

Final Communication Campaigns

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Overview of project

- Educate our audience about what the Utah Animal Adoption Center is about
- Motivate our audience to volunteer at the Utah Animal Adoption Center
- To help fundraise for the Utah Animal Adoption Center and encourage our audience to give animals a loving home



Audience

- The target audience for this communication campaign includes;
 - animal advocates, non-profit organizations, teens, young adults, adults, senior citizens, etc.



Demographics

Minimum age in SLC is 18-26 (62%)

50% male
50% female

72.83% is Caucasian, 2.46% is African American, 5.60% is Asian, 13.07% other

61.09% LDS, 8.97% catholic, 1.04% other christian, 0.08% jewish, 0.50% eastern faith

Regular income for a person in SLC is \$69,196

90% of people in SLC has a GED. 33% has some higher education degree

In SLC there are three members of a household

53% married, 47% single in SLC



Psychographics

Research shows that people \$67 billions on their pet in 2016

68% of US household owns a pet

36% of dog owners think of their dogs as members of the household

68% of animals owners have a traditional family

In SLC, animal cruelty went down to 59.9%

34% of animals owners are active

Value animals care



Messaging goals

- **Think:** Understanding what it's like to work at an animal shelter, and the interaction between animals and the workers
- **Feel:** Feel good in knowing you are helping animals in need
- **Do:** Donate to your local Animal Shelter and help provide the care and safety for animals in need



Key messages-Slogans

- Adopt Not Shop
- “Everyone deserves a good home, even the ones with paws”
- “Finding Forever Home”



What we did

- We created 4 channels on communication that allowed us to complete our projects purpose
- Made a Tactical Plan on what we need to accomplish on time
- We set online advertisement for the event
- We hosted a Yard/Bake sale

1. Facebook Event

- Most effective and efficient
- Worked along with Facebook fundraiser
- More people involved and aware



APR 21 Yard/Bake sale for the Utah Animal Adoption Center
Public · Hosted by Holly Lee and 2 others

✓ Going ▾ Share ▾ ⋮

🕒 Saturday at 10 AM - 3 PM
4 days from now · 48–68° Sunny

📍 1955 N Redwood Rd, Salt Lake City, UT 84116-1230, United States Show Map

2. Facebook Fundraiser

- Direct Donation
 - “NO CASH”
- Helped relay our mission to our audience
- Targeted our audience
- Allowed constant sharings with everyone
 - Practical and efficient



Fundraiser for Utah Animal Adoption Center

Fundraiser for Utah Animal Adoption Center  by Holly Lee



Donate

 Invite

 Share

... More 

Story

Want to join me in supporting a good cause? I'm raising money for Utah Animal Adoption Center and your contribution will make an impact, whether you donate \$5 or \$500. Every little bit helps. Thank you for your support. I've included information about Utah Animal Adoption Center below.

We are also hosting an event with Salt Lake Community College, in partnership with Utah Animal Adoption Center (1955 North Redwood Road, Salt Lake City). We will be having a Yard and Bake sale April 21 at the Utah Adoption Center. Come join the fun it starts from 10 AM till 3 PM, come support the Utah Adoption Center!

The mission of Utah Animal Adoption Center is to eliminate euthanasia of healthy, adoptable dogs and cats through rescue, spaying, neutering, education and adoption.

3. Flyers, Poster, Etc.

- Communication with those who had no access to technology
- Reached a broader audience including our target audience
- Salt Lake Community College involved

YARD SALE BAKE SALE

SATURDAY April 21, 2018

10AM - 3PM

@ THE UTAH ADOPTION CENTER
1955 N Redwood Rd, Salt Lake City, UT 84116

Clothing cookies, cupcake ETC.
UTAHANIMALS.ORG/SLCC.EDU

THIS EVENT IS HOSTED BY SLCC BUSINESS STUDENTS TO RAISE MONEY FOR THE UTAH ADOPTION CENTER. 100% WILL BE DONATED!

PosterMyWall.com **SLCC**

4. Fundraising event

- Saturday, April 21 at The Utah Adoption Center
- Hosted a Yard/Bake Sale
- Donation based
- All proceeds went to the center



What lessons were learned

- Communication is key
- Setting a goal and accomplishing it is possible
- Problem solving skills and managements skills are essential



Utah Animal Adoption Center

April 22 at 12:25pm · 🌐

This group of young ladies from the SLCC Business School held a yard and bake sale for UAAC yesterday. They exceeded their goal of \$500! Thank you so much. Great job! And those baked goodies were so yummy!



Love

Comment

Share

You and 36 others

Oldest ▾



Did we succeed?

Facebook Fundraiser

+

Yard/Bake Sale

=

Success

\$95 = Facebook Fundraiser

\$445 = Yard/Bake Sale



Fundraiser for Utah Animal Adoption Center

Fundraiser for Utah Animal Adoption Center by Holly Lee

[Invite](#)

[Donate](#)

[Share](#)

[More](#)

\$540 raised of \$500

You, Holly Lee and 6 others donated.



Pictures of the Event







Credits

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