



International Fund for Animal Welfare
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How IFAW Is Using Web 2.0 Tools

J.C. Bouvier

International Fund for Animal Welfare

SEPTEMBER 15, 2009

IKE Update 09/15: Sheltering Team Reports from Austin

This is a report by from IFAW's Gail A'Brusso, who heads another sheltering team in the Texas state capital of Austin.

Here in Austin we've been working round the clock in a local high school that's become a shelter for scores of animals evacuated from the hurricane zone. We're working 12-hour shifts to provide help and security to the many dogs, cats and other animals here. This system is functioning well but shelter-workers are extremely tired.



The Henderson High School shelter is actually one of five now operating in the Austin area. Because many of the animals' owners were also evacuated from coastal areas hit by Ike, they are able to come and care for their pets: feeding, cleaning, walking and playing with them to overcome stress and better deal with their losses. The shelters in Austin have cared for about 200 dogs, 60 cats and 35 other animals (birds, guinea pigs, pocket pets, turtles). And as some owners and their animals head for home, the Texas State Emergency Operations Center (EOC) is gradually consolidating shelters.

Continue reading "IKE Update 09/15: Sheltering Team Reports from Austin" »

[Discover Top animal shelters, how to transport](#)

Posted at 04:30 PM in Animal News, North America | Permalink | Comments (0) | Trackback (0)
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[Watch Jennifer talk about her experience working to rescue chimpanzees in Indonesia on SouthCoast Weekly \(RSN\)](#)

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Current Web 2.0 Tools in Use

- [Twitter.com/action4ifaw](https://twitter.com/action4ifaw)
- [Facebook.com](https://facebook.com): IFAW Page
- [Youtube.com/IFAWvideo](https://youtube.com/IFAWvideo)
- Blog: animalrescueblog.org
- [MySpace.com/stopwhaling](https://myspace.com/stopwhaling)
- [Flickr.com/photos/animalrescueblog/](https://flickr.com/photos/animalrescueblog/)
- [Delicious.com/IFAW](https://delicious.com/IFAW)

Case Study: Web 2.0 and Animal Rescue – Hurricane Ike

When disaster strikes, animals are often the forgotten victims, caught in the path of a bushfire, a snowstorm or a flood.

Working with local communities, IFAW steps in to alleviate suffering, save lives and educate for the future.

September 2008 - Hurricane Ike

IFAW Emergency team responds on the ground, and ONLINE

Goals – increase traffic to animalrescueblog.org, and thereby increase donations

Blogging – Animalrescueblog.org

- Facebook Ad Campaign
- Flickr Photostream
- Youtube Video Posts

IFAW Animal Rescue Blog

Emergency Appeal: Hurricane Ike! [Click Here...](#)

IFAW's Animal Rescue Blog
A Better World for Animals and People

IAW.ORG ABOUT US

Emergency Appeal: Hurricane Ike
Members of IFAW's Emergency Relief team are on alert. Please make a donation today to help keep IFAW on the ground and ready to help. [Donate Now >](#)

IKE Update 09/17: ER Team Continues Sheltering Operation in Texas

The following is an update from IFAW Emergency Rescue team member Michael Booth currently in Texas.



As flood waters quickly receded, IFAW's on the ground efforts turned from search and rescue to several sheltering operations. As of September 16th, the ER crew will be working in Orange and Anahuac, Texas.

The shelter in Orange was inundated with 3 feet of water during Ike and was severely damaged. We will help them get on their feet and prepare the shelter for a high influx of stray dogs expected to arrive starting today. In the aftermath of Hurricane Rita 3 years ago, 65 animals were brought to the Animal Shelter in Orange, so we anticipate a similar amount this time around. Our work will focus on getting the basic infrastructure back up and running first and then start runs that will bring in stray animals and animals that were left behind...in homes, fenced in, or tied by their owners.

In Anahuac, the IFAW team there is working closely with Texas SARE to set up a shelter at the local fairgrounds. We are expecting to receive between 100 - 200 animals, as well as hundreds of livestock in need of food.

We would also like to thank everyone who has offered to join us in Texas. We appreciate the support.

And finally - Mufson, the rottweiler we rescued earlier this week is currently still housed at the local shelter. He has not yet been returned to his legal owner. We will keep you posted if we receive any further updates.

[Highlighted Team members, highlights show this page](#)

Posted at 10:13 AM in [Animal Action Week](#), [North America](#) | [Permalink](#) | [Comments \(1\)](#) | [Trackback \(0\)](#)

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JENNIFER MILLER

Field and emergency relief reports continually flow into our headquarters here at IFAW. I am an IFAW Emergency Relief Specialist for Animals in Crisis.



SEPTEMBER 15, 2008

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Facebook Ad Campaign

Ad Preview

[Hurricane Ike: Pet Rescue](#)

We need your support to help rescue pets after Hurricane Ike
www.ifaw.org

Targeting

You are targeting women between 25 and 40 years old in the United States.

Settings

Bid:

Changes will take effect in 15 minutes.

[Create a Similar Ad](#)

Save
Cancel

Ad Preview

[Watch Animal Rescue Video](#)

IFAW is on the ground in the Gulf protecting pets from Hurricanes. Find out more.

Targeting

You are targeting women between 40 and 55 years old in the United States.

Settings

Bid:

Changes will take effect in 15 minutes.

[Create a Similar Ad](#)

Save
Cancel

Notifications

September 13

- 5 ads were created.

September 12

- The ad Hurricane Ike: Pet Rescue was created.
- Welcome to Facebook Ads! For tips on advertising with Facebook Ads, check out our best practices guide.

Time Period:

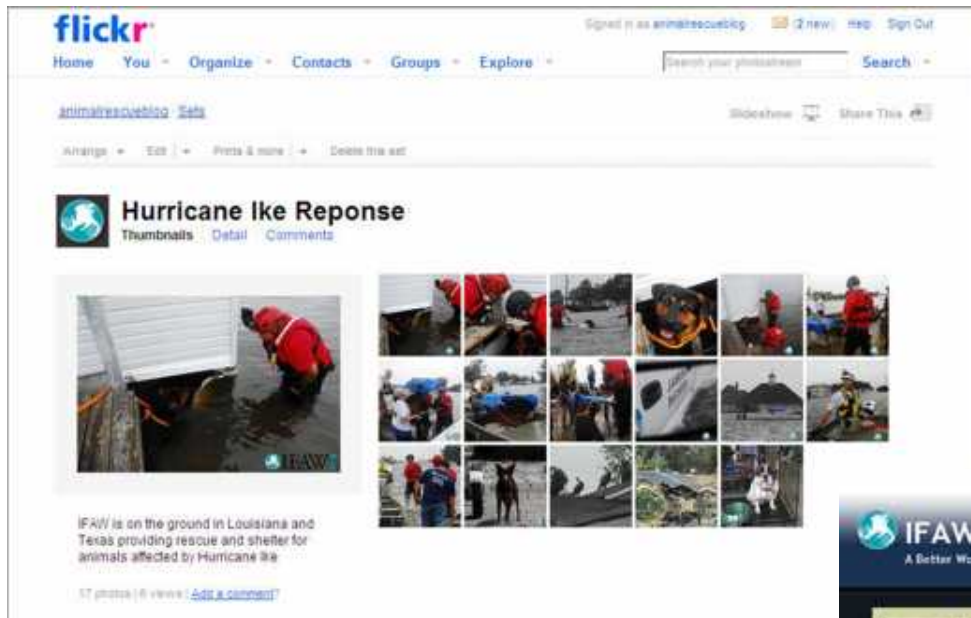
Daily Spend

Date	Spend
Today	\$0.00
09/16	\$5.22
09/15	\$114.31
09/14	\$128.41
09/13	\$141.43

Data last updated at 06:01 pm.

Emergency Relief <small>edit</small>		Daily Budget \$200.00		Since 09/12/2008					
Name	Bid (\$)	Type	Imp.	Clicks	CTR (%)	Avg. CPC (\$)	Avg. CPM (\$)	Spent (\$)	
Hurricane Ike: Pet Rescue	0.64	CPC	647,855	165	0.03	0.60	0.15	98.84	
Watch Animal Rescue Video	0.68	CPC	127,008	11	0.01	0.58	0.05	6.35	
Watch Animal Rescue Video 1	0.45	CPC	184,155	23	0.01	0.40	0.05	9.14	
Watch Animal Rescue Video 2	1.00	CPC	969,234	255	0.03	0.95	0.25	241.58	
Watch Animal Rescue Video 3	0.74	CPC	220,214	28	0.01	0.64	0.08	17.91	
Watch Animal Rescue Video 4	1.00	CPC	306,937	51	0.02	0.90	0.15	45.84	
Totals			2,455,403	533	0.02	0.78	0.17	419.66	

Rescue Photos on Flickr



flickr
Sign in as animalrescueblog (2 new) help Sign Out


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Hurricane Ike Reponse

Thumbnails Detail Comments



IFAW is on the ground in Louisiana and Texas providing rescue and shelter for animals affected by Hurricane Ike

17 photos (6 views) [Add a comment](#)



Emergency Appeal: Hurricane Ike! Click Here!

IFAW's Animal Rescue Blog

A Better World for Animals and People IFAW.ORG ABOUT US



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IF Update: India Pregnant Cow Saved from Flood Waters | Main | IK Update 09/15:
Rescue Team Help Wildlife Rehabiler -

September 2008

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

SEPTEMBER 14, 2008

IKE Update: Rotti Rescued from Rising Floodwaters

The following is an update from IFAW Emergency Rescue Team member Michael Booth currently on the ground in Lake Charles, Louisiana rescuing family pets and other animals following the devastation of Hurricane Ike.

We started rescuing animals yesterday afternoon after the worst of the storm has passed our area, but the winds were still incredibly powerful and were blowing the boats off course so we were forced to walk through flood waters in many areas.

We quickly found a small rottweiler which was trapped under a deck and desperately struggling to survive. We clearly arrived just in time because he only had about four inches of breathing space left and was obviously terrified and exhausted. It's an amazing feeling to save an animal from certain death and I'm so grateful to all IFAW's donors for giving me the opportunity to reach out and help save these suffering animals.

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RECENT POSTS

- IK Update 09/17: IK Team

Results



- Produced **5 out of the top 10 days of traffic** since launch of blog
- Over **1,000 view of the video**
- 20 comments to the blog** – offering assistance, looking for help and general good wishes
- 22% of donors** to the campaign were **new** driven by the web 2.0 channels, which produced **32% of the income** and the average gift of this group was **146% more** than gifts from existing donors

Thank you

J.C. Bouvier

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www.animalrescueblog.org