

Saving lives, one paw at a time

PRESENTED BY:

NICOLLE LANE

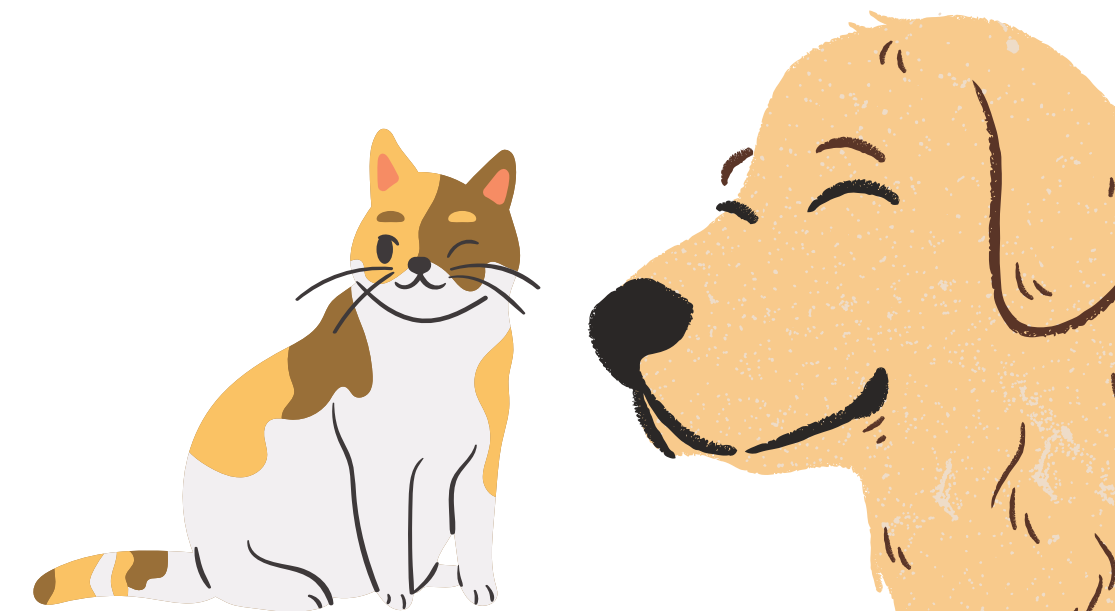
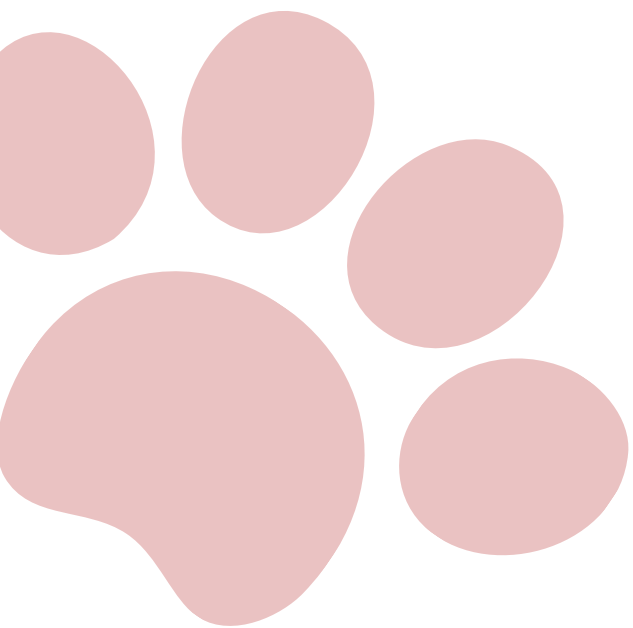
GRACE COWART

LETICIA PERALTA

DONSHEA JOHNSON

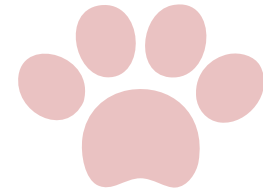
KARLA CASTANEDA

VALERIE TONN

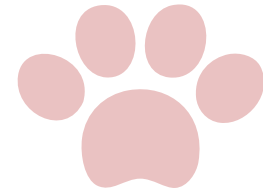




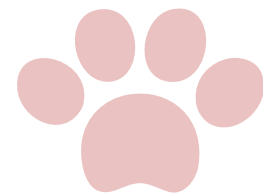
Would you consider adopting from the McNatt Animal Shelter?



LARGE DOGS MAKE THE MAJORITY OF SHELTER INMATES



FOSTERS ARE NEEDED FOR PUPPIES AND KITTENS



BESIDES ADOPTING, VOLUNTEERS CAN TAKE DOGS AND CATS OVERNIGHT TO GET THEM OUT OF THE SHELTER TO RECUPERATE



FOOD AND BLANKET DONATIONS ARE ALSO NEEDED



THEY ONLY EUTHANIZE FOR THE HEALTH OF THE ANIMALS



Goal

Raise public awareness on ways to keep animals out of shelters while promoting responsible pet ownership to reduce overcrowding in the McNatt Animal Shelter



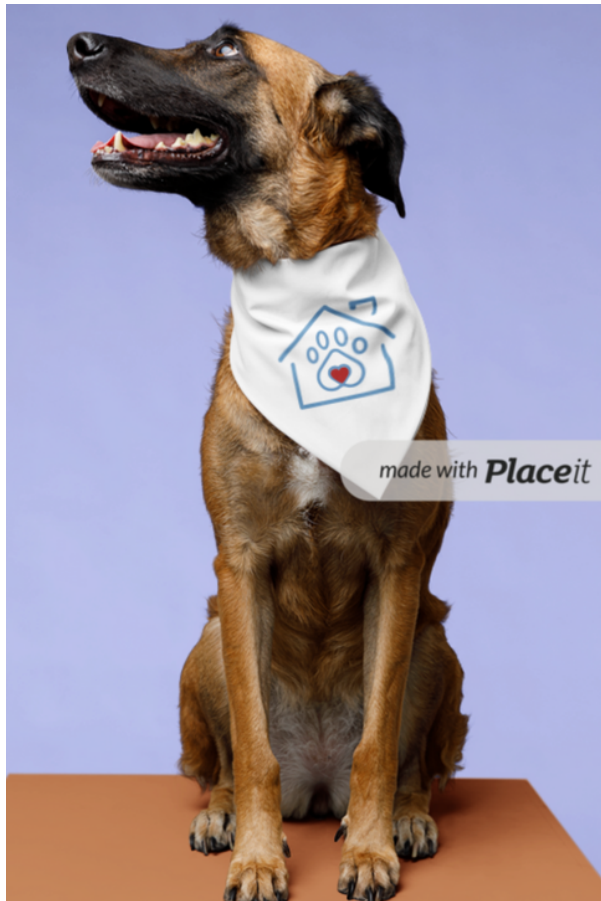
BIG IDEA



Logo



Enamel pin



Bandana



Sticker with logo

Hashtags

#adoptrescuefoster

#dentonanimalshelter

#largedogtrainingtips

#adoptionsaves

#petcaretipsforbigdogs

Slogans

Home is where the fur is

You're not alone; you don't have to rehome

Never fear; resources are here at the Linda McNatt Animal

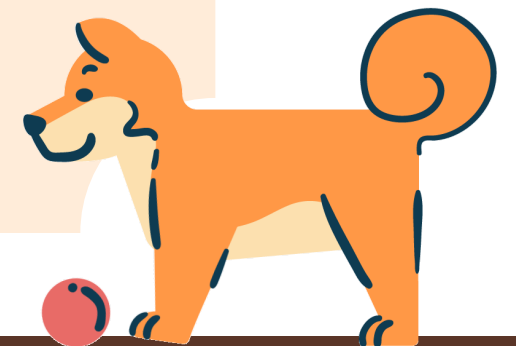
Shelter



Denton Resident Stats

According to the US Census (2022)

- Population (July 2022) - 150,353
- Race
 - White-70.7%
 - Hispanic-23.4%
 - Black- 11.5%
 - Asian- 4.2%
- Age
 - Under 5- 5.3%
 - Under 18- 19.1%
 - 65 and up - 11.2%
- Gender
 - Female Persons - 51%
 - Male Persons- 49%
- Housing
 - Number of households- 50,994
 - Owner-occupied housing- 48.4%
- Income/Poverty
 - Median household income- \$65,168
 - Persons in poverty- 15.8%





McNatt Shelter Stats



	Dog	Cat	Other	Total
Intake	2539	1896	170	4605
Adoptions	1353	1476	110	2939
Return to Owner	583	54	14	651
Rescue	67	11	21	99





Central Point:

Keeping animals out of the shelter by promoting educational resources to pet owners through volunteers and social media





Public 1: College students

Background

Psychographics

College students are individuals who value higher education and an affordable lifestyle. College students can play a big role in the success of the Linda McNatt Animal Shelter. These are individuals that value community service, this can be beneficial as the use of volunteers is helpful and beneficial for the shelter. However, it is important to remember that they're working and going to school.

Outreach

College students can be reached through other students, professors, social media and on-campus engagement practices such as flyers.

Opinion Leaders

Opinion leaders for college students can be other students, alumni, professors, prominent social media figures and their parents.





Objective, Strategies & Tactics



Objective 3: Increase the number of volunteers at the McNatt Animal Shelter by 25% by promoting animal services to college students by July 2024.

Strategy 1: Inform UNT students about volunteer opportunities by publishing print media.

- Tactic 1 associated with this strategy: Distribute and post flyers in public spaces around campus, such as libraries, the union area, Fry Street, and pole lights.
- Tactic 2 associated with this strategy: Have a spokesperson from Linda McNatt Shelter pass out brochures, pins, stickers and bandanas to passing students with information on volunteer opportunities and how their help can make a difference at UNT.
- Tactic 3 associated with this strategy: Publish an article in NT Daily (if needed Denton Record-Chronicle) over volunteering at McNatt.

Strategy 2: Share volunteer information through online media frequently used by UNT students.

- Tactic 1 associated with this strategy: Upload Instagram posts on how to sign up for volunteering opportunities using UNT hashtags to target UNT students.
- Tactic 2 associated with this strategy: Create and upload a YouTube Short on the Linda McNatt Animal Shelter account directed to UNT students about the importance of volunteers and the differences they make to animals' lives.
- Tactic 3 associated with this strategy: Have a spokesperson from Linda McNatt Shelter get interviewed on the UNT POD podcast for students to listen on volunteer opportunities.



Public 2: Waitlisted pet owners

Background

- Waitlist pet owners can be experiencing a variety of life issues that cause them to want to turn in their pet. For example they could have lost their job, gotten a divorce, moved into a rental that doesn't allow pets, etc.
- Waitlisted pet owners probably already own other pets along with the one they are turning in.
- Waitlisted pet owners probably understand the time commitment and stable community needed for pets as shown by them turning in the pet.

Outreach

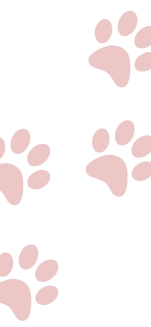
- Flyers & pamphlets from the McNatt shelter.
- Through the website or social media of the shelter
- Via email, if they shelter takes note of the contact info of those on their waitlist
- The local news

Opinion Leaders

- Other pet owners
- Shelter officials
- Vets



Objectives, Strategies & Tactics:



Objective 2: Decrease the number of waitlisted pet owners by 15% by July 2024 by promoting education opportunities for pet care to owners.

Strategy 1: Decrease the number of waitlisted pet owners through the use of social media education to increase awareness of tactics to address behavioral issues amongst pets.

- Tactic 1 associated with this strategy: Fix it Fridays. Create Instagram and Facebook story series on Fridays to answer questions from the public over how to fix behavioral issues their pets are facing.
- Tactic 2 associated with this strategy: Train your pet Tuesdays. Post infographics on Instagram and Facebook every Tuesdays of pet training tips.
- Tactic 3 associated with this strategy: Soothing Sundays. Post content on social media pages related to tips or items great for calming and soothing pets.

Strategy 2: Decrease the number of waitlisted pet owners through individual training sessions hosted by the shelter staff in the shelter's facility (outdoor enrichment areas or secluded rooms for privacy) to increase education on tactics addressing behavioral issues amongst waitlisted pets.

- Tactic 1 associated with this strategy: Create flyers to pass out at the shelter when pets are waitlisted due to capacity and give to potential adopters to encourage enrollment in sessions for behavioral issues.
- Tactic 2 associated with this strategy: Post to Facebook about the shelter's training sessions to spread awareness for waitlisted pet owners of the additional service the shelter offers.
- Tactic 3 associated with this strategy: Create a press release to announce training sessions for waitlisted pets before placement in the shelter and potentially change minds about rehoming. Include a Google registration form with questions about behavioral problems to determine topics discussed in the sessions.



Public 3: Large dog owners in Denton

Background

Demographics:

- Large dog owners make up around 40% of the dog owners population (Pet Food Industry).

While the Denton-survey asked respondents about their age, and race, it did not ask specifics about dog size. However, if we extrapolate the data based on the Packaged Facts Pet Owner survey results, we can assume:

- Millennial and Gen X adults make up the bulk of the owners of large dogs (26-55).
- Predominantly Whites, with some Hispanics and Blacks

Linda McNatt is at capacity, and large dogs are among the number one breeds getting surrendered or picked up. Therefore, these groups of people are essential to our campaign to reduce the number of large dogs at the shelter.

Opinion Leaders

1. Veterinarians.
2. Other pet owners.
3. Family members such as a spouse, husband, children and parents
4. Rescue group staff.
5. Dog behavioral experts.

Outreach

How would we reach them?

- Social media: Facebook, Instagram, Youtube and Podcasts
- Communication channels: Billboards, emails, flyers, brochures, signs
- News: Denton Record-Chronicle, and North Texas TV



Objective, Strategies & Tactics:



Objective 3: Reduce the amount of large dogs in the shelter by 10% by Aug. 1 2024 by promoting education for pet care to owners.

Strategy 1: Provide education for pet care to large dog owners through media channels.

Tactics:

- Create 30-second educational Instagram reels for pet owners on how to train and command large dogs.
- Create two to three different Facebook ads that address tips on large dog care and behavioral issues.
- Research and prepare a fact sheet with positive ways to improve the relationship between pet and owner for a 15-20 minute YouTube podcast.

Strategy 2: Reach large dog owners through online/print content about attending educational events done by the McNatt shelter can help them deal with their large dogs' behavioral issues.

Tactics:

- Create flyers with important facts about the importance of attending the event to help large dog owners deal with their pet behavioral issues.
- Put press releases together about the special event the shelter and DASF will host for large dog owners on March 22, 2024.
- Send invite emails about the large dog behavioral special event to dog owners.

Budget Calendar

Item	Details	Quantity	Price per unit	Amount
Bandana	-one size -one color with the logo in black -free 3 week shipping -Custom Ink -fashionable	50	\$9.40	\$470
Flyers	-Vertical -8.5" x 11" -One color with the logo up front -Standard paper thickness -Glossy -Free 1.5 week shipping -Vista Print	50	\$0.84	\$41.99
Brochures /Pamphlets	-Vertical -Vista Print -Tri- fold -8.5" x 11" -Standard -Glossy -\$9.99 shipping price and get it in 1.5 weeks	50	\$1.46	\$72.99

Interns	Intern to handle social media needs in order to get the shelter set up on other platforms and build up SM pages so someone else from the team can take over after the 10 weeks.	10 weeks	\$10	\$1,000.00
Stickers	-Square -2x2 -One color -Logo in the middle -upprinting.com	1,000	\$0.04	\$43.90
Social Media Ads	Using ads to promote on social media will help spread our message to a larger audience in a fast and timely manner- Via Instagram and Facebook	6	\$1 each day for a 30 day duration	\$180.00
Pins	-vistaprint -2.5 diameter -upload custom design -\$100 minimum for shipping	100	\$1.54	\$166.16

\$1,975.04



Public 1 Calendar

Public 1: College students

CAMPAIGN TYPE		PHASE ONE (JAN-FEB)			PHASE TWO(MARCH-APRIL)			PHASE THREE(MAY-JUNE)			PHASE FOUR(JULY)		
		WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8	WEEK 9	WEEK 10	WEEK 11	WEEK 12
Print Media Marketing													
Flyers	Create flyers promoting volunteer sign up dates	Order flyers by Feb. 7 at noon.			Attend UNT at noon March 13 and post flyers around campus		Attend UNT April 10 and post flyers around campus	Attend UNT May 1 and post flyers around campus					
Newspaper Story	Publish a newspaper story about current volunteers and what they do on the North Texas Daily (Denton Record-Chronicle if needed)		Pitch story by 5 p.m. Thursday, Feb. 15 to NT Daily	Follow up on pitch by 5 p.m. Feb. 22 if not published	Article should be published by March 7, if not reach out to Denton Record-Chronicle by 5 p.m.	Follow up on pitch by 5 p.m. March. 14 if not published							
Brochures	Create brochures explaining information on the Linda McNatt Shelter and how volunteering can make a difference	Order brochures by at noon.			Attend UNT at noon March 13 and post flyers around campus		Attend UNT at noon April 10 and post flyers around campus	Attend UNT May 1 and post flyers around campus					
Fact Sheet	Create fact sheet over volunteer information and the social media internship position by McNatt to be used for the Facebook story's series				Develop fact sheet by March 6.	Print copy of fact sheet by Friday, March 8							
Social Media													
Instagram Ad	Create 3 different Instagram ads over volunteering and information on applying for a summer social media internship with McNatt	Create Instagram account for McNatt Thursday, Jan. 4	Track engagement, likes, follows Thursday, Feb. 1 at 2 p.m.	Launch Instagram ad Thursday, Feb. 1 at 3 p.m.	Track engagement likes, follows Thursday, March 7 at 2 p.m.	Track engagement likes, follows Thursday, April 11 at 2 p.m.	Launch Instagram ad Thursday, April 11 at 3 p.m.	Track engagement likes, follows Thursday, May 16 at 2 p.m.	Launch Instagram ad Thursday, May 16 at 3 p.m.	Track engagement likes, follows Thursday, June 20 at 2 p.m.			
YouTube Short	Create 3 different 1-minute videos over volunteer opportunities					Create Youtube channel Monday, April 15 by 1:00 p.m. for McNatt specific to volunteering at the shelter	Launch short Monday, April 22 at 1:00 p.m.	Launch short Monday, May 20 at 1:00 p.m.	Launch short Monday, June 17 at 1:00 p.m.				
Facebook Story posts	Upload 4 Facebook story posts over reminders and updates on volunteer dates and times. Include information about applying for a summer social media internship with McNatt for first two videos				Launch story with reminders on Monday, March 11 at 1:00 p.m.		Launch story post with updates on Tuesday, April 23 at 1:00 p.m.		Launch story with reminders on Thursday, May 30 at 1:00 p.m.		Launch story with updates on Wednesday, July 10 at 1:00 p.m.		
Other													
Pins	Customize pins with logo on them for McNatt	Order pins by Feb. 7 noon.			Attend UNT at noon March 13 and pass out pins around campus		Attend UNT at noon April 10 and pass out pins around campus	Attend UNT May 1 and pass out pins around campus					
Stickers	Customize stickers with logo on them for McNatt	Order stickers by at noon.			Attend UNT at noon March 13 and pass out stickers around campus		Attend UNT at noon April 10 and pass out stickers around campus	Attend UNT at noon May 1 and pass out stickers around campus					
Bandanas	Customize bandanas with logo on them for McNatt	Order bandanas by at noon.			Attend UNT at noon March 13 and pass out bandanas around campus		Attend UNT at noon April 10 and pass out bandanas around campus	Attend UNT May 1 and pass out bandanas around campus					
Intern	Hire an intern for \$10 an hour for 10 weeks. May 27 to Aug. 16 with one week off allotted for Fourth of July. Interns will email McNatt with their resume			Open applications for internship on Feb. 1 at 3:00 p.m. (in conjunction with the IG ad)			Close applications for internship April 25	Conduct interviews with potential internees by May 3	Let the person selected for the internship know by 5:00 p.m. Monday, May 6	Intern starts Monday, May 27	Continue working	Week off allotted for Fourth of July	Continue working until end week of Aug 12

Thank you for listening!

DON'T HESITATE TO ASK ANY QUESTIONS!

