

House Rabbit Network

Volunteers' Meeting, Sat May 10, 11am.

Billerica Shelter.

Attending: Diane M, Stacey P, Deb M, Lisa D, Sarah T, Janelle C, Linda M, Kelly R, Suzanne T

Meeting started at 11:10.

Adoptions: So far this year we have had 78 adoptions (65 confirmed, 13 bondings). For buns that have been adopted but are bonding we used to put Adoption Pending on the web site, but have decided to change that to Bonding Adoption as it more accurately reflects the true status and we don't want to give the illusion that we hold rabbits, etc.

Web Site: We are looking to update our web site to make it more modern. Suzanne is working with some new volunteers who hope to develop it. We will be maintaining the old web site while the new site is under construction. The two different sections of our web site were discussed – the public section and the volunteers' section. ASM has also been updated and documentation written for it.

Affiliate Programs: We now have affiliate programs with Cruelty Free Consumer and Small Pet Select. We also want to promote our program with Amazon.

Rabbit Marketing: All our rabbits are listed on the web site, Petfinder, and Adopt-a-Pet. We have a new volunteer, Chenin, who will start helping out with Petfinder and Adopt-a-Pet. Getting foster homes to update pictures and descriptions has been an ongoing problem. Getting good descriptions and pictures really helps get the rabbits adopted. Foster homes are strongly encouraged to update. There was a discussion about how some of the descriptions are a bit long. It might be better to have slightly shorter descriptions as many people don't read that much, or to create a way to have a summary and larger description. We discussed how there used to be more with the blog, but most people are not using the blog anymore.

Newsletter: The newsletter team has been hard at work and has all the draft articles and news items for the next newsletter. So far it is on schedule to go out mid June.

Bunny Hop: We are holding our annual summer Bunny Hop. Each summer we have a potluck party for HRN volunteers and supporters. It is open to anyone, the only requirement is that you must be willing to listen to others talk about their rabbits. Initial email has already gone out to the vol list.

Education Events: Education events are a great way to help educate the public about rabbits and encourage adoptions. We recently had volunteers at the Woburn Mall Spring Festival, which was very busy. We met with lots of families and could have used another volunteer or two. Lowell Humane's Steps for Pets was a few weeks ago too. May 31 is another event in Pelham, NH. The fall tends to be very busy with Pet Rock, Tufts Open House, Boston Vegetarian Festival, and more.

Email Lists: HRN's multiple email lists were discussed. Suzanne will resend an email about email etiquette and the various email lists to the lists.

Fundraisers: Bunsitting continues to be an excellent fundraiser along with the sponsor a bunny page, collecting donations for medical treatments for our foster buns.

Flatbread: Scheduled for Tues Sept 23. Starting to solicit donations.

Giggles: We raised \$1600. The money earned was pretty evenly split between ticket sales (69) and the auction.

Whole Foods: Hugely successful, raising \$4166 for HRN. Not too much interest in our table but that is alright. Many HRN volunteers went shopping there that day.

Calendar: We are getting ready to start on our annual calendar. Requests for pictures will go out soon. The main requirement is that at least one rabbit in a photo must be an HRN bunny – either current foster rabbit or adopted from HRN.