

REBECCA POLING

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CAREER HIGHLIGHTS + ACCOMPLISHMENTS

- Coordinated all aspects of Texas Unites for Animals, the largest annual regional animal welfare conference in the country, an annual 3-day industry-specific event featuring 50+ workshops in 5 tracks with 500+ attendees achieving a net profit for the first time in conference history, and every year after that.
- Planned and executed the 2017 Humane Society of Sedona Pet Lovers Gala Monte Carlo Night, attracting 260+ guests, more than a dozen corporate sponsors, 300+ in-kind donors, debuting new event revenue streams, and grossing over \$50,000, while garnering unparalleled praise from attendees, sponsors, and the media.
- Coordinated and managed virtual and in-person events, including educational and professional development events, networking and PR events, fundraising events, special events, regional and national promotions, social media events, community events, and outreach events
- Built capacity in DFW area animal rescue groups and shelters through creation, implementation, and management of the DCAP Assistance Network, an online portal based on Aidmatrix Foundation supply chain management technology that automates the process of delivering corporate in-kind donations to thoroughly vetted 501c3 animal welfare partners. During 2013, more than \$320,000 of pet food, treats, beds, kennels, and supplies passed through the network, exceeding forecasts by 220%.
- Supported, mentored, and served as a resource for best practices and emerging trends for multiple coalitions of animal rescue groups, private and municipal shelters, and animal advocacy organizations
- Implemented donor management procedures and platforms to manage existing donor relationships, acquire new donors, and analyze and report progress using industry benchmark KPIs
- Managed organization-wide adaptation of new technologies for communication, organization, website optimization, and project management, significantly improving internal communication and productivity in organizations struggling to be effective.
- Planned and managed successful external communications strategies using social media, electronic communication, media relations for crisis communication, fundraising, education, awareness, and public relations.
- Developed and implemented new social media strategy for Dallas Animal Services that continually exceeded goals and objectives, resulting in all-time high engagement on multiple channels, drawing praise from the City and the community, and filling crucial gaps in DAS' public relations, marketing, and humane education efforts resulting in a 75% increase in reach the first ten months, growth from 1,852 fans to over 45,700 in less than four years, views that routinely top 250,000/week, and often more than 1 million, and a significant improvement in public's perception of DAS.
- Developed new, custom partnership opportunities and options for small to medium businesses leveraging their need for community philanthropy and involvement to benefit deserving nonprofits.
- Introduced and implemented technology to enhance donor engagement and increase donations, including friction-free donation pages, automatic recurring donation program, legacy and planned giving, crowd-funding, peer-to-peer fundraising, text to donate, memorial and tributes, gifts of stock, and affiliate programs.
- Researched, compiled, and authored numerous successful grant applications, including a \$300,000 grant application for Dallas Animal Services' new Volunteer Program. Kicked off in January of 2016 and administered by grant-funded staff members, the program initially provided 3,322 hours of volunteer manpower each quarter – a value of over \$80,000.

- Chaired Dallas Companion Animal Project, a community-wide, city-sponsored No Kill task force whose mission was to develop a plan to end euthanasia of healthy, adoptable animals in Dallas. Responsibilities included researching existing resources and analyzing community needs, soliciting input from the public and stakeholders, prioritizing required initiatives for efficiency and cost, and communicating those findings to city leaders, the animal welfare community, the media, and the public.

AWARDS + APPOINTMENTS

- Commissioner, City of Dallas Animal Shelter Advisory Commission (2007 - 2015)
- 2009 St. Francis of Assisi Humane Education Award Recipient
- 2010/2011 Chair, City of Dallas DCAP No Kill Task Force
- 2013 and 2014 Certificate of Appreciation Awards, City of Dallas
- 2021 The Association Professional Fundraising Certificate

WORK HISTORY

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| • 1/18 to present | RPCA, LLC dba House Mountain Creative | Freelance Nonprofit Consultant |
| • 3/17 to 1/18 | Humane Society of Sedona | Director of Development & Communication |
| • 10/14 – 10/16 | Lane Staffing/Dallas Animal Services | Communications/PIO |
| • 4/13 – 9/14 | The Aidmatrix Foundation | Program Manager |
| • 8/10 – 3/13 | Texas Animal Shelter Coalition | Conference Coordinator |

CONFERENCES

- Association for Animal Welfare Advancement Conferences, 2018 Spring, 2018 Fall, 2019 Spring, 2020 Spring
- Texas Unites for Animals Conferences 2009, 2011, 2012, 2013, 2014, 2015, 2016, 2017
- HSUS Animal Care Expo Conferences 2004, 2007 2012, 2013, 2014, 2015, 2016, 2020, 2021
- Texas Humane Legislation Conferences 2012, 2013, and 2015
- Blog Paws, 2011
- FEMA Emergency Management Institute Virtual Classroom, 2006-2007
- National Conference on Animals in Disaster, 2006
- Conference on Homeless Animal Management & Policy 2002 and 2003

CLIENTS

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| Verde Valley Humane Society | Texas Unites |
| Verde Valley Military Service Park | Dallas Animal Services |
| Plan B Foundation | Aidmatrix Foundation |
| Veterans Serving Veterans | Little Dog Rescue North Texas |
| Sedona Wolf Week | Art & Soul Sedona |
| Pilots to the Rescue | Elite Salon Sedona |
| Flagstaff Sedona Dog Magazine | Stray Cat Alliance |
| Sedona 30 | Metroplex Animal Coalition |
| The Hummingbird Society | Bird Treatment and Learning Center |
| The Association for Animal Welfare Advancement | Dallas Companion Animal Project |