

Public Relations Campaign

for Cobb County Animal Control

Fall 2017

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**Executive Summary:**

The purpose of this campaign is to increase the number of adoptions and raise awareness of services provided by the Cobb County Animal Control organization. While the organization has a steady following base, much of the general public harbors misconceptions about what the Cobb County Animal Control facility actually does. The focal points of this plan are to increase media visibility, increase the amount of adoptions and gain more volunteers to help the organization. This plan is also focused on developing successful strategic partnerships that will in return give the organization brand recognition and exposure. The campaign provides an in-depth analysis of the organization's social media accounts and media coverage with several strategies and tactics to increase following rates and retention online and gain media exposure promoting adopting animals currently housed at the shelter.

The campaign will use digital media tactics to appeal to Cobb County residents, students and families. The information advertised will help the organization build its credibility and create a larger following. The campaign will also include low-cost plans for special events that Cobb County Animal Control can host throughout the year. These events will generate exposure for the organization and in return increase more traffic of visitors. This exposure in time will lead to an increase in pet adoption numbers. A large part of the campaign’s budget will include posters, social media flyers, and pet adoption brochures. The length of campaign will run from December 2017 to December 2018.

**About Cobb County Animal Control:**

 Cobb County Animal Control was founded in 1971. The organization’s mission is to educate the community on responsible pet ownership, provide homes for animals through adoptions and to enforce laws and regulations regarding these practices. The shelter is currently located in Marietta, Georgia. Operations at the facility include veterinary procedures, shelter operations and field practices.

 The veterinary staff offers services to spay and neuter pets and care for injured animals brought to Cobb County Animal Control. The shelter operations are divided up into two crews; one crew works the beginning of the week and the other works the second half of the week. These workers feed the animals, educate potential adopters and clean the cages. There are also administrative employees that work in kennel operations. The field operations team is available 24 hours a day and handles any complaints that are animal-related. These officers respond to calls complaining about excessive barking, animal cruelty, wild animal attacks and injured animals.

 Cobb County Animal Control does not respond to wildlife calls and refers these calls to other departments and organizations such as the Georgia Department of Natural Resources and the Atlanta Wild Animal Rescue Effort. They do however, respond to situations with injured wildlife or situations of immediate threat. They also provide tips on how to deter wildlife from entering your property and how to protect yourself from harm.

 The current leadership structure of CCAC includes a director and staff for each division. Dr. Amy Belew is the veterinary director, Billy Mayfield is the kennel operations manager and Shauna Luke is the field director.
 The CCAC communicates via Facebook, Instagram, Twitter, their website and online magazine blogs. CCAC has been featured in print and online news since it was established. The shelter offers volunteer activities including groomer, greeter, special events coordinator, mentor and photographer. All volunteers must fill out an application and complete a background check.

 To adopt an animal, you must be 18 years of age and have a valid driver’s license. Dogs, puppies, cats and kittens cost $115 to adopt. All dogs and cats have received basic vaccinations, have been de-wormed and have been spayed or neutered. There is a tab on the website that allows people to search for the pet based on species, size, color, breed and gender. The search shows animal characteristics and allows you to inquire about the animal via email.

 There are special events coming up including the semi-annual FURever Fest Fall 2017 that will take place on Saturday, November 4, 2017 from 10-4 at the animal shelter. There will be vendors from animal-related businesses promoting adopting animals from CCAC. There will be discounted adoption rates along with the chance to win prizes in a raffle. People are also able to donate cat or dog food. The CCAC offers Superior Pets for Patriotic Vets, which is an initiative sponsored by Superior Plumbing, and gives pets to veterans free of charge. There is also a spring newsletter for last year listed under the News and Events tab.

 Under the FAQs, questions include how to dispose of dead animals, length of holding animals, how to reclaim animals from the animal control and age to adopt an animal. There is also a large section on animal cruelty, how to detect it and who to contact if it is happening. There are organizations and resources to aid animal suffering.

**SWOT Analysis:**

Strengths:

 The organization of the website effectively showed the most important information first. This is a strength because information like employment and adopting are at the forefront which helps hasten access to the information that is the most inquired about.

 The biggest aspect of the website that lent to its ease of use were the pictures and the large fonts. This is a strength because they put forth effort make sure no information is hidden. Also, clickable pictures and large words caters to elderly visitors who may give up on the task if it were to strain them.

 The ability to search pets and the website made clicking around and digging for information unnecessary. This is a strength because, the easier it is to access information, the easier it will be for someone to make an informed decision.

 The website is kept up to date with accurate information on animals currently in the organization's care. This is a strength because accurate information helps speed up the process for adoption in almost all cases. Social media is interactive and posted on often. This is a strength because it creates another avenue to form a sense of community with patrons, people who are curious or people who share that interest.

 The link to all the laws regarding pet ownership for the county are present on the home page. This is a strength because prospective owners can fully understand the responsibilities that are expected of them when they take their new pets home.

The levels of the website front page are organized by function. The first level is for information on adopting and animal control. The second level is on owner resources and employment. The last level is on contact information for the facility. This is a strength because it gives the site essential structure.

 The organization is government ran. This is a strength because they don’t have to rely solely on donations. Also, because of it being a government organization, they do not have to compete for resources with other agencies.

 The facility building is large in capacity. This is a strength because they have less of a need for overflow. Also, the need to euthanize is decreased because of the increased space.

Weaknesses:

 Cobb County Animal Control lacks consistency in its social media platforms and posts. This is a weakness because social media is a very popular tool that could be leveraged to help the organization reach their target market to increase awareness and pet adoption rates (Client Research Report).

 The graphics used by Cobb County Animal Control on social media are wordy and graphically unappealing. This is a weakness because if the graphics are unappealing it will not grab the attention of the audience and cause them to fail in conveying the intended message to the audience (Client Research Report).

 The quality of the animal photos posted on the Cobb County Animal Control social media are poor. This is a weakness because images could be a great selling point for the organization as this is often the first contact many potential adopters have with the organization (Client Research Report).

 Cobb County Animal Control’s website is very clunky, outdated, difficult to navigate and lacks its own URL for identification purposes. This is a weakness because the website again may be the first stop for potential adopters and if they are unable to locate the information they need easily or efficiently, many may give up and move on to other adoption options (Client Research Report).

 Cobb County Animal Control lacks informational materials to provide to visitors about services offered and the adoption processes. This is a weakness because if the staff is busy and unable to talk with someone, they could be losing out on a potential adopter or volunteer for their organization. Also, some visitors may require the reference material to discuss with a spouse or someone else later before making a final decision (Client Research Report).

 The Cobb County Animal Control facility lacks sufficient signage to help visitors locate their facilities. This is a weakness because confusion potentially deters adoption (Client Research Report).

 The Cobb Animal Control shelter is short-staffed and there is often no one to greet or assist visitors. This is a weakness because we live in a culture where people are often in a hurry and may leave if having to wait too long for assistance causing the organization to lose a potential customer (Client Research Report).

 Cobb County Animal Control facility bonding room was rather banal and unappealing. This is a weakness because customers want to experience a welcoming and inviting atmosphere when visiting the facility to make them feel more at ease with the adoption process (Client Research Report).

 Cobb County Animal Control lacks volunteers and an effective plan for recruiting. This is a weakness because the organization lacks the resources and staff to meet their needs and creating a promotion to recruit more volunteers would be beneficial to them (Class Discussion).

 Cobb County Animal Control lacks sufficient space to accommodate larger groups. This is a weakness because if visitors do not have space to spend time with and bond with the animal, they are less likely to adopt (Class Discussion).

Opportunities:

 Cobb County Animal Control should increase the frequency at which they are posting on social media as well as revise the content they are posting. This is an opportunity because they can utilize these tools to post information about the pets and volunteer opportunities. This will allow the organization to stay in communication with its key publics. (Client Research Report)

 Cobb County Animal Control should increase their social media presence. This is an opportunity because there are additional social media platforms that they can use such as blogs and podcasts which can help humanize the organization and make it easier for consumers to interact and engage with them.  (Client research report)

 Cobb County Animal Control can leverage volunteers to help with their social media marketing and promotion. This is an opportunity because it will allow them to have one or more people running their social media accounts on a more frequent basis and to provide a consistent voice and image. This will, in turn, allow them to gain more active followers and increase brand awareness.

 Cobb County Animal Control should use better quality photographs of their actual cats and dogs. This is an opportunity because it will allow them to more actively engage with potential adopters and perhaps even increase traffic to their location.

 Cobb County Animal Control should create content centered on personal stories or testimonials of customers adopting pets and create meaningful and brand specific hashtags. This is an opportunity because it will allow them to build brand awareness and increase their social media presence on all platforms. (Client research report)

 Cobb County Animal Control should establish a series of major events to host on an annual basis. This is an opportunity because it can allow them to become more involved in the community and to engage more with their target audience while promoting pet adoptions.

 Cobb County Animal Control should host more events and/or promotions. This is an opportunity because hosting regular events will allow them to engage with the public and the media to gain exposure and brand awareness.

Cobb County Animal Control should participate in more community events and festivals. This is an opportunity because it can help them make connections within the community, allow them to spread information about their services and create more brand awareness.

 Cobb County Animal Control should consider partnering up with other non-governmental pet adoption shelters within close proximity. This is an opportunity because partnering with other adoption agencies could increase overall pet adoption rates, allow them to build strong relationships with advocacy groups and to spread the word about their services.

 Cobb County Animal Control should can seek more sponsorship and funding. This is an opportunity because it will allow the organization to receive support from different organizations that look to help with their cause such as the Atlanta Humane Society, Lifeline Animal Protection or Paws Atlanta. (Client research report)

 Cobb County Animal Control should update their publications programs and materials. This is an opportunity because it will allow the organization to have a resource to provide to potential volunteers and adopters about their organization, services and the animals. (Client research report)

 Cobb County Animal Control should create a strategic plan to attract more volunteers to assist with caring for the animals and other responsibilities. This is an opportunity because it can help with the issue of being short staffed and ensure there is always help available for the pets and visitors.

Threats:

 Cobb County Animal Control’s facility suffers from over-breeding, specifically from pit bull owners. This is a threat because pit bulls are already roughly 90 percent of the dogs present at the facility, therefore they need to take into account the dangers of over-breeding.

 Mistreatment from pet owners is also a threat to the shelter. This is a threat because although the shelter has a room to accommodate these animals, pets that have been abused by their owners are commonly abandoned, brought to the shelter and consequently a major contributor to overcrowding.

 Though not nearly as likely to occur, the effect of maltreatment from volunteers is a threat. This is a cause for concern because each volunteer has unfettered access to each animal and could therefore hide their maltreatment.

There is also a trend in which negative stigmas to occur online or by word of mouth, such as the idea that pit bulls are inherently dangerous. Such propaganda is a threat because it discourages those who would have previously wanted to adopt from feeling as though they are making the right decision.

 One must also consider the risk of natural disasters. This is a threat because there is always the chance that a storm or other natural factor could cause devastation.

 Commercial stores also pose a threat. Locations such as Petland threaten Cobb County Animal Control because they rob the shelter of the opportunity to decrease overcrowding and gain revenue.

**Problem Statement:**

 Although Cobb County Animal Control has many strengths, including a variety of volunteer services and a clean accessible facility with adoptable pets, the organization also faces several challenges. Cobb County Animal Control has limited resources, short staffing and low brand awareness among the public, which makes it difficult for the organization to communicate effectively with its target audience and the media. As a result, Cobb County Animal Control has inconsistent branding and its key publics lack awareness of the wide variety of services Cobb County Animal Control provides.

**Discussion of Key Publics:**

Cobb County Residents: (primary, external, active, inactive) Cobb County residents are a primary public because they include a large direct population of individuals geographically relevant to the animal shelter. This public contains 741,334 people who make up an external audience for Cobb County Animal Control. Cobb residents have an average age of 36.6 and an average annual income of $70,246 showing this group is eligible to adopt and financially mature enough to provide proper care for any pet(s) they might adopt. The community has an active relationship with the shelter from its long credible history and involvement with events (Data USA, 2017).

Cobb County Families: (primary, external, active, inactive) Cobb County families are a prime public group because they are a “household” demographic. The best suitable home to care for an adopted animal is within a household, or housing unit - no matter the size. Homeowners in Cobb amount to 556,020 in size (Suburban Stats, 2017). They make $64,647 annually, averaging at about 3 persons per home (Sperling’s Best Places, 2017). This public has access to home units, which makes them the most stable public with physical grounds enabling them to adopt a new member to their family.

KSU Students: (primary, external, active, inactive) There are roughly 35,000 students attending Kennesaw State University. KSU students range between 18 and 24 years of age with an average income ranging between $6,000 and $10,000 a year. They do not typically utilize our client’s adoption services, but tend to become volunteers for our client. They are a key public of this because they are a target audience to spread the word to others publics to get the best out of our client’s services (College Data, 2017).

Senior Citizens: (primary, external, active, inactive) There are 15,236 Cobb County residents over 65 years of age (Suburban Stats, 2017). These citizens are a primary public due to having ample involvement in our client’s services. This group has leisure time available to share their time volunteering at the shelter and space in their home lives to adopt a new pet. These individuals remain active in this community and are a large portion of CCAC’s donors.

Cobb County Students: (secondary, external, active, inactive) The Cobb County student public runs deep with opportunities to educate and solicit volunteers and spread adoption information, starting with the “Have an Officer Speak at your School Event”. The student public is made up of 54,479 people in households ranging from ages 10 to 24 (Suburban Stats, 2017). This wide population can have a great impact as it reaches students of all grade levels. This group is also the most active on social media and ultimately has the strongest networking skills and is prime for spreading awareness and adoption campaigns to other eligible public members. Although the legal age to adopt is 18, it is important for Cobb County Animal Control to maintain an active relationship with this students/kids/family demographic of the population, as it is the most intertwined and socially connected.

Veterans: (secondary, external, active, inactive) Veterans make up a large population of people in Cobb County. Cobb County Animal Control established a free adoption promotion called “Superior Pets for Patriotic Vets” for military residents. The organization has an active relationship with vets and they are sensitive to the needs and care for American soldiers. This sensitivity ties directly to vet-centered events and volunteer campaigns focused on spreading awareness and support for past and present war efforts.

**Goals and Objectives:**

Goal: To increase awareness of Cobb County Animal Control.

Objectives:

* To increase social media followers across all platforms by 1,000 among Cobb County residents, KSU students, and Cobb County families by December 2018.
* To increase the number of adoptions at Cobb County Animal Control by 10% among Cobb County residents by December 2018.
* To recruit 125 more KSU students for volunteer work by December 2018.
* To increase website traffic with 125 more monthly website hits among Cobb County residents, KSU students and Cobb County families by December 2018.
* To develop partnerships with at least 5 Cobb County businesses or organizations by December 2018.

**Key Messages and Tagline:**

Key Messages:

* Cobb County Animal Control cares about its citizens and the well-being and betterment of its animals.
* Cobb County Animal Control holds adoption events to provide dogs and cats with responsible, safe, and stable homes.
* Cobb County Animal Control rehomes a collection of diverse dog and cat breeds.
* Cobb County Animal Control encourages volunteers to assist with the caretaking and acclimation of its animals.
* Cobb County Animal Control hosts various events to generate interest and engage the Cobb County community.
* Cobb County Animal Control can be reached by a multitude of online and social media platforms in a timely and efficient manner.
* Cobb County Animal Control is always looking for volunteers to assist with kennel care, event planning and socialization of its animals.

Tagline:

* Cobb County Animal Control: Adopt. Donate. Volunteer

**Strategy, Tactics, Budgets and Timelines- Collateral Material, Online, Partnerships, Events:**

**Strategy: Collateral Material**

 Description: Our strategy is to use collateral materials to promote and reinforce a simple consistent message. These collateral materials will include supplementary handouts that will act as a physical source of information for the public.

 Objectives addressed:

1. To increase social media followers across all platforms by 1,000 among Cobb County residents, KSU students and Cobb County families by December 2018.
2. To increase the number of adoptions at Cobb County Animal Control by 10% among Cobb County residents by December 2018.
3. To recruit 125 more KSU students for volunteer work by December 2018.
4. To increase website traffic to gain 125 more monthly website hits among Cobb County residents, KSU students and Cobb County families by December 2018.

 Key publics reached:

Primary Publics:

* Cobb County Residents
* Cobb County Families
* KSU Students
* Senior Citizens

Secondary Publics:

* Cobb County Students
* Veterans

**Tactics: Collateral Material**

 Tactic 1: Social Media Flyers **-** The flyers will have all website, social media, and contact information, along with the Cobb County Animal Control address. The catching factor on the flyer will be the promotions. The contact info will make contacting CCAC an effortless process. The adopters will not have to go through a stressful process in order to obtain information. The flyer can be handed out to, or displayed at local business. (Prototype included: 3 flyers)

Tactic 2: Pet Adoption Brochure - The brochure will contain information about the CCAC pet adoption process. The brochure will feature appealing images of pets housed in the shelter and images of shelter volunteers interacting with the pets. The brochure will also contain images of the shelter such as, the bonding room and the building entrance. The brochure will provide information about pet adoption rates, different pet breeds, and general information about how to be a responsible pet owner. The brochure will be formatted in a very neat, aesthetically appealing, and organized way, so that guests can easily find all the information that they need on the CCAC adoption process. The brochures will be an addition to the collateral materials that the shelter uses to inform guests about its products and services. The brochures are designed to be on display near the main entrance of the shelter, so that they will be readily available for guests. The brochures can also be distributed during special events at that the shelter, such as, Furever Fest. (Prototype included: Pet Adoption Brochure)

Tactic 3: Bi-monthly email newsletter **-** Emails can be collected from those who visit the shelter, volunteer, adopt an animal, or donate supplies to the shelter. The CCAC email will also be listed on all flyers, brochures and social media platforms along with instructions on how to sign up for the newsletter. The information sent out in the bi-monthly email will consist of upcoming events, new adoptable pets and other basic information such as prices and hours of operation. All subscribers will have the option to opt out of the newsletter at any time. All contact numbers for CCAC and helpful tips on how to handle situations regarding wild animals will also be included. (Prototype included: email newsletter)

Tactic 4: Posters **-** Laminated posters can be kept inside buildings for long periods of time without having to worry about replacing them. Framed posters of pet owners and adopted pets can be kept inside the CCAC building with short descriptions underneath. Paper posters can be kept to hand to any schools that be interested in partnering. (Prototype included: 3 posters)

Tactic 5: Brochure **-** Brochures can be used to promote special events happening at the shelter. This brochure will focus on being an introduction for the shelter and organization. The brochure should include CCAC’s physical address, mission statement, tagline, and statistics, and frequently asked questions. Its main purpose will be to give to first time guests a place to start. It should be placed at the front of the building near the main entrance. Having a sperate brochure from the adoption process will be beneficial because instead of making one long brochure, two can cover more information in an organized fashion. One brochure can cover basic information on CCAC, and the other can cover the adoption process. (Prototype included: CCAC brochure)

|  |
| --- |
| **Timeline: Collateral Material**  |
| **Tactic** | **Task** | **Due Date** | **Staffing** |
| **December 2017** |
| Posters  | Review poster prototype to ensure accuracy | Dec. 5 | 1 communication team member |
| Edit posters | Dec. 7 | 1 communication team member |
| Print posters  | Dec. 12 | 1 communication team member |
| Fact sheet | Review fact sheet prototype to make sure it’s still accurate | Dec. 10 | 1 communication team member |
| Edit fact sheet | Dec. 12 | 1 communication team member |
| Distribute fact sheet at event | Dec. 20 | 4 volunteers |
| Pet Adoption Brochures | Review brochure prototype to ensure accuracy | Dec. 5 | 1 communication team member |
| Distribute brochures | Dec. 10 | 1 communication team member |
| Volunteer Brochures | Emphasize and review current volunteer opportunities and benefits | Dec. 5 | 2 communications team members |
| Review and edit  | Dec. 8 | 1 communications team member |
| Review and edit if necessary | Dec. 10 | 5 communications team members |
|  |  |  |  |
| **January 2018** |
| Distribute Posters | Review social media content calendar and make any necessary changes | Jan. 2 | 1 communication intern |
| Implement social media calendar for January | Jan. 3 | 3 communication interns |
| Social Media Flyer | Review flyers and make necessary changes  | Jan. 11 | 1 communication team member |
| Print flyers and distribute  | Jan. 18 | 2 communication team members, 2 interns |
| **February 2018** |
| Pet Adoption Brochures | Distribute brochures  | Feb. 13 | 4 communication interns |

|  |
| --- |
| **Budget: Collateral material** |
| **Tactic** | **Item** | **Cost** | **Tactic Total** |
| **Posters** | * Designing posters with Canva or Indesign
 | $0 | **$1,249.75** |
| * Distributing posters
 | $0 |
| * Social media content calendar
 | $0 |
| * Printing posters
* UPS store https://www.theupsstore.com/print/banners-posters
* 25 color copies at $49.99 each
 | $1249.75 +tax |
| **Social Media Flyers** | * Writing, editing, design with Canva or Indesign
 | $0 | **$134.99** |
| * Distribution
 | $0 |
| * Printing flyers
* UPS store
* <https://www.theupsstore.com/print/banners-posters>
* 250 color copies at $0.54 each
 | $134.99 + tax |
| **Pet Adoption Brochures** | * Professionally designed using VistaPrint
* 100 color copies, 8.5x11
* Tri-fold, standard glossy paper
 | $44.99 + tax | **$44.99** |
| **Bi-monthly Email Newsletter** | * Created with free version of MailChimp
* Up to 12,000 emails
* May need to increase budget as organization gains awareness
 | $0 | **$0** |
| **Volunteer Brochures** | * Professionally designed using VistaPrint
* 100 color copies, 8.5x11
* Tri-fold, standard glossy paper
 | $44.99 + tax | **$44.99** |
| **Strategy Total** | **$1,474.72** |

**Strategy: Online**

Description:

We want to create a larger social media following and interaction for Cobb County Animal Control by creating follower engagement. We plan on using social media contests, partnering with social media influencers, following active users on all social media outlets, creating infographics for CCAC’s followers to share, and other techniques that we have carefully crafted to gain following.

Objectives addressed:

* To increase social media followers across all platforms by 1,000 among Cobb County residents, KSU students and Cobb County families by December 2018.
* To increase the number of adoptions at Cobb County Animal Control by 10% among Cobb County residents by December 2018.
* To recruit 125 more KSU students for volunteer work by December 2018.
* To increase website traffic with 125 more monthly website visits among Cobb County residents, KSU students and Cobb County families by December 2018.
* To develop partnerships with at least five Cobb County businesses or organizations by December 2018.

Key publics reached:

* KSU Students
* Cobb County Families
* Cobb County Residents
* Senior Citizens
* Cobb County Students

**Tactics: Online**

Tactic 1: Social Media Contests

Create various social media contests that require people to follow, like and share the page to win. Research how other animal control social media pages run these contests. An example of a social media contest would be sharing a photo with current prices for adoption and whoever likes CCAC Facebook page, shares the photo and comments why they want to rescue a dog or cat they have will be entered into a drawing for a waived adoption fee or free adoption. **(Prototype included: social media contest rules and promotion instructions)**

Tactic 2: Create Hashtags and Partner Up

Creating new hashtags that are creative and memorable to apply to all posts, photos and comments will increase social media views and followers. An example of a hashtag that could be applied in our campaign is #CCACadopt. Collaborating with social media influencers and local social media “celebrities,” well-known Cobb County individuals with a high-following rate, would increase social media views, followers and eventually adoptions. These influencers have the ability to promote our client to thousands of local residents through innovative promotional posts on their personal accounts. **(Prototype included: hashtag use guidelines, contact information for 10 relevant social media influencers, message requesting help of influencers)**

Tactic 3: Follow New Users

Research local users who are actively following, liking or commenting on similar photos and accounts. Follow active and relevant users’ accounts on Instagram and Twitter. For example, to follow relevant accounts on Instagram, check out other pet adoption agencies’ posts in the area like Petland, and follow the accounts who comment and ‘like’ on their posts. There will be a list of 10 relevant social media accounts to follow in the prototype. **(Prototype included: step-by-step instructions for identifying relevant social media accounts to follow, list of 10 relevant social media accounts to follow, social media guidelines for soliciting new followers)**

Tactic 4: Post Varied Info: Infographics and Photos

The social media calendar can be a weekly plan of what and when to post. For example, on Monday’s and Wednesday’s CCAC can post pictures of the dogs and cats that are available for adoption. On Friday’s CCAC can post about events coming up and reminder events. On Sunday’s the shelter can post about contests. This can help keep the shelter organized and attract more followers on social media. There can also be different social media content for Facebook, Twitter, and Instagram. **(Prototype included: social media content calendar for Facebook, Twitter and Instagram)**

Tactic 5: Set Up a Blog

The blog posts can attract followers to the social media platforms. There can be blog posts about volunteer stories and how they were impacted by working with CCAC. There can be blog posts about the pets up for adoption and feature stories about people who have adopted through CCAC and how they were impacted by the shelter. There can also be a blog editorial calendar for the posts so that they are varied with the information. **(Prototype included: sample blog post and blog editorial calendar)**

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| **Timeline: Online Strategy** |
| **Tactic** | **Task** | **Due Date** | **Staffing** |
| **December 2017** |
| Social Media Calendar | Review social media calendar and schedule all posts for upcoming month | Dec. 1 | 1 communication team member |
| Social Media Contest | Research other animal shelters social media contests and brainstorm ideas | Dec. 1 | 2-3 communication team members |
|  | Post first social media contest on Facebook and run all month. Choose and announce winner before last day of the month | Dec. 4 | 1 communication team member |
| Follow New Users | Research users on all social media that fit our key publics | Dec. 5 | 1 communication team member |
| Follow users on all social media that fit our key publics | Dec. 7 | 1 communication team intern |
| Set up a Blog | Designate a person to create and set up blog with new CCAC logo | Dec. 7 | 1 communication team member |
| Brainstorm and write outline of blog post #1 | Dec. 9 | 1 communication team member |
| Edit, revise, and post blog post #1 and share on CCAC social media sites. | Dec. 10 | 1 communication team member |
| Create Hashtags and Partner Up | Review fact sheet prototype to ensure it’s still accurate | Dec. 10 | 1 communication team member |
| Edit fact sheet | Dec. 12 | 1 communication team member |
| Distribute fact sheet at event | Dec. 20 | 4 volunteers |
| **January 2018** |
| Follow new users | Follow users on all social media sites that fit our key publics | Weekly | 1 communication team member |
| Social Media Calendar | Review social media calendar and schedule all posts for upcoming month | Jan. 1 | 1 communication team member |
| Social Media Contest | Research other local animal control social media pages to see what posts are successful  | Jan. 2 | 1 communication intern |
| Create first social media contest | Jan. 3 | 3 communication interns |
|  | Review New Year, New You event plan and make any necessary changes | Jan. 7 | 2 communication team members |
| Begin implementing New Year, New You event plan | Jan. 10 | 2 communication team members, 2 interns |
| Blog post | Brainstorm and begin writing outline of blog post #2 | Jan. 10 | 1 communication team member |
|  | Write, revise and post blog post #2 and share on all CCAC social media sites. | Jan. 11 | 1 communication team member |
|  | Brainstorm and begin writing outline of January blog post #2 | Jan. 20 | 1 communication team member |
|  | Write, revise and post blog post #2 and share on all CCAC social media sites | Jan. 21 | 1 communication team member |
| Create hashtag and partner up | Contact influencers and schedule meetings  | Jan. 14 | 1 communication team member |
| **February 2018** |
| Follow new users | Follow users on all social media sites that fit our key publics | Weekly | 1 communication team member |
| Social media content calendar (Twitter) | Review social media content calendar and make any necessary changes | Feb. 1 | 1 communication intern |
| Begin implementing social media content calendar for February | Feb. 2 | 3 communication interns |
| Social Media Contest | Contest: Like, share, follow post and CCAC social media to be put in drawing to receive waived adoption fee.Run contest all month and choose winner at the end of the month | Feb. 2 | 1 communication team member |
| Create hashtag and partner up | Take photos of influencer with animals to have for social media use | Feb. 2 | 2 communication team members |
|  Blog Post | Brainstorm ideas for blog post #3 (Valentine's Day themed) |  Feb. 5 | 1 communication team member |
|  | Write, revise, post and share blog post #3 on all CCAC social media sites |  Feb. 6 | 1 communication team member  |
|  | Brainstorm ideas for February blog post #4 | Feb. 17 | 1 communication team member |
|  | Write, revise, post and share blog post #4 on all CCAC social media sites | Feb. 18 | 1 communication team member |
| **March 2018** |
| Social Media Calendar | Review social media calendar and schedule all posts for upcoming month | Mar. 1 | 1 communication team member |
| Social Media Contest | Contest: Post picture with your adopted animal using CCAC hashtag. Whoever gets the most likes gets to be CCAC profile photo on all social media for the next month. | Mar. 1 | 1 communication team member |
| Blog post | Brainstorm and begin writing outline of March blog post #5 | Mar. 5 | 1 communication team member |
|  | Write, revise and post blog post #5 and share on all CCAC social media sites. | Mar. 6 | 1 communication team member |
|  | Brainstorm and begin writing outline of January blog post #6 | Mar. 18 | 1 communication team member |
|  | Write, revise and post blog post #6 and share on all CCAC social media sites | Mar. 19 | 1 communication team member |
| Social Media Contest | Announce social media contest winner via boomerang video | Mar. 22 | 2 communication team members |
|  |  **April 2018** |  |  |
| Follow new users | Follow users on all social media sites that fit our key publics | Weekly | 1 communication team member |
| Social Media Calendar | Review social media calendar and schedule all posts for upcoming month | April. 1 | 1 communication team member |
| Social Media Contest | Contest: First 20 people who show they shared CCAC post get a free goodie bag when adopting. Relay contest information to staff | April 1 | 1 communication team member |
|  | Post social media contest to social media outlets | April 2 | 1 communication team member |
| Blog post | Brainstorm and begin writing outline of blog post #7 | April 4 | 1 communication team member |
|  | Write, revise and post blog post #7 and share on all CCAC social media sites. | April 5 | 1 communication team member |
|  | Brainstorm and begin writing outline of April blog post #8 | April 18 | 1 communication team member |
|  | Write, revise and post blog post #8 and share on all CCAC social media sites | April 19 | 1 communication team member |

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| **May 2018** |
| Social Media Calendar | Review social media calendar and schedule all posts for upcoming month | May 1 | 1 communication team member |
| Social Media Contest | Research other animal shelters social media contests and brainstorm ideas | May 1 | 2-3 communication team members |
|  | Contest: First 25 people who show they shared CCAC post get a free goodie bag when adopting. Relay contest information to staff | May 4 | 1 communication team member |
| Follow New Users | Research users on all social media that fit our key publics | May 5 | 1 communication team member |
| Follow users on all social media that fit our key publics | May 7 | 1 communication team intern |
| Set up a Blog | Brainstorm and begin writing outline of May blog post #9 (summer themed) | May 7 | 1 communication team member |
| Edit, revise, and post blog post #9 and share on CCAC social media sites. | May 9 | 1 communication team member |
| Brainstorm and begin writing outline of May blog post #10 | May 10 | 1 communication team member |
| Edit, revise and post blog post #10 and share on CCAC social media sites. | May 11 | 1 communication team member |
| **June 2018** |
| Follow new users | Follow users on all social media sites that fit our key publics | Weekly | 1 communication team member |
| Social Media Calendar | Review social media calendar and schedule all posts for upcoming month | June 1 | 1 communication team member |
| Social Media Contest | Research other local animal control social media pages to see what posts are successful  | June 2 | 1 communication intern |
|  | Contest: First 25 people who show they shared CCAC post get a free goodie bag when adopting. Relay contest information to staff | June 3 | 3 communication interns |
| Blog post | Brainstorm and begin writing outline of June blog post #11 | June 10 | 1 communication team member |
|  | Write, revise and post blog post #11 and share on all CCAC social media sites. | June 11 | 1 communication team member |
|  | Brainstorm and begin writing outline of June blog post #12 | June 20 | 1 communication team member |
|  | Write, revise and post blog post #12 and share on all CCAC social media sites | June 21 | 1 communication team member |
| Create hashtag and partner up | Contact influencers and schedule meetings  | June 14 | 1 communication team member |
|  | Host meetings with influencers, discuss partnerships, plan posts and brainstorm creative ideas for posts | June 20-24 | 4 communication team members |
| **July 2018** |
| Follow new users | Follow users on all social media sites that fit our key publics | Weekly | 1 communication team member |
| Social media content calendar (Twitter) | Review social media content calendar and make any necessary changes | July 1 | 1 communication intern |
| Contest: First 25 people who show they shared CCAC post get a free goodie bag when adopting. Relay contest information to staff | July 2 | 3 communication interns |
| Social Media Contest | Contest: Like, share, follow post and CCAC social media to be put in drawing to receive waived adoption fee. Run contest all month and choose winner at the end of the month. | July 2 | 1 communication team member |
| Create hashtag and partner up | Take photos of influencer with animals to have for social media use | July 2 | 2 communication team members |
|  Blog Post | Brainstorm ideas for July blog post #13 (Day at the beach themed) | July 5 |  1 communication team member |
|  | Write, revise, post and share blog post #13 on all CCAC social media sites | July 6 |  1 communication team member  |
|  | Brainstorm ideas for July blog post #14 | July 17 | 1 communication team member |
|  | Write, revise, post and share blog post #14 on all CCAC social media sites | July 18 | 1 communication team member |
| **August 2018** |
| Follow new users | Follow users on all social media sites that fit our key publics | Weekly | 1 communication team member |
| Social Media Calendar | Review social media calendar and schedule all posts for upcoming month | Aug. 1 | 1 communication team member |
| Social Media Contest | Contest: Post picture with your adopted animal using CCAC hashtag. Whoever gets the most likes gets to be CCAC profile photo on all social media for the next month. | Aug. 1 | 1 communication team member |
| Blog post | Brainstorm and begin writing outline of August blog post #15 | Aug. 5 | 1 communication team member |
|  | Write, revise and post blog post #15 and share on all CCAC social media sites. | Aug. 6 | 1 communication team member |
|  | Brainstorm and begin writing outline of August blog post #16 | Aug. 18 | 1 communication team member |
|  | Write, revise and post blog post #16 and share on all CCAC social media sites | Aug. 19 | 1 communication team member |
| Social Media Contest | Announce social media contest winner via boomerang video | Aug. 22 | 2 communication team members |
|  |  **September 2018** |  |  |
| Follow new users | Follow users on all social media sites that fit our key publics | Weekly | 1 communication team member |
| Social Media Calendar | Review social media calendar and schedule all posts for upcoming month | Sept. 1 | 1 communication team member |
| Social Media Contest | Contest: First 20 people who show they shared CCAC post get a free goodie bag when adopting.Relay contest information to staff | Sept. 1 | 1 communication team member |
|  | Post social media contest to social media outlets | Sept. 2 | 1 communication team member |
| Blog post | Brainstorm and begin writing outline of September blog post #17 | Sept. 4 | 1 communication team member |
|  | Write, revise and post blog post #17 and share on all CCAC social media sites. | Sept. 5 | 1 communication team member |
|  | Brainstorm and begin writing outline of September blog post #18 | Sept. 18 | 1 communication team member |
|  | Write, revise and post blog post #18 and share on all CCAC social media sites | Sept. 19 | 1 communication team member |

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| **October 2018** |
| Social Media Calendar | Review social media calendar and schedule all posts for upcoming month | Oct. 1 | 1 communication team member |
| Social Media Contest | Research other animal shelters social media contests and brainstorm ideas | Oct. 1 | 2-3 communication team members |
|  | Post social media contest on Facebook and run all month. Choose and announce winner before last day of the month | Oct. 4Oct. 4 | 1 communication team member1 communication team member |
| Follow New Users | Research users on all social media that fit our key publics | Oct. 5 | 1 communication team member |
| Follow users on all social media that fit our key publics | Oct. 7 | 1 communication team intern |
| Set up a Blog | Brainstorm and begin writing outline of October blog post #19 | Oct. 7 | 1 communication team member |
| Edit, revise, and post blog post #19 and share on CCAC social media sites. | Oct. 9 | 1 communication team member |
| Brainstorm and begin writing outline of October blog post #20 | Oct. 10 | 1 communication team member |
| Edit, revise, and post blog post #20 and share on CCAC social media sites. | Oct. 11 | 1 communication team member |
| **November 2018** |
| Follow new users | Follow users on all social media sites that fit our key publics | Weekly | 1 communication team member |
| Social Media Calendar | Review social media calendar and schedule all posts for upcoming month | Nov. 1 | 1 communication team member |
| Post social media contest on Facebook and run all month. Choose and announce winner before last day of the month | Nov. 2 | 1 communication team member |
| Social Media Contest | Research other local animal control social media pages to see what posts are successful  | Nov. 2 | 1 communication intern |
|  | Contest: Like, share, follow post and CCAC social media to be put in drawing to receive waived adoption fee. Run contest all month and choose winner at the end of the month. | Nov. 3 | 3 communication interns |
| Blog post | Brainstorm and begin writing outline of November blog post #21 | Nov. 10 | 1 communication team member |
|  | Write, revise and post blog post #21 and share on all CCAC social media sites | Nov. 11 | 1 communication team member |
|  | Brainstorm and begin writing outline of November blog post #22 | Nov. 20 | 1 communication team member |
|  | Write, revise and post blog post #22 and share on all CCAC social media sites. | Nov. 21 | 1 communication team member |
| Create hashtag and partner up | Contact influencers and schedule meetings | Nov. 14 | 1 communication team member |
|  | Host meetings with influencers, discuss partnerships, plan posts and brainstorm creative ideas for posts | Nov. 20-24 | 4 communication team members |
| **December 2018** |
| Follow new users | Follow users on all social media sites that fit our key publics | Weekly | 1 communication team member |
| Social media content calendar (Twitter) | Review social media content calendar and make any necessary changes. | Dec. 1 | 1 communication intern |
| Begin implementing social media content calendar for January | Dec. 2 | 3 communication interns |
| Social Media Contest | Contest: Like, share, follow post and CCAC social media to be put in drawing to receive waived adoption fee. Run contest all month and choose winner on Christmas Eve | Dec. 2 | 1 communication team member |
| Create hashtag and partner up | Take photos of influencer with animals to have for social media use | Dec. 2 | 2 communication team members |
|  Blog Post | Brainstorm ideas for December blog post #23 (Winter Themed) | Dec. 5 |  1 communication team member |
|  | Write, revise, post and share blog post #23 on all CCAC social media sites | Dec. 6 |  1 communication team member  |
|  | Brainstorm ideas for December blog post #24 (Christmas Themed). | Dec. 17 | 1 communication team member |
|  | Write, revise, post and share blog post #24 on all CCAC social media sites. | Dec. 18 | 1 communication team member |

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| **Budget: Online** |
| **Tactic** | **Item** | **Cost** | **Tactic Total** |
| **Tactic 1: Social Media Contest** | 20 Goodie baskets with pet supplies/pet-themed items | $200 | **$434.88** |
| Grand prize:* Contest for chance to have adoption fee waived
 | $115 |
| Monthly subscription to Hootsuite ([www.hootsuite.com](http://www.hootsuite.com))· 12 months @ $9.99/month  | $119.88 |
| **Tactic 2: Create Hashtags and Partner Up** | * Brainstorm new hashtag ideas
* Research celebrities and social media influencers to follow
* Be aware of the current trends on social media
 | $0 | **$0** |
| **Tactic 3: Follow New Users** | * Follow relevant users’ accounts by checking competitors’ accounts such as Petland, etc.
* Follow at least 10 relevant social media accounts
 | $0 | **$0** |
| **Tactic 4: Post Varied Info: Infographics and Photos** | * Make social media content calendar for varied information (different content to fit platforms of Facebook, Instagram, and Twitter)
* Maintain the calendar and keep it up to date with weekly postings as well as holidays/special events
* Use Hootsuite (already paid for in social media contest)
 | $0 | **$0** |
| **Tactic 5: Set Up a Blog** | * Make a blog calendar for varied information
* Maintain blog calendar and keep it up to date with weekly postings as well as holidays/special events (same as social media calendar)
 | $0 | **$0** |
| **Strategy Total** | **$434.88** |

**Strategy: Partnership**

Description: We propose that Cobb County Animal Control partners with various Kennesaw State University organizations as well as pet-focused businesses in Cobb County. We also propose a partnership with the Atlanta Braves.

Objectives addressed:

·    To increase the number of adoptions at Cobb County Animal Control by 10% among Cobb County residents by December 2018.

·    To recruit 125 more KSU students for volunteer work by December 2018.

·    To increase website traffic with 125 more monthly website hits among Cobb County residents, KSU students and Cobb County families by December 2018.

·     To develop partnerships with at least 5 Cobb County businesses or organizations by December 2018.

·    To increase social media followers across all platforms by 1,000 follows among Cobb County residents, KSU students and Cobb County families by December 2018.

Key publics reached:

* Cobb County Residents
* Cobb County Families
* KSU Students

**Tactics: Partnership**

Tactic 1: Partnership with Kennesaw State Athletics

Cobb County Animal Control and KSU athletics will work in partnership to promote adoption and volunteering prior to the start of KSU home football games. CCAC will ask KSU if CCAC can set up an adoption trailer in the fan zone prior to the start of home football games.  CCAC will ask KSU football to play a 15-30 second video “Pet of the game” video featuring KSU football players.  This will help KSU football by bringing in much needed positive publicity.

- *(Prototype included: Partnership pitch email and proposal)*

Tactic 2: Partnership with the Atlanta Braves at Suntrust Park

Cobb County Animal Control will partner with the Atlanta Braves. Each time you purchase a hot dog at Suntrust Park stadium a portion of the total hot dog sales will be donated to CCAC. On the flip side, CCAC will present discount opportunities for events being hosted at Suntrust Park to those who are adopting a dog. In addition, CCAC will add a picture and brief description of CCAC’s mission, vision and new tagline during games. This would include a hashtag affiliated with the event, called #homeruns4homes. Every time someone hits a homerun, CCAC would agree to discount 50% of the adoption cost for the following day. The hashtag would serve as a means for awareness, but would also provide a shortcut to receive more information about the affiliation.  - *(Prototype included: Partnership pitch email and proposal)*

Tactic 3: Pet Supermarket Partnership

The goal of this tactic is to develop a partnership with Pet Supermarket and/or other local no adoption pet stores in the Cobb County area. Developing this partnership would give CCAC more reach into the community through which to reach potential adoptees, volunteers, social media followers, or monetary support. Pet Supermarket would put an option in their checkout system for the customer to add $1.00, $5.00, or $10.00 to their purchase to go toward CCAC, as well as displaying general information brochures for customers to take. In return CCAC will advertise its partnership with the pet store on social media, their website, and on site (a brochure in the print media area). The store would also be promoted to animal adoptees as a partner of CCAC and a potential shopping location for any pet supplies they may need.  - *(Prototype included: Partnership pitch email and proposal)*

Tactic 4: Volunteer KSU Partnership

A partnership will be developed between Cobb County Animal Control (CCAC) and the Kennesaw State University campus volunteer organization, Volunteer KSU (VKSU). VKSU will enlist volunteers for CCAC events and opportunities as well as provide shelter volunteers.

CCAC will provide cats and dogs for campus events such as Week of Welcome, Owl-O-Ween, KSU Homecoming Week and other campus events. A hashtag (#KSUpuppylove) campaign will be designed to engage the students of KSU and create user generated content for CCAC.

This tactic will increase social media traffic and volunteers for CCAC. KSU students will not only receive volunteer hours needed for many degree programs but also the love, tenderness, and stress relief that only animals can provide.  - *(Prototype included: Partnership pitch email and proposal)*

Tactic 5: KSU Department of Fraternity and Sorority Life Partnerships

The Kennesaw State University Department of Fraternity and Sorority Life has over 32 fraternities and sororities each committed to providing philanthropic services to the community. CCAC will develop a partnership with KSU Department of Fraternity and Sorority Life in order to increase adoptions and volunteering.

The partnership between CCAC and the KSU Department of Fraternity and Sorority Life will primarily focus on volunteering; however, the KSU Department of Fraternity and Sorority Life can also assist with an adoption drive held at either the Marietta campus or the Kennesaw Campus. - *(Prototype included: Partnership pitch email and proposal)*

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| **Timeline: Partnership** |
| **Tactic** | **Task** | **Due Date** | **Staffing** |
| **December 2017** |
| Partnership proposal email work | Review Braves partnership proposal email prototype | Dec. 5 | 1 communication team member |
| Create Braves proposal | Dec. 12 | 1 communication team member |
| Edit Braves Proposal | Dec. 20 | 1 communication team member |
| Pitch Braves proposal email | Dec. 28  | 1 communication team member |
| **January 2018** |
| Dinner/Lunch meeting with prospective partner | Take prospective Braves partner to lunch/dinner to review sponsorship levels  | Jan. 4 | 1 CCAC official/director |
| Partnership proposalemail work | Review KSU Athletic Department proposal email prototype | Jan. 5 | 1 communication team member  |
| Review Kennesaw State Greek life Proposal email prototype | Jan. 8 | 1 communication team member  |
| Create KSU Athletics proposal  | Jan. 10 | 1 communication team member  |
| Create KSU Department of Fraternity and Sorority Life proposal  | Jan. 15 | 1 communication team member  |
| Edit KSU Department of Fraternity and Sorority Life proposal | Jan. 17 | 1 communication team member  |
| Edit KSU Athletics proposal  | Jan. 19 | 1 communication team member  |
| Pitch KSU Department of Fraternity and Sorority Life proposal | Jan. 22 | 1 communication team member |
| Dinner/Lunch meeting with prospective partner | Cater to prospective KSU Department of Fraternity and Sorority Life partners to review sponsorship levels  | Jan. 27 | 1 CCAC official/director |
| Partnership proposalemail work | Pitch KSU Athletics proposal email | Jan. 31 | 1 communication team member |
| **February 2018** |
| Dinner/Lunch meeting with prospective partner | Take prospective KSU Athletics partner to lunch/dinner to review sponsorship levels  | Feb. 5 | 1 CCAC official/director |
| Partnership proposal email work | Review Pet Supermarket proposal email prototype | Feb. 8 | 1 communication team member |
| Create Pet Supermarket proposal | Feb. 13 | 1 communication team member |
| Edit Pet Supermarket proposal | Feb. 15 | 1 communication team member |
| Pitch Pet Supermarket proposal email  | Feb. 21 | 1 communication team member |
| Dinner meeting with prospective partner | Take prospective Pet Supermarket partner to lunch/dinner to review sponsorship levels  | Feb. 27 | 1 CCAC official/director |
|  **March 2018h 2018** |
| Partnership proposal email work | Review Volunteer KSU proposal email prototype | Mar. 6 | 1 communication team member |
| Create Volunteer KSU proposal  | Mar. 12 | 1 communication team member |
| Edit Volunteer KSU proposal  | Mar. 14 | 1 communication team member |
| Pitch Volunteer KSU proposal email | Mar. 16 | 1 communication team member |
| Dinner meeting with prospective partner | Take prospective Volunteer KSU partner to lunch/dinner to review sponsorship levels  | Mar. 21 | 1 CCAC official/director |
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| **Budget: Partnerships** |
| **Tactic** | **Item** | **Cost** | **Tactic Total** |
| **Logo placement** | One custom print event tent 10 x 15(<http://www.tentprinting.com/index.htm>) | $1225.19 | **$1551.64** |
| Partnership vinyl decals for trailer(<https://www.signazon.com>)* 5 decals @ $65.29 each
 | $326.45 |
| Add new partnerships to webpage | $0 |
| Add new partnerships to social media page  | $0 |
| **Business dinners** | Business dinners with prospective partners* Braves: for 3 people @ $28 each
* Pet Supermarket: for 3 people @ $28 each
* KSU Greek life: Chick-fil-a catering for 8 people 120pc nugget tray $56.68 and cookie tray 24pc $36.92

(<https://www.fastfoodmenuprices.com/chick-fil-a-catering-prices/>)* Volunteer KSU: for 3 people @ $28 each
* KSU Athletics: for 3 people @ $28 each
 | $429.60 | **$429.60** |
| **Add partnerships to digital and print media** | Create partnership wall in CCAC building | $0 | **$0** |
| Add new partnerships to webpage | $0 |
| Add new partnerships to social media pages | $0 |
| **Strategy Total** | **$1981.24** |

**Strategy: Events**

Description:

Events are a primary strategy needed to achieve our long-term goal and objectives. By hosting multiple events, CCAC can reach the desired key publics and effectively reach the established objectives. These events will include a “grand re-opening” to highlight some of the new facility and staff changes, bi-weekly pet adoption fairs in partnership with local pet supply stores or established community events, working with the Atlanta Braves and the businesses of the new Battery and SunTrust park to establish an event promoting adoptions, working alongside KSU at the annual Owl-O-Ween event to increase awareness of the organization in the community as well as recruit KSU students as volunteers, and an annual spring festival at the facility to drive traffic to the location and increase adoptions.

Objectives addressed:

* Increase the number of adoptions at Cobb County Animal Control by 10% among Cobb County residents by December 2018.
* Develop partnerships with at least 5 Cobb County businesses or organizations by December 2018.
* Increase social media followers across all platforms by 1,000 among Cobb County residents, KSU students and Cobb County families by December 2018.
* Recruit 125 more KSU students for volunteer work by December 2018.
* Increase website traffic with 125 more monthly website hits among Cobb County residents, KSU students and Cobb County families by December 2018.

Key publics reached:

* Cobb County Residents
* Cobb County Families
* KSU Students
* Senior Citizens

**Tactics: Events**

Tactic 1: Braves/Battery

The Bark at the Ballpark event will be a Cobb County Animal Control event hosted at SunTrust Park in partnership with the Braves to promote adoption and overall support for the organization including partnerships, volunteer awareness and social media followers. They will have all the dogs up for adoption right outside the stadium where guests can openly play with them in a small gated area. This event can be promoted on social media, posting on both Braves and CCAC accounts and websites. Flyers with event information can also be posted around the Battery. *(Prototype included: event plan)*

Tactic 2: Grand Opening

While grand opening events are mostly held when an organization or company first opens its doors to the public, this grand opening event would be in honor of the changes implemented in their facility. During this event, CCAC could open its doors to the public and possibly invite a DJ, have balloons/party favors, sponsors, and family friendly activities. The purpose of this grand opening event would be to raise awareness of the CCAC facility and encourage pet adoptions at the event. *(Prototype included: event plan)*

Tactic 3: Adoption Fairs
Adoption Fairs would be a bi-weekly event that CCAC will organize to showcase their animals to the public outside their facility. This event will promote adoptions and brand awareness, potentially build partnerships, and increase social media followers and volunteers across all publics. *(Prototype included: event plan)*

Tactic 4: Owl-O-Ween

Owl-O-Ween is in its fifth year and is a Halloween themed entertainment event hosted by Kennesaw State University. The event unites KSU students, staff, and families with other community organizations and members. This event would allow CCAC to gain more brand awareness, potentially recruit some KSU student volunteers, and possibly increase adoptions by allowing event participants to interact with and meet the animals. *(Prototype included: event plan)*

Tactic 5: Seasonal Festivals

Cobb County Animal Control could host a spring themed festival inviting people to come to the facility, have fun and interact with the animals in house. The festival will have games, food and activities for the people who stop by. Allowing people to come and interact with the dogs and cats at the facility will potentially increase the number of adoptions, KSU student volunteers, partnerships, and social media followers. *(Prototype included: event plan)*

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| **Timeline: Events** |
| **Tactic** | **Task** | **Due Date** | **Staffing** |
| **December 2017** |
| Adoption Fairs | Review event plan for Adoption Fairs | Dec. 2 & Dec. 16 | 3 Communications team members |
| Adoption Fairs | Implement event plan for Adoption Fairs | Dec. 9 & Dec. 23 | Entire communications staff and volunteers |
| **January 2018** |
| Adoption Fairs | Review event plan for Adoption Fairs | Jan. 6 & Jan. 20 | 3 Communications team members |
| Adoption Fairs | Implement event plan for Adoption Fairs | Jan. 13 & Jan. 27 | Entire communications staff and volunteers |
| Barks in the Ballpark | Review event plan and confirm event and event space with SunTrust Park | Jan. 20 | 3 Communications team members |
| **February 2018** |
| Adoption Fairs | Review event plan for Adoption Fairs | Feb. 3 & Feb. 17 | 3 Communications team members |
| Adoption Fairs | Implement event plan for Adoption Fairs | Feb. 10 & Feb. 24 | Entire communications staff and volunteers |
| Barks in the Ballpark | Continue communication with SunTrust Park and create flyer for event | Feb. 16 | 3 Interns |
| **March 2018** |
| Adoption Fairs | Review event plan for Adoption Fairs | March 10 & March 24 | 3 Communications team members |
| Adoption Fairs | Implement event plan for Adoption Fairs | March 17 & March 31 | Entire communications staff and volunteers |
| Spring Fling Festival | Review Spring Fling Festival event plan and make any necessary changes | March 24 | 3 Communications team members |
| Barks in the Ballpark | Hang up signs and rent popcorn machines, confirm tables and chairs rental | March 30 | 1 Team member and 2 interns |
| **April 2018** |
| Adoption Fairs | Review event plan for Adoption Fairs | April 7 & 21 | 3 Communications team members |
| Adoption Fairs | Implement event plan for Adoption Fairs | April 14 & April 28 | Entire communications staff and volunteers |
| Barks in the Ballpark | Event day (arrive 3 hours early to set up & bring dogs 30 minute before event start) | April 15 | 3 Team members and 2 interns |
| **May 2018** |
| Adoption Fairs | Review event plan for Adoption Fairs | May 5 & May 19 | 3 Communications team members |
| Adoption Fairs | Implement event plan for Adoption Fairs | May 12 & May 26 | Entire communications staff and volunteers |
| Spring Fling Festival | Implement event plan and Host Spring Fling Festival Event | May 25 | 5 Communications team members |
| Grand Opening Event | Review Grand Opening Event plan and make any necessary changes. | May 30 | Entire communications staff |
| **June 2018** |
| Grand Opening Event | Begin implementing Grand Opening Event plan: make necessary reservations, place orders for items that are not food related (reference budget plan). | June 1 | 2 Team members and 2 interns |
| Grand Opening Event | Create flyers and a distribution plan for the event | June 4 | Entire communications staff |
| Grand Opening Event | Print and distribute flyers to local businesses | June 5 | 2 Interns |
| Grand Opening Event | Implement media calendar for event (this will be done using the flyer. Post it on the CCAC Facebook page on certain days with specified captions). | June 6 | 2 Interns |
| Adoption Fairs | Review event plan for Adoption Fairs | June 9 & June 23 | 3 Communications team members |
| Adoption Fairs | Implement event plan for Adoption Fairs | June 16 & June 30 | Entire communications staff and volunteers |
| **July 2018** |
| Grand Opening Event | Gather tables, chairs and equipment for event, as well as items for food handling (napkins, paper plates, utensils, etc.) | July 2 | Entire communications staff |
| Grand Opening Event | Place food orders (Must be done 24 hours in advance) | July 3 | 1 Communications team member |
| Grand Opening Event | Implement event plan for Grand Opening Event | July 4 | Entire communications staff |
| Adoption Fairs | Review event plan for Adoption Fairs | July 7 & July 21 | 3 Communications team members |
| Adoption Fairs | Implement event plan for Adoption Fairs | July 14 & July 28 | Entire communications staff and volunteers |
| **August 2018** |
| Adoption Fairs | Review event plan for Adoption Fairs | Aug. 4 & Aug. 18 | 3 Communications team members |
| Adoption Fairs | Implement event plan for Adoption Fairs | Aug. 11 & Aug. 25 | Entire communications staff and volunteers |
| **September 2018** |
| Adoption Fairs | Review event plan for Adoption Fairs | Sept. 8 & Sept. 22 | 3 Communications team members |
| Adoption Fairs | Implement event plan for Adoption Fairs | Sept. 15 & Sept. 29 | Entire communications staff and volunteers |
| Owl-O-Ween | Review event plan for Owl-O-Ween | Sept. 30 | 1 Communications team member |
| **October 2018** |
| Adoption Fairs | Review event plan for Adoption Fairs | Oct. 6 & Oct. 20 | 3 Communications team members |
| Owl-O-Ween | Review event plan and continue communication | Oct. 8 | 1 Communications team member |
| Adoption Fairs | Implement event plan for Adoption Fairs | Oct. 13 & Oct. 27 | Entire communications staff and volunteers |
| Owl-O-Ween | Review event plan and continue communication | Oct. 15 | 1 Communications team member |
| Owl-O-Ween | Implement event plan for Owl-O-Ween | Oct. 26-27 | 1 Communications team member |
| **November 2018** |
| Adoption Fairs | Review event plan for Adoption Fairs | Nov.3 & Nov. 17 | 3 Communications team members |
| Adoption Fairs | Implement event plan for Adoption Fairs | Nov. 10 & Nov. 24 | Entire communications staff and volunteers |
| **December 2018** |
| Adoption Fairs | Review event plan for Adoption Fairs | Dec. 8 & Dec. 22 | 3 Communications team members |
| Adoption Fairs | Implement event plan for Adoption Fairs | Dec. 15 & Dec. 29 | Entire communications staff and volunteers |

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| **Budget: Events** |
| **Tactic** | **Item** | **Cost** | **Tactic Total** |
| **Owl-O-Ween** | Space Rental Fee* 20x10
 | $1000 | **$1,958.80** |
| Tent  | $0 \* |
| Tables and Chairs | $0 \* |
| Informational Brochure for Volunteershttps://www.theupsstore.com/* 1000
 | $269.40 |
| Informational Brochure **Events** for Adoptionshttps://www.theupsstore.com/* 1000
 | $269.40 |
| CCAC Sticky Noteswww.qualitylogoproducts.com/ * 1000
 | $290 |
| CCAC Pens (Comfort Stick)www.qualitylogoproducts.com/ * 500
 | $130 |
| **Barks in the Ball Park** | Trailer for transportation of animals | $0  | **$340** |
| Tables and Chairs | $100 |
| Swag Bags for dogs full of sponsor goods | $100 |
| Rented popcorn machine and sodas | $80 |
| Informational Flyer for event  | $60 |
| **Spring Fling Festival** | Tables and Chairs | $0 \* | **$1,003.44** |
| Gift Cardshttps://petco.cashstar.com/gift-card/buy/* 2, $100 gift cards from Petco
* 2, $50 gift cards from Petco
* 2, $25 gift cards from Petco
 | $350 |
| Informational Flyers https://store6496.upsstoreprint.com/content/flyers/* 100 8.5x11
 | $80.69 |
| Drinks https://www.target.com/* 20x12 pack sodas
 | $109.80 |
| Food Rental http://americanfamilyday.com/* Popcorn machine Kit
* Cotton candy machine Kit
* Snow cone rental
 | $196 |
| Decorations http://www.partycity.com/* Assorted colored balloons 72 count
* Table covers - party pack
* Helium tank - large
 | $79.97 |
| Yard signage https://www.staples.com/sbd/content/copyandprint/lawn-signs.html/* 2 18”x24” yard signs
 | $26.98 |
| Bouncy House http://americanfamilyday.com/ | $160 |
| **Grand Opening Event** | Food* Publix Ringleader Tray $19.99(Serves 10) x4
* Publix Ringleader Turkey Tray $19.99 (Serves 10) x4

 http://www.publix.com/pd/publix-deli-ultimate-ringleader/RIO-PLT-105115?ch=6.10.* Publix Deli Wrap Variety $28.99 (Serves 10) x2
* Boar’s Head Nibbler Platter $31.99 http://www.publix.com/pd/boars-head-nibbler-platter-small/RIO-PLT-120392?ch=6.10.
* Publix Deli Fresh Fruit Platter, Large $44.99

<http://www.publix.com/pd/publix-deli-fresh-fruit-platter-large/RIO-PLT-119851?ch=6.10>.* Publix Deli Garden Fresh Vegetable Platter, Large $34.99

<http://www.publix.com/pd/publix-deli-garden-fresh-vegetable-platter-large/RIO-PLT-119824?ch=6.10>.* Sam’s Members Mark Cupcakes (30ct) x2, $14.99
* Kroger Beverages 10 for 10 (Purchase 10 2 Liter drinks)
* Walmart paper plates (140ct) x2 $9.87, cups (50ct) x2 $4.93, Dixie Cutlery Combo Pack (168ct) x2 $10.14, and Great Value Quilted Napkins (300ct) x2, $3.32
 | $426.37 | **$1,063.11** |
|  | Goody Bags* Wilton Mini Party Bags 4”x6” (100ct), $3.96
* Nestle Assorted Miniature Candy Bars (100ct) x3 $9.98
* 6 Piece Crayon Set (Customizable) 250 is the minimum you can order, $144.06
* Coloring books ($10.99 per 72ct unit) x2
 | $199.94 |
|  | Tables and Chairs | $0 \* |
|  | Flyers* Color printing @ $0.59 per page (x20)
 | $11.80 |
|  | Moonwalk Inflatable, Music* $150 rental includes cotton candy, popcorn or snow cone machine). (Optional)

http://www.stopandjump.com/* DJ: 3 hour flat rate of $275

<http://www.dj-cmac.com/services2.html> | $425 |
| **Bi-weekly Adoption Fairs** | Tables and Chairs  | $0 \* | **$968.28** |
| Crates | $0 \* |
| Trailer for transportation of animals | $0 |
| Informational Flyers https://store6496.upsstoreprint.com/content/flyers/• 100 8.5x11 for 12 months | $968.28 |
| **Strategy Total** | **$5,333.63** |

* **Indicates item could be donated.**

**References**

Ford, C. (n.d.). Animal Control Home. Retrieved October 03, 2017, from HYPERLINK "https://cobbcounty.org/index.php?option=com\_content&view=article&id=3669&Itemid=1976"https:// cobbcounty.org/index.php?option=com\_content&view=article&id=3669&Itemid=1976

 Client Research Report