

Make your voice heard.

Take the Animal Welfare DEI Survey!

The Association for
Animal Welfare
Advancement



Frequently Asked Questions

1. Who should take the DEI survey? Is it only for members of The Association?

This survey is for *every* animal welfare professional! And to be clear – we want *all* members of *all* teams – from front-line animal care staff, managers, and field officers to fundraising staff, adoptions counselors, and board members. We need to hear from everyone to establish a baseline and understand the current state of diversity, equity, and inclusion in our profession.

2. What countries does the survey include?

If you are currently employed at an animal welfare organization in the United States, Canada or Australia, we want you to participate.

3. Why is The Association getting involved with politics? Why can't we keep the focus on the animals?

We believe empathy and compassion for others is not political. On the contrary, equity, diversity and inclusion are essential to ensuring the wellbeing of all pets across all communities. This work is an intentional, long-term investment in the human-animal bond. This survey is an opportunity to identify inequities and disparities in our movement to increase awareness and define solutions together. In order for animal welfare to promote positive outcomes for all pets we must build trust and partnerships with the people with whom pets are connected. The results of this survey will inform the vision and strategy of the work that lies ahead for animal welfare as a field and our focus on both animals and people.

4. How do I get colleagues across my organization involved?

Inspire and Recruit:

- Communicate with your colleagues about the importance of this first-of-its-kind, historic survey
- Explain why their participation is critical to help make the animal welfare profession more equitable and diverse
- Identify other Survey Champions who will help you encourage participation among team members across all departments
- Communicate a goal of 95% completion rate and offer food as an incentive (example: first department to complete survey gets a pizza party)

Make Time:

- Ask Supervisors to schedule 15 minutes for each team member to complete the survey and provide private, dedicated survey stations with computers

Promote the survey through all available channels:

- Post survey link via inter-organization texting system
- Post flyers around your facility
- Post survey link within internal/staff-only Facebook groups
- Post survey link to the staff intranet
- Include survey announcement in employee newsletters
- Add a note on paystubs or other written communications

5. Where can I find the links to the survey?

These are the direct survey links:

English - <https://www.surveymonkey.com/r/AAWA-DEIEng2021>

Spanish - <https://www.surveymonkey.com/r/AAWA-DEIEsp2021>

6. How much time does it take to complete the survey?

Approximately 15 minutes.

7. Are responses confidential?

Yes! Responses will be analyzed by a third party and only aggregate data will be provided to The Association. The Association will then share that aggregate data with the profession.

8. Will organizations be able to get their individual/organization data?

To preserve anonymity and privacy as much as possible, only aggregate data will be shared. It is not possible to provide data to individual organizations.