

Strategic Communication Plan

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Purpose / Objective

The purpose of this communication campaign is to make our audience aware of the Utah Animal Adoption Center. We want to educate them about what the Utah Animal Adoption Center is about and the many volunteer opportunities that they have. With this we also want to motivate our audience to volunteer at the Utah Animal Adoption Center, we want our audience to get involved in helping out the Utah Animal Adoption Center. Lastly, this communication campaign purpose is to help fundraise for the Utah Animal Adoption Center and encourage our audience to give animals a loving home.

Learning Objectives

This projects relates to many learning objectives for this class. This project is allowing us to communicate with professionals in an organization and allowing us to expand our knowledge on how we need to communicate in the workplace. We are to maintain a level of professionalism with helping those of our organization. It has developed not just our communication skills, but it has also helped us further our business and leadership skills and apply them to a real life scenario. As a group, this project has made us think critically and creatively. It has showed us how to implement a plan in a creative matter without losing losing focus of the end goal. Our decision making skills, are being tested in every decision that need to be made as a group. This project, not only has placed us in a group, but we have learned how to work as a team. Lastly, this project is allowing us to be community engaged by allowing us fundraise for an organization with a cause that we are passionate about.

Audience

The target audience for this communication campaign includes; animal advocates, non-profit organizations, teens, young adults, adults, senior citizens, etc. Below are the demographics and psychographics profile for this audience.

Demographics

- Age- medium age in Salt lake City is 18-64 (62%)
- Gender- 50% are Male, 50% are Female in Salt Lake City.
- Race- 72.83% is Caucasian, 2.46% is African American, 5.60% is Asian, 1.09% is American Indian, 2.16% is Native Hawaiian, 2.78% is Mixed Race, 13.07% is Other Race
- Religion - 61.09% are LDS, 8.97% are Catholic, 1.04% is another Christian faith, 0.08% are Jewish, 0.50% are Eastern faith, 0.45% are affiliated with Islam.

(Salt Lake County, 2017)

- Income - Regular income for a family living in Salt Lake City is \$68,196
- Occupation - Part-Time Job/Full-Time Job, Student, Stay at Home Parents, Retired/Other
- Educational Level - 90% of students have a GED/High School Diploma in Salt Lake City, 33% have a Bachelor's degree or some other higher education in Salt Lake City.
- Size of Family - In Salt Lake City there are normally three (3) members in a household
- Marital Status - In Salt Lake City 53% are married, and 47% of people are single.
- Living Status - Homeowner, Renting, Apartment, Condo, Townhouse, Complex

(In Salt Lake City, 67% of people are homeowners and 97% is occupied.)

Psychographics

- Interest in animals- Research shows that Americans spend nearly \$67 Billion on their pets in 2016. (particularly dogs)
- 68% of US household owns a pet of some kind.
- 36% of dog owners think of their dogs as members of the household.
- 68% of animal owners have a traditional family. (mom, dad and child).
- In Salt Lake City, animal cruelty went down to 59.9%.
- 34% of animal owners are active
- Animal Care- Value Animal Care, Non-Value Animal Care

Messaging Goal

Given the purpose and objective of this campaign, as well as the demographic and psychographic profile of the target audience, this team has set the following messaging goals:

Think

- Understand the time and money it takes in running an animal shelter
- Understanding what it's like to work at an animal shelter, and the interaction between animals and the workers
- To see the importance in animal shelters, and look at the benefits of Utah being a "no kill" state

Feel

- Reduce loneliness when having a furry friend

- Feel good in knowing you are helping animals in need
- Helping animals helps you emotionally

Do

- Donate to your local Animal Shelter and help provide the care and safety for animals in need
- Adopt an animal, there are so many animals in need of a good, loving home
- Don't shop. Don't buy an animal when there are many in need of homes at your local shelter

Key Messages

Having our target audience recall every single message in our communication campaign is not necessary. However, the following are key messages that this team wants our target audience to retain:

Slogans

- Adopt Not Shop
- Adopt Locally
- ~~➤ Adoption is an option~~
- ~~➤ "Give them another chance, adopt today"~~
- "Everyone deserves a good home, even the ones with paws"

Channels / Media Mix

In selecting the channels for this communication campaign, this team has considered many factors, some of which include; our purpose and objective. our target audience, and how our target audience consumes information. Based on these criteria, we have selected the following channels:

Social media (Facebook, Instagram, Twitter)

Social media is the most effective and most efficient for reaching our target audience. This will allow us to promote the organization in various platforms and attract a larger quantity of people. This platform will allows us to ask for donations and get more people involved and aware of the Utah Animal Adoption Center.

- Creating a Facebook event
- Sharing post about our cause (Instagram Post, Facebook Post, Tweet, etc.)

Flyers, Posters, etc.

This allows us to spread the word to those that don't have access to technology. It will also draw our target audience by implementing information all throughout Salt Lake Community College.

~~Volunteering @ Utah Animal Adoption Center~~

~~Volunteering at the Utah Animal Adoption Center as a team, will helps us get a better understanding of what the organization is in need of. Therefore, when communicating with our target audience, we can talk from experience.~~

- ~~➤ Emailing with representative of organization~~

➤ ~~Volunteering~~

➤ ~~Face-to-face communication~~

We did not have time to actually volunteer, we did go to the Utah Animal Adoption Center and got a tour of the facility and what their mission is.

Fundraising Event

A fundraising event is a form of communication that will allow us to interact with our target audience. This is the result from using social media platforms, and thus creating an event where our target audience can learn about our cause.

- Yard Sale and Bake Sale; Donation Based
- GoFundMe; online, for those that cannot make the yard sale and bake sale

Budget

Supplies (Posters, Flyers, Printing Expenses, Etc.) \$50

- For the making of our flyer that we will be distributed all throughout Salt Lake Community College. This will also cover for the posters that will be needed to show our audience where they can find our fundraising event.

Food/Beverages \$50

- All food and beverages will be used to help us in our fundraising event for our organization. Which can include: cupcakes, donuts, cookies, lemonade, etc.

Decorating Expense \$40

- Any expense that will help us create a positive atmosphere in our event.

Tactical Plan

In order to create an effective communication campaign, we need to make sure that we are reaching our target audience through the right channel of communication with the right information. Below is the plan of how the team plans to meet this requirement:

WHO (Audience)	WHAT (Message)	HOW (Channel)	WHEN (Timing)
animal advocates, non-profit organizations, teens, young adults, adults, senior citizens, etc.	Advertising the event	Flyers, Posters, etc. ➤ Create flyers and posters and hopefully print out	Thursday April 12, 2018
animal advocates, non-profit organizations, teens, young adults, adults, senior citizens, etc.	Clear message of our key messages and our fundraising event	Social Media ➤ Create Facebook Event	Thursday April 12, 2018
animal advocates, non-profit organizations, teens, young adults, adults, senior citizens, etc.	Getting a better understanding of our key messages	Volunteering	Friday April 13, 2018
animal advocates, non-profit organizations, teens, young adults, adults, senior citizens, etc.	Setting up donations for fundraiser	Creating Donation Box / Get things ready for event	Friday April 20, 2018
Non-profit organization Utah animal adoption center	Getting a better understanding of the organization	Going to the actual non- profit organization	Thursday April 19, 2018
animal advocates, non-profit organizations, teens, young adults, adults, senior citizens, etc.	Raise awareness and raise money	Fundraising Event ➤ Yard / Bake Sale ➤ GoFundMe up and running	Saturday April 21, 2018

Non-profit organization, Utah animal Adoption Center	Setting up and being ready	Fundraising Event	Saturday April 21, 2018 @ 9 am
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Mission Statement of the not-for-profit organization

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

Sustainability of Project

The sustainability of this project for the not-for-profit-organization is hopefully to leave an impact on our target audience and have them continue what we have started. It is not meant to be a one time thing, but rather it can be used as a starting point, and make our target audience aware of the organization and what they aim to do. It can then be used to educate others and hopefully get more of the community involved in helping out a good cause.

Community - Identified Need

This project addresses the community identified need of finding animals a loving home and animal rescuing. It also addresses the need of profits in order to keep their organization running. The Utah Animal Adoption Center does not receive any tax support for any of its services, so they depend upon donations and adoption fees to operate. Lastly, this project addresses the community identified need of volunteering in your community and with non-profits organizations.

Community Involvement in Project

The community was involved in the planning of the project, by being one of our target audience. We planned our project with the idea of leaving an impact of our organization in our community as well as making our community aware of the involvement they can have if everyone pitches in a little.

Debrief

How did the project go? What went well? What did not go well? What were the lessons learned?

The project went well, we not only reached our goal but we surpassed it. Many things in our project went well; our channels of communications helped us a lot. Having created a clear purpose for our project allowed us to stick to a schedule and accomplish things in a timely matter. Apart from our inability of going to volunteer because of a tight schedule, yet we still went to get a better understanding of the organization. Nothing major did not go well in our project, on the contrary everything ran smoothly. A major lesson that we learned was that communication is key. We as a group could have not accomplished what we did if we did not communicate with each other. We also learned that setting a goal and accomplishing it is possible. Our project involved a lot of time management and required various problem solving skills, which we learned along the way in our project. Overall, this project taught us many things, each of us in the group took something different away from this project.

Style Guide

Font: bold and basic

Colors: red, yellow and blue

Graphics guidelines: all cartoon images

How much will be needed: 20 flyers, 2 posters, 5 yard sale signs

Logos:



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