of both day to day and longer term.

- Luiza Campos: 23:35 That's fantastic to hear. It's like music, music, to me, the things that I love about this example is that neither one of you had a background in branding or marketing or communications that is our particular you add, but both of you, you know, being on the board, you're very obviously focused on the number and the end, the bottom line as you should, and how to get the, the funding that you need, which is obviously an incredibly important part of any organization is to be able to focus on that and make sure that you're getting that. But, but it's, it's so nice to see that you've understood the importance of identifying your brand purpose and how that can actually help you achieve those objectives in a much faster, more effective way.
- Ed Mrozak: 24:30 You're right, in terms of my background from a, from a finance perspective, I know earlier on I made comments about, you know, looking at opportunities and so that when, when we're present at various events, uh, whether, whether know we've, uh, put the event on or a, were invited to attend an event, I would have said, you know, let's look at this as an opportunity to, to, uh, get a new donor or get a new volunteer. But I think we're recently after, after going through all the course of the modules, I'm starting to say things like, um, what message are we trying to get across? You know, what is our statement, what w that's the part that's, that's equally as important, if not more important than looking at as a possible funding opportunity. And so the message how we portray ourselves, uh, and, and, you know, being able to, to um, uh, talk about our why and why we do what we do, uh, as opposed to just talking about what we do is, is probably now as important or more important than, than it would have been a year ago.
- Joseph Potts: 25:49 It goes right along with that is that we, we finally May, I personally finally understood the importance of connecting to the people who support us, um, who might not be there every day, but who believe in what we believe in and are trying to accomplish the same things. And I think when we only focused on the what, how many times can you say we're no kill and we're no cage and have anybody and have it have any impact. But I think when we talk about what we're trying to accomplish and the fact that we've saved or change

some lives, we've made a difference in the life of this dog and this family and this circumstance. But there are more opportunities, there are always more opportunities to be, to do that. And it gives us a reason to talk to our supporters and tell them, keep them up to date about our why and the stories that go with the why.

- Joseph Potts: 26:59 And that seems to me to be, to have been a huge breakthrough for me personally because I, I never could quite see what it was that we would be talking to a volunteer about that might. Let's say we have a volunteer that's working on the events committee. Well Great. I mean they're working on the events and that's probably very interesting to them. And in my old mind I said, well that's fine. They, they, they know what's going on, but they don't know what's going on. Cause those stories continue to evolve and if we don't take the time to inform the people who care about us about what that is, why should they stay connected to us? So I think it's, it's been a huge. Well I keep saying our as if it. I think sometimes it's my own stubbornness stupidity background in research and development, whatever. I don't know. But, but anyway, it's, it's opened my eyes in terms of how we, we can connect and keep people involved with what we're doing.
- Luiza Campos: 28:08 Well, I don't think it's unique to you Joseph, so don't, don't feel bad. I, I see this often in any industry, for-profit, non-profit, and in any industry, people are so focused because it's so much easier to talk about what you do. Everybody knows that or how you do it, but not very few brands have taken the time to really build a brand, identify what their purpose is and be able to articulate that so don't, don't feel bad because this is. This is actually very, very common, but once you do identify that why and what I love about this example is that it's almost like you can see much more clearly now, right? It's almost like, well, now I get it. Now I know where we going and because I have that clear path in front of me, I know what to say. I know what we need to, how we need to act. I know how to deliver on this. I know how to bring people along and how to connect in a much more meaningful way, which is what I think happened to you guys.
- Ed Mrozak: 29:10 Absolutely. That's absolutely correct. And as Joseph and also how, how it changed him. I think, again, I, it, it changed me and, and, and you know, understanding that

I want to try to make a difference and I want to help change lives, but that also then puts me on the same level as, as all our supporters, our, all our volunteers, our staff, because we're all in it for the same reason and we now understand what that reason is and uh, and just makes it a lot easier moving forward.

- Luiza Campos: 29:43 That's awesome. Can you give me some examples of how you started implementing some of those learnings that you got from the course? Is there anything specific that comes to mind?
- Ed Mrozak: 29:54 Joseph, do you want to talk a little bit about the funding campaigns? Um, I think that was probably our best, uh, effort, uh, in terms of putting all this together.
- Joseph Potts: 30:04 Yeah. Again, back to this notion of how to, how to involve people that support us. Um, we realized that we actually had not sent out any communications to anybody about who we were, what we were doing, why we were doing it, especially a course about why, but we hadn't done anything since 2014. So that gave us almost three years of non contact with our support base. So I think with the Info, and this happened, we realized this shortly after, I think the second session of effective communication that we've had and I were sitting there and moaning and groaning about, um, you know, how are we going to do any of this stuff and you know, it really made sense, but we didn't, couldn't see how to any way we, we decided um, the two of us and then more board members on board with this that we needed to develop a campaign fundraising campaign for the last quarter of the year basically over the Christmas holidays or the winter holidays.
- Joseph Potts: 31:19 So we came up with a, again based somewhat on the work that we'd done with you, but the whole. And I'm with another person who's quite familiar with fundraising and was helping us. And her comment was, well, you haven't reached out and talk to anybody for three years. You know, you recently need to think about cultivating or working with these people. You can't just go ask him for money in a fund raising campaign when you haven't talked to him for this three year period of time. So we had nih and again, a couple of the other members who were interested in, um, sheltered. The results are huge oversight. We developed a campaign starting I guess about the twentieth of October where we created a

newsletter that we send out originally were going to send out once a quarter that's subsequently changed to once a month we'd developed a series of emails that were both told stories about us, um, gave information that would just be helpful for how you take care of your animal in the winter time.

- Joseph Potts: 32:35 The one that sticks out in my mind is about, did you know that black hats are actually good luck some places. And so we had told little was a little bit of information about black cats for a right around Halloween and so on. And then we, we had some that were direct asks. And then we also were able to develop because of a donor gave us of matching funds. We were able to use the matching funds. And giving Tuesday as a kick-off for matching funds for anybody who gave donations to us over until that, that donation ran out. And so all of this stuff came together basically. And so what we did is we sat down and we said, OK, what are the emails or the newsletter, what, what's the, what are the topics in the newsletter, what are the, what's the calendar? And we created those messages ahead of time so that we could then plug them in at the appropriate time.
- Joseph Potts: 33:41 Now in case it sounds like ahead of time, was like months ahead of time, sometimes ahead of time. Whereas the, by the time the final draft was reviewed was if only a few days before we sent it out. But we know we knew what topic we wanted to cover. We had people assigned to create the, the copy and then we had another couple of people who did a editing and so on. So it was a plan, wasn't always implemented months ahead of time, but it was a plan and worked. Um, we, we had a huge, uh, improvement in terms of people talking to us and getting back to us and being, feeling involved with us. We were able to find ways to say thank you to people, which I'm pretty sure we only did sporadically in the past and if financially it was a success, but an edd made this point, I think more more than the financial part of it.
- Joseph Potts: 34:41 It was the, the sense of well being, of, of doing something positive that came from, from the team that actually did this work, you know, we all, when it started we were going, oh, why is this going to really work in others? This anxiety and a feeling that maybe we were just, you know, head head knocking our heads into a wall and as things start progressing, we could see people

getting involved in and sending information to us about the, you know, that they really enjoyed this letter or that information was really helpful. Uh, the story was really great. Um, and, and in addition to that money, a donation started to occur by that. By the time it was done, we were all feeling, I don't know, I guess it's not euphoria, but it just, just please, you know, just a lot like a group that had worked hard and, and accomplish something. And, and that an ed pointed this out to me. I mean, I knew the feelings, but I never articulated it, but he commented the other day said, you know, maybe the most important thing that happened was, was how we felt. Oh yeah, that's, that's back to changing lives, isn't it? You know, it's our lives are changing here.

- Ed Mrozak: 36:05 Yeah. That was an Aha moment for them. But for both of us that, that, uh, the work that we've been doing, the, the organization has been doing, we've been changing our own lives and changing the lives of our staff and our members and our volunteers. And so that, that message, that getting always. It always takes us back to the beginning of understanding why we do what we do. It's permeating through the, permeated, through our organization. Just pointed out during our, during our campaign and the materials that we put together, we ensure that there was a consistency of message in there that we wanted to use those words that were in our why statement, terms of making a difference in changing lives and incorporating them into the, into the dialogue at some point in, in that message. Um, and then in other things that, that, that, that came out of, it was a, a consistency in the look and the feel and the brand, the colors we use in the fonts we use, just it put it all together. And, and, uh, those are pieces we also got some from the course.
- Luiza Campos: 37:12 Yeah. No, this is fantastic because as you guys are talking, and I'll give you the listeners a bit of a background. We obviously start the course with that. Why? Because that is, if you don't, you're not going to have a solid platform to build upon all your messages and everything else that comes after that. And, and then of course you talked about putting a plan together, an editorial calendar, which I always tell the guys to plan ahead and sometimes it doesn't work that way as you mentioned, which is fine, but you know, as long as you have that why as long as you plan a little bit so you're not struggling because one of the biggest things or

challenges that I think a lot of nonprofits face probably why you didn't speak to your audience for, you know, since for three years is it takes time and it takes planning and a lot of times we don't do that and you know, it's the week before you need to send a newsletter out and you don't know what you're going to put into it.

- Luiza Campos: 38:14 And then you end up putting messages that are not part of a plan that is not part of a strategy that doesn't help you write to overall. So I love that you're doing all these things and you're doing them all very well. So you, you have your newsletter. I love to do you up the frequency of the newsletter because you have to be there in front of your audience, as, as, as you can. You're adding messages of value, are you providing value to people not just asks, and then you have that ask which by the time you do that and people are now engaged with you, they see the value that you provide, the difference that you make as an organization, but they, they've also been able to be laid to you from an emotional perspective because as you mentioned, these are people that believe in what you believe in and you're reminding them of that why? So by the time you, you make the ask, they are more than willing to give to you to be able to support that.
- Ed Mrozak: 39:13 When you mentioned the, uh, the storyboard, a editorial content, we already have that put together for the entire year, for this year. So we know pretty much what we want to send out when there's some of the messages may change and there's some seasonal messages in there, but we have all that laid out with dates. And uh, and uh, even with our newsletter, we have a template and storyboard for that and, and we know each month the type of messages that we want to send out. So now it's just a matter of feeling in those messages, uh, with different stories of different tips and things like that. But, but that's, that's something this time last year we didn't have that, but we, we have that now and we feel quite, quite a, a confidence that we'll be able to meet the timelines that we put on for ourselves.
- Luiza Campos: 40:02 Yeah. And you guys also brought a very important point which is how you felt during this and in my experience working, I've worked with many, many different non-profits and it can be a really tough job because you always feel like you have to be asking people for help, for donations. You always struggling and it can be really difficult and you've, you kind of lose track of it or you

lose perspective of just how important the difference that you're making is. You just get in that overwhelming or over load of work and doing your everyday tasks and you lose that perspective and when we start talking about our why you guys do you kind of feel a new sense of purpose, a much stronger sense of purpose and that get getting those first few wins, if you will, in makes you keep going and makes you even more excited about it. Right?

Joseph Potts: 41:10

Yes. Yes. One other pitch I'll make again, this was back to something you said in one of our board chat on slack and I that I, that has had w we don't know what, what it will look like in terms of the outcome, but we do know something about what we were chatting and you were about the importance of communication and a blog on your website and I think I mentioned to you that something like 70 percent of the people that come to our website are coming. They're looking for dogs and cats and not for news or social interaction, et Cetera, and that we have facebook and twitter and all that social media for people who want to just be more social and that. I was, I felt at that moment, pretty content with that. So why did we need a blog on our website? Was kind of the bottom line of what I said to you and you said something like, look, the one place in the world you have control of what's going on is your website, so what you want to do is get people to come to your website and what your job is to figure out how to get people to look at the information on your website beyond just seeing, looking for dogs and cats.

Joseph Potts: 42:28

So what are you gonna do to make this thing interesting enough that people will come and take a look at that too? Which put me kind of a, you know, from my smug position of well they only come to look at animals. So what to a now it's now it's back on us where you kind of figure out what to do. We we are redesigning our website thanks to the Calgary Foundation who gave us a grant to do that and part of it was to have a blog section, but it was a pretty low priority in terms of what I thought we needed on the new website. Well guess what, that's now probably the second highest priority of things that we're trying to accomplish with this website. The, it isn't. I mean I think sometimes it's the you, and you said this during one of your presentation, so it isn't like it was new information but, but somehow because they've got personalized in a conversation, it made.

- Joseph Potts: 43:41 I guess I was able to hear it for the first time rather than just go, oh yeah, she doesn't really know what, what are websites like? Well, even when you knew what it was like you still said you still need to do something about that. So I, I just, I just want to make plug again. I think it's certain that sometimes unintentional or maybe the off hand kind of stuff. That also makes a huge difference in terms of of what what we're trying to accomplish and how we're looking at the world and how we're gonna proceed to be more effective around our communication and our public persona.
- Joseph Potts: 44:20 I love that story and you know, it's so interesting to me because there's lots of concepts out there that we know to be true or we know they are things we need to do or have to do, but for some reason they get pushed back or we don't see the value of it or we don't think you will have the the return on investment if you will testify as putting all that effort and sometimes it's just a matter of as actually be more analytical. I remember in one of the modules at one of the things that I did is that I just took a screenshot of your guys homepage and I showed it to you both laughing and it's interesting because of course you've seen this before. Everybody has seen a screenshot of their or their homepage or not in a screenshot that the actual home page, but sometimes in a place like this you would see it differently.
- Joseph Potts: 45:18 You see it from a much more analytical perspective. It's actually when you look at it and you like, oh, it's just, it opens your eyes because I'm asking you to look at it that way. Right. So it's interesting to hear some of these Aha moments because we've seen in happen often, which is great. And the other thing is, you know, again, you're very right and this is something that I always say it's hard sometimes to think that facebook or twitter or not going to be around that we've had this happen before with other social media platforms or we have social media platforms changing their rules or their algorithms all the time as just happened last week with facebook. So in a way when we depend so much on those social media platforms and they are one of our most important mediums to disseminate information or engage with our audiences, we give up a lot of control. It's up to them and we are always going to have to adapt to whatever rules they they put in place. So the goal is to always drive people to your home and your home is your website for

most people. Right. So that's, that's why the emphasis on that, and I'm glad you guys are doing that.

- Ed Mrozak: 46:40 It certainly, it certainly makes a lot of, you know, as most organizations will have to go through the whole social media experiments anymore, but we certainly realize the importance of social media with social media. We can put our content on there but we can't control it to the point in terms of who may or may not see it. We may have followers, but based on algorithms and things like that, they, they may not see all the things that we put on there, but if we can get them to our website, we can control all the content and we can control the message and how we portray ourselves. So that does make sense. A lot of sense to us.
- Luiza Campos: 47:28 Any. Anything else you guys want to add or anything else that you have seen as a result of the course?
- Joseph Potts: 47:37 I was just thinking about this and the fact that Ed and I are both on the board. Not to over estimate the impact that a treasurer has on a board, but I think it's. It's pretty, pretty clear on most boards the treasures, a pretty powerful influence because they have the best handle on the money and and in Ed's case, besides being financially astute and helping us understand where we are, he's. He's also been involved in all kinds of other activities. So he brought in a year and a half or two years. He has this broader understanding of what we're doing is as is possible to have and the fact that I've been there for a long time means that I have a ton of history which was sometimes boring to other people to listen to. But. But I think the fact that the two of us as board members are the points of contact between your course and our organization has meant that we haven't really struggled a lot with trying to convince our board or staff or volunteers about any of this.
- Joseph Potts: 48:52 We just came back and as we interact with the board, when we interact with the different committees were on, as we as ed does this financial reporting. We just, this language has just started to be integrated into everything that everybody talks about. Not, not everybody talks about it the same way or nor do they necessarily have a cheat sheet or anything like that. But you can just see it when you talk to some of the administrative people, the volunteers that, that, that whole idea has has permeated. And I think, um, so, so my, my comment is while I think

anybody from an organisation could come and benefit from, from the kinds of learnings that we've had and that you provide a format to get. I'm. The part I'm not so sure about is how hard or easy it is for that information to get wedged back into the organization. Like I said, for us it was pretty easy because I think we're we and without patting ourselves on the back or anything, I think we have had we have influence in the organization from the top down. I think some of the other participants sometimes have had a harder time trying to convince their boards or the organization that these ideas are going to help them and that they need to embrace him.

Luiza Campos: 50:26 Excellent point, Joseph, and something that I have seen often in non-profits in particular for for profits don't have a hard time with this because they understand the value. They've seen the results so they understand the value, but particularly for non-profits. I see this happening a lot. I see they have perhaps a communications specialist or someone in that role, but they focus more in the end process of communication, writing just that social media or putting messages on the website, but they haven't done the work, as I mentioned before, of finding their why or really creating that brand platform, which as you were talking about here, once you find your why, once you identify those values, you are then able to create the right culture and you see people, as you were mentioning within your own organization, assimilating this and acting and talking that way, so a lot of times I see non-profits that have sort of a communication specialist in place, but they don't have anything that is about branding or marketing.

Luiza Campos: 51:37 Neither do they see a lot of the value. They think they focused more on fundraising. For instance. Rather than that, and you're right without this being adopted or without the understanding from top leadership, either being on the board or the executive directors, this will likely not get anywhere because there's no understanding of the importance and value of this type of work. Non-Profits will not invest the time. It's not like they have a lot of time on their hands to begin with, so it without seeing a very tangible value to engage in these activities, they won't. You had that benefit even though you guys, we're from a very different background than branding and marketing. You, you saw the value of it and you were willing to at least try and see if you get, if you got any results and you had influenced because you're in

		the board. So it's, it's fantastic to see that and I only wish that other than profits could, could follow your lead
Ed Mrozak:	52:39	I think , and just to put words to what Joseph said, Get the finance guy in and you're ok.
Luiza Campos:	52:39	Exactly
Ed Mrozak:	52:46	And there's some truth to that where I mentioned earlier a differently now in terms of the messaging, because we all know from a finance perspective, if we want to run event, we want it to be profitable. If we want to run a successful non-profit organization, you have to be concerned that the money you're bringing in is enough to sustain the money that's going out. So you can. You can have long-term sustainability. But the other piece that why and that understanding that that has to be there, it's just strictly strictly just focus on looking at everything from a dollars and cents perspective. The message isn't going to come across and I don't think as an organization we could be as successful if we only talk dollars and cents. Yes, it's important, extremely important, but the message has to be there. The why, the understanding which will then guide us in terms of how we present ourselves, how that message comes across, and that's going to resonate with our donors and potential donors and and volunteers, potential volunteers. That message is going to resonate a lot more than we need money. We all need money, but, but the other piece has to be there.
Luiza Campos:	54:01	Absolutely. And the only reason we do this exercise, the only reason we take the time to really find that why, and that's the only reason why for profits do it, is because they know you will positively affect their bottom line is because they know they will get much higher and much more effectively the results that they're looking for. So we're not doing this exercise just to have a nice day to talk about ourselves. We're doing this exercise is because as you were saying, and it creates a way to engage with those who want to support you in a much more impactful way and therefore they're much more likely to, to support the organization.
Ed Mrozak:	54:42	Absolutely. Absolutely.
Luiza Campos:	54:44	I really love what you guys have done because you've really put, you took all these learnings to heart, you take,

you took the time to apply all of this to do all the work and it is a lot of work, but you took the time to do it. And I just so pleased that you guys are already seen some great results and I know you will see even more in the future.

- Joseph Potts: 55:06 Well, thank you for um, providing the place to learn and uh, and uh, content, uh, to work with. Because without that we would probably just be still talking about how great we are because we're a no cage and then no-kill facility.
- Ed Mrozak: 55:24 Thank you and thanks. Thanks a lot for giving us the time to tell our story.
- Luiza Campos: 55:28 I really appreciate you sharing your story with me today. If anyone wants to find out more about your organization, where should they go?
- Joseph Potts: 55:36 Well, our website probably is the best place to go, which is a w, w, w dot Bow Valley Spca.org, and that site is still the older website, but in the next few weeks we're hopeful that it will become a more modern looking and, uh, easier to navigate site that you can actually navigate as well on your phone or your tablet as you can on your computer. Right now it's much easier to navigate on a computer, but that's about to change.
- Ed Mrozak: 56:13 We're also on. We're also on facebook, twitter, and Instagram, and if you searched for valley SBC, you can find this and don't forget to like us.
- Luiza Campos: 56:22 Excellent.
- Joseph Potts: 56:25 Thank you so much for sharing your story. Thank you guys.
- Ed Mrozak: 56:25 Thanks a lot.
- Luiza Campos: 56:33 And there you have it. I hope you enjoyed my conversation with Joseph, an Ed from the Bow Valley Spca. If you are interested in the similar course, please let us know. You can do so at by leaving us a message at a branded world podcast dot com or our website marca strategy dot com, that's m, a r, c, a strategy, all one word dot com and going to the contact page there you can find the links, more information and the transcript for this episode in the show notes and again to find those go to

a branded world podcast.com. I will also add to the show notes of this episode, a downloadable pdf with a guide of the different areas and the sequence that you will need to go through as an organization from finding your why to starting to implement it.

Luiza Campos: 57:32

So again, go to a branded world podcast dot com episode 18 to find that and the shout out again to the Calgary Foundation for supporting courses like this that are making a huge difference to many non-profits. If you like a branded world, I encourage you to go to Alberta podcast network dot com and find out other podcasts that are also member of Alberta podcast network. There are new podcasts added all the time and they are from a variety of different topics, so I'm sure you will find one that you like and again, the address for that is Alberta podcast network com. Thank you again and until next time.

Announcer: 58:18

Thank you for listening to a branded world podcast. Discover more@abrandedworldpodcast.com.