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,

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



2. Facebook Fundraiser

- Direct Donation
 - "NO CASH"
- Helped rely our mission to our audience
- > Targeted our audience
- Allowed constant sharings with everyone
 - Practical and efficient



Fundraiser for Utah Animal Adoption Center

Donate		
M Invite	→ Share	··· More ▼

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



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



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!











Did we succeed?

Facebook Fundraiser

+

Yard/Bake Sale

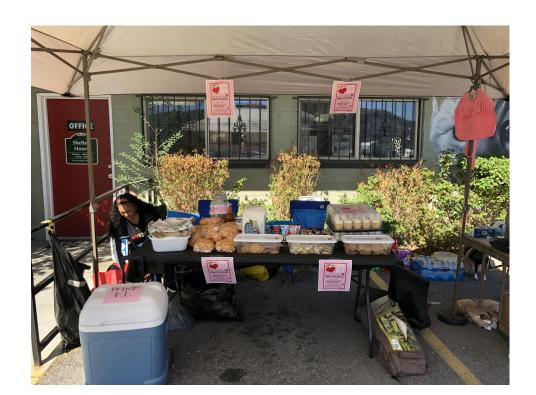
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Success

\$95 = Facebook Fundraiser \$445 = Yard/Bake Sale



Pictures of the Event

















Credits

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