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Cobb County Animal Control Campaign Book

Kennesaw State University

Public Relations Campaigns

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**1. Communication Audit**

**Cobb County Animal Control Facebook Page:**

(https://www.facebook.com/CobbAC)

Cobb County Animal Control’s Facebook page features images and graphics promoting adoptions and events hosted by the animal shelter.

Strengths:

* CCAC has previously posted pictures with short bios of animals that are up for adoption. These posts allow publics to see what animals are available for adoption and they can learn a little about their behavior.
* CCAC has just under 5,000 followers. This is a large audience that CCAC has the ability to reach through its Facebook if properly managed and updated.
* Contact information and hours are easily accessible on CCAC’s Facebook page in the information section.
* CCAC has an employee in charge of social media, which allows them to respond to posts in a timely fashion.

Weaknesses:

* CCAC has no consistency with posts and have not posted since August 18, 2017. This is a weakness because publics need to stay frequently informed on events happening at the shelter and on animals that are up for adoption.
* The graphics used to promote special events are not appealing and hard to read. This is a weakness because publics will most likely scroll past graphics that have heavy wording and are not appealing.
* CCAC does not post frequently about the animals it has up for adoption. Instead, they use images of cats and dogs from Google or clip art. This is a weakness because publics are not able to see the actual animals they have and it also looks tacky.
* CCAC does not maintain an up to date event tab on its Facebook page. This is a weakness because the public will not hear about special promotions or fun events they might have been interested in.

**Cobb County Animal Control Instagram:** (https://www.instagram.com/cobbcountyanimalcontrol)

Strengths:

* CCAC has posted photos for events they have hosted. The shelter does a good job at making sure volunteers and workers are acknowledged.

Weaknesses:

* The photo quality of the CCAC Instagram could be improved.
* There is no real consistency with the CCAC Instagram posts.
* It would be nice to either see weekly posts of a “dog of the week” or people who have recently adopted an animal from the shelter.
* The photo captions should be grammatically correct.
* The hashtags should help brand, and focus on bringing awareness to CCAC instead of “#dogsofinstagram” or “#catsofinstagram.”

**Cobb County Animal Control Twitter:**

(https://twitter.com/cobbkitties)

Strengths:

* The CCAC Twitter account is the most updated platform of all its social media accounts.
* It is stated that volunteers have taken the initiative to run this Twitter account. While CCAC does have its own Facebook account, this Twitter account has a joint Facebook account that is strictly for kittens.
* The goal of this account is to give kittens a new home, and it is great to see that many people within the community retweet, communicate and voice their love for adoption. Also the volunteers do a great job of retweeting important posts and getting information out.
* It is evident that the people who run this account care about finding a home for these kittens and make sure the quality of their photos and messages are clear and well thought out.

Weaknesses:

* CCAC does not have a Twitter for all of the animals it provides care for, just kittens.

**Cobb County Animal Control Website:** (https://cobbcounty.org/index.php?option=com\_content&view=article&id=3669&Itemid=1976)

Strengths:

* The website is very informational with multiple tabs that are easy to access.
* The website has a straightforward, user-friendly layout with tabs to different sections of the website centered down the home page.
* The website also has an informative footer that displays the address and contact information for the CCAC shelter. It also lists contact information for the head people of the center.

Weaknesses:

* The website layout is out of date; there should be more clearly defined sections for different tabs.
* The news and events tab lacks information and appears to have gone without new information being added for quite some time.
* The website could use more pictures and/or color to make it more visually appealing. There should be at least a few images on each tab page to draw attention and add aesthetic contrast to the information.
* The donation tab should have more information on what the donations would go towards as well as a redesigned layout for the donation options.

**Publications**

Strengths: There was an abundance of nice publications ranging from why one should choose to spay or neuter their dog or cat to microchipping and even a section for events happening in the county. The publication about the shelter contains valuable information. The wording is acceptable and we would not suggest changing it.

Weaknesses:

On our recent visit to the shelter, publications about CCAC programs and adoptions were lacking. We asked a representative at the front if CCAC had any general information about the shelter such as, a brochure or handout because we were unable to find any information on the table or the wall where most handouts are kept. Once we got ahold of a handout, after asking a staff member for assistance, we discovered the handout was lacking in terms of visual appeal, the font was too big, and all paragraphs are centered. Also, the “handout” has no section about volunteering with CCAC. One idea is to condense the type and put it onto a brochure format that could be easily printed.

On the way to the area where the animals are kept there is a small entryway with a number of different print media displayed. There was a table with information packets on different local services for animals and there is a board filled with flyers for lost pets. We believe the shelter should also have a calendar or a board for CCAC events that it holds, or for important dates. We were unable to find any information for events related to CCAC, that they were holding, or that it was affiliated with displayed for visitors.

**Summary of Findings**:

Based upon the communication audit of CCAC social media accounts and website we found that all were in need of improvement. Additionally publications about the shelter were lacking and needed improvement as well. We started our audit by visiting the CCAC website, which immediately appeared out of date and very hard to navigate. Also there was no direct link to the website making it very time consuming to find information about adoptions, available pets and events pertaining to the animal shelter.

Website:

We recommend the client update the website and create a separate domain so that the website is more user friendly. In addition, it is recommended that CCAC use tabs effectively and make sure to routinely update the website. While the tabs on the current website are working, they seem to be lacking information and are not updated.

Social Media:

CCAC social media accounts are lacking content and posts should contain relevant information pertaining to its mission and posts should be free of grammatical errors. The usage of memes should be avoided, as they are unprofessional. Social media accounts should be updated at least three times per week on different days; however, one to two posts per day excluding weekends and holidays would be ideal. We realize that managing social media is a time consuming process, but web based applications such as Hootsuite among others, are available to assist.

Information/Handouts:

The shelter has an area in which one can find information pertaining to programs such as, spay/neuter, micro chipping and even lost/found pets. While the shelter has a “handout” it is not visually appealing nor was it readily available. It is our recommendation that CCAC redesign the handout and make it a brochure. Reducing the font size and removing the centered text could accomplish this, so that it is more visually appealing. In general, avoid repetition and double check for grammar usage and typos.

**2. Analysis of Media Coverage**

The Atlanta Journal-Constitution published the most stories about CCAC with single-digit coverage from 11Alive and WSB-TV. Out of 26 newspaper publications ranging from August 2017 to March 1992, there were only three pet adoption stories. Only nine of the 26 were positive coverage on CCAC. The remaining 17 publications were negative reports, which focused on inhumane practices, animal safety, and costliness of the shelter.

One of the main themes of CCAC’s media coverage was the debate regarding the method of lethal procedure used on each animal. This was found via the LexisNexis Academic Library, which contained articles highlighting new developments in the debate. The debate, which was covered by the Atlanta Journal-Constitution, was between whether to use a gas chamber or lethal injection. The main point of concern was the cost of each procedure. Eventually, the debate was settled by the decision to use lethal injection, which is considered more humane, despite its higher costs.

**Publication-Type: Newspaper**

According to LexisNexis Academic Library, news on Cobb County Animal Control was seldom reported in the newspaper. Although this may have been a factor in the shelter’s lack of awareness in the past, it certainly isn’t today. Listed below are examples of CCAC's coverage in the newspaper.

Lethal Injections for Pets Costlier; At Least $50,000 in Expense for Cobb Shelter

Publication: Atlanta Journal-Constitution | Sunday, October 28, 2007

Cobb County Animal Control will spend $50,000 more using lethal injections to euthanize unadopted pets. The shelter put down 5,700 animals in 2006 and spent $2,491 using gas chambers. Each lethal injection will cost around $10.

Debate Over Animal Humane Ending

Publication: Atlanta Journal-Constitution | Friday, October 12, 2007

“A debate over whether the state Department of Agriculture is illegally allowing Cobb County to use gas chambers, instead of lethal injection, to euthanize animals” (AJC). A 1990 state law states new shelters are required to use lethal injections to euthanize animals, however, Cobb County Animal Control installed gas chambers in 1995. According to the article, 13,596 animals were brought into the shelter in 2006 and 5,785 of those were euthanized.

New, Bigger Animal Shelter Adds a “Humane Element”

Publication: Atlanta Journal-Constitution | Thursday, July 27, 1995

The new Cobb County Animal Shelter is five times larger than its previously undersized predecessor. The new building allows housed animals more living space and a more humane adoption environment. Animal activist John Barnes says the previous shelter was “repulsive” and “a negative environment” (AJC). The new animal shelter costs $2.5 million.

**Publication Type: Web News**

Cobb County Animal Control did not receive much newspaper coverage; however, its prevalence in online web news is exceptionally better. On the Atlanta Journal-Constitution’s website, there are more than 85 articles on the CCAC including many promotions for pet adoptions and events over recent years. In contrast to previous years of newspaper coverage, web news on CCAC has been drastically more positive. Listed below are three examples of its online media presence.

Rescued Dogs, Puppies Need to be Saved Again

Publication: 11Alive News | Tuesday, August 22, 2017

Firefighters rescued 26 dogs from a burning home in Austell, Ga. “Cobb County Animal Control is housing the dogs, many of which are considered “bully breeds” like pitbulls, to the county’s shelter” (11Alive). 17 dogs at the shelter will be euthanized if not adopted soon.

Cobb Running Summer Pet Adoption Special Through August

Publication: Atlanta Journal-Constitution | Wednesday, August 09, 2017

Cobb County Animal Shelter runs a $10 adoption fee special for cats and dogs that have been spayed or neutered until August 31. If the animal is not spayed or neutered, however, the adoption fee remains the normal $115.

Cobb promotes Superior Pets for Patriotic Vets

Publication: Atlanta Journal-Constitution | Monday, July 31, 2017

Cobb Commissioner JoAnn Birell and Superior Plumbing have been promoting the new pet adoption program, ‘Superior Pets for Patriotic Vets.’ Adoption rates are free for veterans to aid in emotional healing.

**Publication Type: Online Magazine Blogs**

Arts, Barks, and Purrs

Publication: Marietta.com September 18, 2017

Cobb County Animal Control Adopt-a-Thon

Publication: Marietta.com September 18, 2017

Cobb County Animal Control has been mentioned quite often in a local online magazine called The Marietta Online Magazine and City Guide for stories about current events it is hosting. There was one article called the Art, Barks & Purrs that was featured on the online website that describes an arts and crafts festival that Cobb County Animal Control hosts annually on its front lawn. There was another article calledCobb County Animal Control Adopt-a-Thon, which describes an event that Cobb County Animal Control hosts to promote the adoption of pets and encourage donations from the public. Marietta’s Online Magazine and City Guide seem to promote Cobb County Animal Control in a positive way by writing positive articles that focus on events that Cobb County Animal Control hosts. There seems to be a theme of media coverage about Cobb County Animal Control’s recent events that it hosts and themes about pet adoption and giving donations to the animal shelter. The type of media coverage that Cobb County Animal Control receives from its events is very positive and helpful in promoting the animal shelter’s goals.

**3. Site Visit**

* Heather, Seth, Ryan, and Andrew S. visited the animal shelter on Wednesday, September 6, 2017. Muhammad U. and Jasmine J. visited the following day on September 7, 2017. Each group member took pictures of both the facility and the animals as well as took some informational materials home.
* One of the first issues that should be changed is the signage. The directional sign reads “Cobb County Animal Shelter” whereas the site building reads “Cobb County Animal Control.” Both sign should match to avoid confusion for visitors and to give a more professional image.
* The facility is clean and in good condition overall. The staff members are very friendly and welcoming. It was echoed throughout our group that everyone felt “awkward” when they first entered the facility because it felt rather odd to just walk in. We realize that the shelter is short staffed and it would be nearly impossible to place someone up front, but a sign, or plaque that says, “Welcome to the Cobb County Animal Shelter. Please walk through at your convenience, and if you have any questions or would like to visit with an animal please let an officer know and we would be happy to assist.” There is no need for a fancy sign, but something to let the public know they can walk through the shelter.
* The walls were lacking design and the facility felt stale. While animal control is not the most pleasant place to be, it would be nice to have murals on the main walls going through the facility much like the one that already exists. Additionally, we realize that there are concerns with cost. Therefore, reaching out to the community could minimize costs. CCAC could reach out to find volunteers with artistic talent to come in and create the murals for the rest of the main hallway and the bonding rooms. An interesting idea would be to take pictures of some of the animals that have been adopted out of the shelter and create a mural of those animals in the bonding room. I believe that it would add more meaning to the bonding room than random animal art.
* The Bonding Room is a major feature of the facility and the key area where potential owners can get to know the animals. The room itself did not present an ideal environment in which to bond. It was white, painted, concrete block walls with only a plastic and metal chair for decoration. As we were visiting the facility, we observed a guest going into the room to bond with a dog and playing with the dog while sitting on the hard-concrete floor. There should be cushions or padding that could be brought into the room to make the bonding experience more comfortable. Having an artist work on the bonding room to create a friendlier atmosphere with murals or paintings would bring a completely different feel to the room and create a more positive experience for potential owners. The bonding room should also contain toys for potential owners to use with the animals. This would allow the customers potentially adopting the animals to be able to bond in a happier and more comfortable setting.
* On September 10, 2017, Andrew Tull visited the CCAC. As I entered, I noticed several signs or pieces of artwork hanging on the walls. Upon entering the first room containing a variety of canine breeds, my first observation was signs on some cages that read “up for special adoption.” I later asked one of the volunteers what this meant, and she told me it signified that each animal would eventually be showcased in various pet stores. It then struck me that these signs could be clearer, perhaps giving examples of the stores each pet will visit. I also noticed an individual cheerfully inquiring to one of the front desk employees about adopting a dog. Of course, the employee seemed delighted to assist and gave him forms to fill out. I also engaged in a conversation with one of the volunteers in which she mentioned that there are an abundance of pit bulls due to a negative stigma. What I did not realize was that pit bulls were bred to be working dogs, and this leads to pent up aggression if they are not able to roam freely. Thus, one way to market the shelter more effectively would be to create flyers that instruct individuals as to how to treat pit bulls properly, also including the negative consequences that result when one fails to do so. On a final positive note, the shelter had a spacious area to walk the dogs, and I observed a happy couple taking advantage of this “dog walk.”
* On September 5, 2017, I (Zoe Kubie) visited Cobb County Animal Control. As soon as I walked in, I observed that it was dark and gloomy despite obvious efforts that have been made to make the site look colorful. There is artwork around the shelter but nothing that makes it feel warm and inviting. The main doors that lead to the animals were closed off so I was uncertain if I was able to go in at my own leisure. Another man was very confused also so I think it would be appropriate to have a sign or to leave the doors open if possible. Unfortunately, I came right before closing time but the staff was incredibly nice and made sure to acknowledge me. The staff members wore dark green t-shirts to distinguish themselves from people visiting and I saw at least two officers. I saw volunteers all wearing casual t-shirts with a tag that signified that they are volunteering. Because I came at such a late time, I didn’t see as many people as I thought I might but the people that I did see were couples or older ladies. I took plenty of photos to document my field notes. The facility is very clean and organized. I saw a lot of volunteers and custodians cleaning. It is obvious that the community plays a huge part in making sure the shelter is running smoothly because the CCAC is so understaffed. One thing that I was very impressed with was the fact that the shelter has its own table set up with pamphlets and information. Above the table there is a lost dog bulletin board. It reassured me that the shelter is taking steps (even if they are little) to make sure citizens of Cobb County can have a voice and potentially be contacted when staff members take in lost pets.
* On September 12, 2017, I (Jasmine Jones) visited Cobb County Animal Control. The facilities were very decent and seem to be a clean living environment for the pets that it houses. There were some rooms that needed to have more visual appeal and aesthetic like the bonding room and the main entrance. Throughout my observation of the facilities, I noticed that there were some printed materials on the table that covered topics on pet adoption and options on spaying and neutering pets. When I first walked into the facilities, I noticed a couple of volunteers that greeted me with a warm welcome and a smile, which added to the atmosphere of being welcoming and inviting. The volunteers seemed to be very helpful in assisting me with any questions or concerns and they showed me around some areas of the facility. Even though there were a couple of staff members that helped me out, I noticed that it seemed to be understaffed. There were only two staff members that assisted me at the time and a regular full-time employee behind the desk. I also went back to the area where some of the dogs were being caged and it was very sad and gloomy. It looked like they wanted to run around and play. I noticed that there was a bulletin board on a wall that had flyers of recently lost pets that the facility was housing. There was also an area that housed potentially dangerous and vicious dogs in cages. The bonding room was somewhat decent but needed to have some chairs or cushions for guests to sit in to make them feel more comfortable while they are playing with the pets. The room was a decent size for the animals to run around and play with guests.
* On Thursday, September 7, 2017, I (Muhammad Umrani) visited the Cobb County Animal Control facility. The shelter blends in with the rest of the buildings around so it can easily be missed if you aren't looking for the tiny sign they have out front. Upon entering the shelter, I observed that they try to keep a welcoming and inviting ambience by the door with photographs of pets and different programs posted on the wall, but nothing too outstanding. Two staff members provided information about the facility and directed me to the different rooms for cats and dogs. Walking in, the kennels have a holding cell feel, but I think like this is mainly for operational and organizational purposes. One of the first things I observed is everything is organized and clean. As I walked in the direction of the rescues, I couldn’t help but notice the color of the long hallway walls which were painted pale yellow with forest green stripes. On the right-hand side before actually walking into the dog area, there are two huge bonding rooms available for guest to interact with the pets and to get a feel for each other. Once you enter the dog area, there is an overwhelming experience when you see how many dogs are there. As I walked down the aisles, I observed that most of the dogs are afraid, aggressive, or just unresponsive. Even with the many different behaviors, I really appreciated how everything was still organized and clean, from the description of the dogs, to the cleanliness of the cages. After walking through every aisle, I headed over the cat side which is much smaller and compact. There were fewer cages for the cats than for the dogs. The staff was around but not really present, so you are kind of on your own to make decisions and find information. There is a nice colorful mural right outside the cat area that I feel should really cover the whole facility to give it more of an inviting aesthetic. Upon leaving, I like how there is a table and bulletin board that is organized to let you know what’s going on in the community, lost and found, and other pet information that you can receive. There is room for a lot of improvement.

**Governmental Competitor Analysis**

**Purpose:** The purpose of this competitive analysis is to examine four Metro-Atlanta, governmental pet adoption organizations. For the purposes of this analysis, animal control agencies from Carroll, Cherokee, Dekalb, and Fulton counties will be examined.

**Carroll County Animal Control**

**Description**

* Carroll County Animal Control is an organization that wants to bring effective animal care to the county and surrounding areas.
* Carroll County Animal Control goal is to educate people on local rules and ordinances, as well as maximize health and safety of the public.

**Resources and Services**

* Carroll County animal control and animal shelter facilities in addition to offering animal adoptions.
* The website also gives pet owners tips varying from things like taking care of a pet to involving your pet in holidays and events like Halloween.
* The Carroll County Animal Shelter offers spay/neuter services.

**Volunteer Opportunities**

* At Carroll County Animal Shelter, there are many ways to get involved and volunteer.
* Volunteers tasks include walking the dogs, entertaining the cats, and assisting with animal adoptions.

**Adoption Process**

* On Carroll County's website, they have a link to a PetFinder page which contains more information about the organization and pertinent information about adopting their pets.
* Adopting a dog from the Carroll county shelter is $120, and the cost for adopting a cat is $100. These charges cover the first-year expenses for the animal, which include insurance and vaccinations.

**Additional information**

* Carroll County is considered a no-kill shelter because they have a 90% or greater save rate each month.
* Carroll County is affiliated with Lost Pet USA, Bissell, and 1-800 PetMeds Cares.

**Publics**

* Carroll County is seeking to reach out to its residents, those that show an interest in adopting cats, dogs, and even livestock animals.

**Similarities and Differences to Cobb County Animal Control**

**Similarities**

* Similar adoption fees

**Differences**

* Adopts livestock animals
* Operates throughout the week; excluding Sundays
* No animal ordinances are mentioned on website
* No mention of donations on website
* No mention of volunteering or employment opportunities on website, you have to find through other channels
* Does not have an FAQ section on their website
* Participates in Community Cat programs
* Not user-friendly in finding pets up for adoption (redirected links) on website

**Strengths and Weaknesses of Program**

**Strengths**

* The program is well funded through larger sponsors such as Bissell, Lost Pet USA, and PetMeds.
* The website provides widely available statistics monthly on the animals that arrive at the shelter.
* The first thing the website addresses is the most common behavioral concerns owners may have for their pets.

**Weaknesses**

* Carroll County Animal Services does not have its own dedicated website; the county website eclipses most of the shelter’s information.
* The organization has no visible social media platforms to connect with potential owners.
* The page where pets for adoption are listed is outdated and scarce compared to the shelter statistics page.

**Marketing and Promotion**

**<http://www.carrollcountyga.com/148/Animal-Control>**

* Carroll County Animal Shelter’s website is found through a link on the county’s website. Once the link is clicked, website visitors are directed to a webpage on the PetFinder website. (<http://awos.petfinder.com/shelters/GA38.html>)
* The Carroll County website also has links to Facebook, Twitter, Instagram, and YouTube. These links are used by the whole county and have very few postings referencing the animal shelter or pet adoptions.
* There are two Facebook pages specifically for the animal shelter only one of which is regularly utilized.
  + o <https://www.facebook.com/pages/Carroll-County-Animal-Shelter/1610925169167475>
* https://www.facebook.com/ccasgarescue
* There is a third Facebook page that is maintained by the volunteers at the shelter. (https://www.facebook.com/Friends-of-Carroll-County-Animals-164886050192984)
* Through social media, the animal shelter offers a variety of promotions including campaigns to pair pets with veterans and special pricing to encourage adoption. The shelter also offers free or reduced-price vaccinations and spay/neuter services.
* The shelter’s website revealed no press releases, press center, or media contact. The shelter received some negative press in 2008 but has since corrected the problems in 2016 when the shelter became a “no-kill” shelter.

**Strengths and Weaknesses of Promotion**

**Strengths**

* Makes some veterinary services and adoptions affordable

**Weaknesses**

* Social media links on website are directed to county pages
* Website is outdated and difficult to use
* Too many Facebook pages

**Cherokee County Animal Shelter**

**Description**

* Cherokee County Animal Shelter is focused on enhancing the relationship between animals and humans while ensuring public health through promoting animal welfare.

**Resources and Services**

* Cherokee County hosts adoption services, lost pet services, animal control, and an animal shelter.

**Volunteer**

* Cherokee County offers volunteer services to the public.
* While volunteering at the animal shelter workers will perform tasks such as walking dogs, obedience training, cat socializing, helping with fundraising, and participating in community events.
* The shelter also offers a program for reading to the animals where kids and their parents can participate.
* They offer animals foster homes to assist with the acclimation of their animals to a household setting.

**Adoption Process**

* Cherokee County has a tab dedicated to adoption on their website. On this page, they display the animals that they have available in-house for adoption. Cherokee County’s adoption price is $100 for both dogs and cats and it includes the pet’s first-year tests and vaccinations.
* Cherokee County wants to work with the adopter to find the perfect pet for them and their lifestyle.
* The animal shelter is open for adoptions from Tuesday to Saturday 10am to 5pm.

**Publics**

* Cherokee County Animal Services seeks to reach the residents of Cherokee County, specifically those interested in adopting cats and dogs or donating, to assist in providing progressive animal care.

**Similarities and Differences to Cobb County Animal Control**

**Similarities**

* Adopts only cats and dogs
* Closed on Mondays
* Can report lost pets through website
* Similar adoption fees
* Thorough donation options
* Website mentions volunteering and employment opportunities

**Differences**

* No animal ordinances mentioned on website
* Includes microchipping in adoption price
* Has a visible and organized blog
* Finding pets up for adoption is not easy or user-friendly (redirected links)

**Strengths and Weaknesses of Program**

**Strengths**

* The highly reviewed and active Facebook page is designed to be inviting to potential pet owners.
* The donate button on the front page of the website creates a hassle-free contribution process.
* Highly important information like the adoption fee, adoption services and disclaimers are posted in visible areas.
* Animal info on the website is highly detailed.
* The virtual tour of the facility on the website makes the process more familiar.

**Weaknesses**

* The website appears cluttered and overwhelming.
* Redundant buttons make navigation on the website more difficult than it should be.

**Marketing and Promotion**

**Website -****<http://www.cherokeega-animals.org/index.html>**

* Cherokee County Animal shelter has a dedicated website that is easily located through a Google search.
* The website has direct links to social media sites including Facebook, Twitter, Pinterest,and Instagram.

**Social Media**

* The shelter uses social media to promote adoption specials and other promotions.
* https://www.pinterest.com/cherokeecoas
* <https://www.facebook.com/CherokeeCountyAnimalShelter>
* https://www.instagram.com/cherokeecountyanimalshelter
* <https://twitter.com/cherokeecoas>

**Media Coverage**

* A Google search revealed several news stories that mentioned the shelter in a positive light. <http://www.cbs46.com/story/26085560/puppie>
* <http://www.tribuneledgernews.com/ledger/animals-removed-from-unlicensed-home/article_b4c79d90-7ed9-11e7-93de-5baa5ec00da0.html>
* The website has no press center and no press releases were located for the shelter.

**Other Promotions**

* The shelter recently acquired a trailer helping the shelter handle rescues and promote adoptions more efficiently.

**Strengths and Weaknesses of Promotion**

**Strengths**

* Effective website
* Trailer
* Positive media coverage

**Weaknesses**

* Website could use some updating and appears outdated

**DeKalb County Animal Services**

**Description**

* DeKalb Animal Services consists of two divisions: The Animal Services Division and the Enforcement Division.
* The Animal Services Division is managed by the LifeLine Animal Project while the Enforcement Division is managed by the DeKalb County Police Department.
* According to their website, the Enforcement Division enforces local and state laws regarding animals including handling complaints about animals, rabies control, vicious and dangerous animals, and cruelty to or neglect of animals.
* According to their website, the LifeLine Animal Project, founded in 2002, provides affordable spay/neuter services, increased public awareness, and advocates for lifesaving public policy.
* The LifeLine Animal Project makes it their duty to promote animal adoption, reduce euthanasia in healthy pets, and provide affordable services to pet owners.
* According to their website, through its (LifeLine Animal Project) volunteer-driven trap-neuter-return program, Catlanta, the lives of over 27,000 feral and community cats have been saved.

**Resources and Services**

* Residents can find volunteer opportunities via the LifeLine Animal Project website.
* Volunteer opportunities offered are: office and administrative, adoption advocate, adoption counselor assistant, offsite adoption event volunteer, dog bather and groomer, dog walker, and more. Under each volunteer opportunity is a description of the responsibilities handled.
* The LifeLine Animal Project does not have a detailed process on pet adoption on their site; however, during September adoption fees are $40 on dogs weighing over 25 pounds and all cats.
* They also provide information on how to register your pet. According to their website, the DeKalb County Animal Ordinance requires all pet owners in DeKalb County to register their dogs and cats. Failure to do so may result in a fine.
* The LifeLine Animal Project is partnered with Pets for Patriots which allows U.S. military veterans to adopt the pet of their dreams.
* There is also a list of DeKalb County Ordinances for DeKalb County residents who may have pets and are unaware of the laws associated with pets.

**Publics**

* Dekalb County Animal Services is seeking to reach the residents of Dekalb County, specifically those interested in adopting cats and dogs, or those interested in volunteering or fostering at the animal shelter.
* Dekalb County Animal Services is partnered with the nonprofit organization LifeLine Animal Project that has a program called Pets for Patriots that gives U.S. military veterans incentive to adopt a pet.
* This shelter also attracts those that want to adopt a pet at an inexpensive fee.

**Similarities and Differences to Cobb County Animal Control**

**Similarities**

* Adopts only cats and dogs
* Mentions rescue group affiliates
* Can report lost pets through website
* Ordinances available to view on website
* Various donation options
* Website mentions volunteering and employment opportunities

**Differences**

* Operates throughout the week
* Inexpensive adoption fees
* Includes microchipping in adoptions
* Animal shelter is managed by nonprofit organization
* Participates in Community Cat programs

**Strengths and Weaknesses of Program**

**Strengths**

* The website has easily accessible information for potential volunteers.
* Animal Enforcement services are outlined clearly on the website with appropriate contact information.
* Pets up for adoption are photographed, as the available pets are kept up to date.
* The government organization is partnered with a very successful and established non-profit organization, LifeLine Animal Project.
* The social media platforms provided are active and engaging.

**Weaknesses**

* Available pets are not organized in any specific fashion. The longest staying pets could be displayed first, or pets could be organized by breed and age to make it more organized.

**Marketing and Promotion**

**Website - http://www.dekalbanimalservices.com**

* Dekalb County has an animal services website through LifeLine Animal Project. The website offers information for adoption, registration, lost pets, and volunteer opportunities. Under adoption you can specify either cat or dog and they provide pictures of the animals available along with its breed, gender, age and whether it has been spayed or neutered making it easy for future pet owners to navigate through.
* Through their partnership with LifeLine Animal Project the website is also promoting a campaign called Pets for Patriots that helps veterans adopt the pet of their dreams through adoption at the Dekalb animal shelter.
* The website provides links to their social media accounts on Facebook, Twitter, Instagram, and Pinterest.
* The Shelter uses their social media as a platform for advertising pet adoption by posting pictures of animals that are in their shelter along with their personal bios. They also use it to promote events they are involved in such as dog day at Zaxby’s and Free waived adoptions.

**Fulton County Animal Services**

**Description**

* Fulton County Animal Services is managed by LifeLine Animal Project
* Fulton County Animal Services provides a humane environment for Fulton County’s homeless pets and enforces the animal control laws of Fulton County

**About LifeLine Animal Project**

* LifeLine Animal Project helps prevent unwanted pet litters through low-cost spay/neuter services, making pet care affordable through low cost and free vaccine clinics, saving the lives of special needs shelter animals through their rehabilitation facility and saves cats feral cats through their trap-neuter-return program.

**Resources and Services**

* On the Fulton County Animal Services website, there are several links to resources and services provided by the county.
* **License your pet.** According to their website, the Fulton County Animal Ordinance requires all pet owners in Fulton County to license their dogs and cats. Pet owners who do not comply may receive a citation. There is a fee of $10 for one year for spayed or neutered animals, and $25 for three years which requires a three-year rabies vaccine. Pet owners can license their pets by mail, online or at the shelter.
* **Lost Pets.** Fulton County receives lost/ homeless pets seven days a week. They advise those who have lost their pets to visit the facility each day, and even check online to see if the recognize their pet in the pets in our shelter link. Fulton County offers tips for finding your lost pet(s).
* **Owner Surrender.** This service is for those who no longer wish to own their pet(s). Fulton County Animal Services provides pet owners with the option to surrender their pets for a $35 fee. They also offer a complete list of tips for rehoming your pet.
* **Adopt a pet.** Residents who are interested in adopting a pet can search the directory located on FCAS website. You can limit your search by choosing whether you want a dog or cat, a male or female and the type of breed. Upon doing that, a list of pictures will come up, allowing you to choose your best friend. You can also visit the shelter, or email adoption@fultonanimalservices.com for additional information.

**Volunteer & Rescue Opportunities**

* Fulton County residents can seek volunteer opportunities through the LifeLine Animal Project website. A few of the volunteer opportunities they have are:
* **Transport Volunteer.** Volunteers use their own vehicles to transport animals to veterinary appointments, rescue groups or offsite adoption events.
* **Dog Foster Parent.** People can volunteer to care for a homeless dog while he or she awaits adoption.
* **Cat Foster Parent.** People can volunteer to care for a homeless cat or kittens while they await adoption.
* **Ambassador.** As an ambassador, you attend special events and educate the public about LifeLine Animal Project, its mission and the programs it offers.
* **Clinic Volunteer.** People have the opportunity to assist the veterinarians with specific needs such as completing paperwork, washing instruments, wrapping and sterilization of surgery packs and providing loving attention to the pets.

**Employment Opportunities**

* Residents who wish to work for Fulton County Animal services can click the employment tab on their website to check out current openings.
* Currently, the county has Adoption Counselor positions available.
* All applications should be submitted to lara.hudson@fultoncountyga.gov for consideration.

**Publics**

* Fulton County Animal Services is seeking to reach the residents of Fulton County, specifically those interested in fostering or adopting cats and dogs.
* Fulton County, who also partnered with Lifeline Animal Project, participates in the Pets for Patriots program, which caters to veterans that show an interest in adopting a pet.
* Like Dekalb County, this shelter also charges inexpensive fees to attract adopters.

**Similarities and Differences to Cobb County Animal Control**

**Similarities**

* Adopts only cats and dogs
* Mentions of rescue group affiliates
* Can report lost pets through website
* Ordinances available to view on website
* Thorough donation options
* Website mentions volunteering and employment opportunities

**Differences**

* Operates throughout the week
* Fairly inexpensive adoption fees
* Animal shelter is managed by nonprofit organization
* Participate in Community Cat programs
* Requires all residents of county to register their pets
* Offers public rabies vaccinations

**Strengths and Weaknesses**

**Strengths**

* Background information on the organization is thorough.
* Animals up for adoption are searchable and filterable.
* A wide variety of services are offered to insure the health and safety of newly adopted animals and animals in the shelter’s care.

**Weaknesses**

* Donation options are hard to find and almost hidden
* Blog information can be misleading due to linked websites and multiple county involvement
* Social media accounts are hard to find if not nonexistent

**Marketing and Promotion**

**Website-****<http://www.fultonanimalservices.com/>**

Fulton County’s animal shelter website is the same as Dekalb through partnership with LifeLine Animal Project. It offers animal services from adoption of a new pet in your area to field enforcement.

* This website promotes Community Cats which is one of the first and largest organized feral cat programs in Atlanta.
* Links to the organization's social media is provided on the website which includes Facebook, Twitter, Instagram, Pinterest as well as a blog that recently includes what the organization is doing to help the victims of the hurricanes and their pets.
* LifeLine Animal Project is a non-profit organization based in Atlanta, Georgia that is working to end the euthanasia of healthy and treatable dogs and cats in metro Atlanta shelters and is the managing organization of Fulton County Animal Services and the DeKalb County Animal Services shelter.

**Strengths and Weaknesses of Promotion (Dekalb County and Fulton County)**

**Strengths**

* Multiple social media platforms
* Blog posting on what they contribute to the community
* Regular promotions of events listed on website
* Interactive through Lifeline

**Weaknesses**

* Difficult to find social media presence links on website
* Not consistent in postings on Instagram and Pinterest

**Non-Governmental Competitor Analysis**

**Brief description of each organization:**

**BestFriends**

**What kind of resources and services do they offer?**

* BestFriends Animal Society has been running the nation’s largest no-kill animal sanctuary for over 30 years.
* They offer a plethora of services, including regional programs, that advocate for the creation of other no-kill animal shelters in the nation, information about ending puppy mills, information about ending breed discrimination.
* BestFriends also has a mass amount of information available regarding how to take action to protect animals in shelters and resources about why it is important to spay or neuter your pet.
* The shelter provides a page on its website that contains information on its positions and policies on important information regarding the welfare of animals.

**What kind of volunteer opportunities do they offer?**

* One volunteer opportunity is taking the animals on “outings” (playdates away from the shelter).
* Another opportunity they offer is an animal sleepover at the volunteer’s home. Volunteers must go through an approval process before taking an animal into their home.
* They also have veterinary internships and externships that help aspiring veterinarians learn more about what it truly takes to succeed in the field.
* To qualify for any volunteer opportunity with BestFriends Animal Shelter, you must be 18 years of age or older.

**Describe the process and price of adopting an animal.**

* To adopt an animal, you must take an online adoption survey that is then assessed by a member of the BestFriends staff.
* A staff member will then contact the hopeful adopter and provide further information about the desired animal.

1. The adoption fee for cats is $65, and $100 for dogs.

* Once the application has been accepted, the potential adopter can come in and spend time with their prospective pet and take them home!

**Provide any additional information you think is important to know about this organization (i.e., Are they affiliated with other organizations? Are they a no-kill shelter? Do they offer any interesting programs? Are they a nonprofit, for profit or government organization?)**

* The focus of each BestFriends locations is to prevent animals from being euthanized in shelters and to prevent them from entering the shelter in the first place.
* Best Friends also promotes adoption over purchasing an animal and provides information about why adoption is the best choice.
* Atlanta Pet Rescue and Adoption recently joined forces with Best Friends to create an animal lifesaving hub and educate the public about the many programs available to help shelter animals get adopted.
* BestFriends also offers a program called “Save Them All” which is a call to action for members of the community to raise awareness of the ~5,500 shelter pets that are euthanized each day due to lack of safe housing.
* “Save Them All” supports spaying and neutering, shelter adoptions, fighting puppy mills and providing the public with information to educate themselves about these issues and how to remedy them.

**Furkids**

**What kind of resources and services do they offer?**

* Furkids is home of the largest cage-free and no-kill shelter for rescued cats in the Southeast.
* Their mission is, “To rescue homeless animals, provide them with the best medical care and nurturing environment while working to find them a forever home.”
* They have rescued more than 25,000 animals since 2002, and 1,000 animals are in the program today.
* Furkids is the only animal rescue organization in metro Atlanta that allows children of all ages to volunteer.
* In 2016, there were 3,200 adoptions.
* Furkids is a non-profit organization. They offer IRS forms and financial information on their website for those inquiring.
* Furkids is partnered with Petco, Petsmart, City Dog Market, Georgia Veterinary Services, and Camp Bow Wow.
* The operating budget is $2,000,000 per year, and compared to other shelters, it has the lowest percentage dedicated to administrative expenses, according to Atlanta Magazine.
* Revenue for the shelter comes from donations, fundraising, and adoption fees

**Describe the process and price of adopting an animal.**

Fees:

• You must be 21 or older to apply to adopt.

• $295 for puppies 6 months and younger

• $275 for adult dogs

• There is no adoption fee for dogs over 8 years.

• Individuals 62+ and military can adopt for 15% off.

**What is included in the adoption fee:**

○ Sterilization

○ Rabies vaccination

○ Flea treatment

○ Microchip

○ Spay/neuter

○ The dog adoption application is very detailed with questions such as:

○ Home type and atmosphere

○ Where the dog will be kept during the day and night

○ Discipline and training plan

○ Current pets in the household

○ Heartworm disease and how to prevent it

○ Major life changes occurring in the next 15 years

○ Money intended to be spent on the dog

○ Primary caretaker for the dogs

○ Previous experience with dogs

**What kind of volunteer opportunities do they offer?**

* Anyone interested in volunteer opportunities can check out their website and fill out an application. They also list the greatest needs of the shelter.
* The shelter is run by 1,000 volunteers, and there are many opportunities for kids to serve.
* There are also questions regarding past volunteer experience and why interested applicants should choose Furkids.

**Volunteer opportunities include:**

• Front desk receptionist (welcome public)

• Medical team (take photos, social media)

• Thrift store (sort donations)

• Transportation (drive animals)

• Purrkids (socialize with abused cats)

• Fundraising (special events)

**Provide any additional information you think is important to know about this organization:**

* There is a tab for donations through PayPal with the option for it to be memorial or honorary gift
* People can also order supplies the shelter needs from an Amazon wish list such as wet and dry food, toys, paper towels, and nutritional supplements for the animals and office supplies for the volunteers
* Gently used household items can be donated to be sold at the thrift store
* Donation partners include Kroger, Amazon Smile, Bark Box, and Animal Wellness
* After taking care of operational expenses, remaining funds go towards food for animals.
* There are a few cats that run around the store; they are not available to adopt but create a friendly environment for customers and can help people get over fear of cats.

**Mostly Mutts**

**What kind of resources and services do they offer?**

• Mostly Mutts does weekly animal adoptions at its location in downtown Kennesaw.

• They are no kill and save sick or injured dogs from animal control and care for them until they are ready to be adopted. The animals are given any treatment that they may need.

• They also have discounted training courses at their facility.

• They help the community by bringing dogs to local retirement homes to visit the elderly.

• They give high school students internship opportunities.

**What kind of volunteer opportunities do they offer?**

• They offer a volunteer opportunity program where people can work for at least three months for eight hours a month wherever they need you in the shelter.

• They offer adult groups the chance to hike with the dogs up Kennesaw Mountain and a community service program for people in need of community service hours.

• Children are given the opportunity to read to dogs helping both the children and dogs become more social.

• There is a foster program for the dogs and cats at Mostly Mutts.

**Describe the process and price of adopting an animal.**

• Their dog adoption fee is approximately $275.

• Their adoption fee is $125 for cats.

• Their fee covers spay/neutering, adding a microchip, all shots needed, and a heartworm test.

• To adopt an animal, you must fill out an application that has information such as where you live and work, and if you have kids or other animals.

**Provide any additional information you think is important to know about this organization**

• They have an updated list of animals that are adoptable on their websites along with photos of the animals.

• They are open Monday-Saturday from 11 a.m. through 4 p.m.

**PAWS Atlanta**

PAWS Atlanta is a not-for-profit animal organization located in Decatur, Georgia. They are governed by a board of directors and an advisory council. PAWS Atlanta is independently funded by donations from supporters.

**What kind of resources and services do they offer?**

▪ Pet Adoption & Foster Services

▪ Bi-monthly Pet Wellness Clinics

▪ Full-time veterinary services

▪ Low-cost spay/neutering to reduce pet overpopulation

▪ Discount health preventatives and pet dentals

▪ Behavioral training for pets

▪ Summer camps for kids/future pet owners (PAWS Atlanta PALS)

▪ Lessons on humane education

▪ Exploration of human/animal relationship

▪ Discussions of responsible pet ownership

▪ Workshops with veterinarians and/or animal experts

▪ Shelter care and operations

▪ Hands-on animal interactions

▪ Rehoming of pets

▪ For a small fee and if space is available they will help find a new home for displaced pets.

▪ Pet food bank

▪ Senior support and pet matching assistance

▪ Community outreach and education

▪ Information on what to do if you find a lost pet

**What kind of volunteer opportunities do they offer?**

▪ Individual

▪ Walking and socializing dogs to include some basic training ▪ Socializing cats, including some basic training

▪ Helping out at vaccination clinics

▪ Helping with fundraising events and activities

▪ Assisting with animal handling for monthly Comcast TV taping ▪ Social media marketing assistance

▪ Assistance with office administration tasks

▪ Help with community events

▪ Group opportunities

▪ Cleaning, organizing, general landscaping, and socializing the animals ▪ Youth groups are allowed with adult chaperones only

▪ Court Ordered Community Service

▪ Traffic and DUI citations

▪ Must be 18 or older

▪ Bring photo ID and proof of citation

▪ Shifts from 8AM to 4:30 PM.

**Describe process and price of adopting an animal**

▪ Adopters must be 21 or older with valid photo ID

▪ Adoption Fees range from $75 to $275

▪ Dogs

▪ $275 for all dogs under one year old

▪ $250 for all dogs over one year

▪ $150 for dogs seven years old and up or dog/puppy adopted by a senior citizen (65 years or older)

▪ Cats ▪ $125 for all kittens under one year old

▪ $100 for all cats (one year and up)

▪ $50 for a cat that is seven years and up

▪ $75 for a cat/kitten adopted by a senior citizen

* The adoption fee includes animals being spay/neutered, microchipped, flea/tick preventative
* measures, tested, and current on all age-appropriate vaccinations. Also. includes a bag of Science
* Diet or the food that pet has been eating while at the shelter.
* All household members, including children should be present for adoption process. Bring other
* pets living in home to meet potential adoptee.
* Bring valid photo ID and lease showing pets are allowed for renters.

**Adoption Process Step by Step:**

**Step 1: Meet and Greet with Animals**

* Potential adopters are encouraged to meet animals and spend time walking and cuddling with the animals to form a connection.

**Step 2: Adopting Family Interview**

* Conversation between organization and adopting family where it is determined if animal will be a good fit for entire family. All family members encouraged to meet and spend time with potential adoptee.

**Step 3: Home Inspection and Paperwork**

* Some adopting families complete a home inspection and all families must complete paperwork to finalize adoption process.

**Provide any additional information that is important to know about the organization.**

▪ PAWS Atlanta has a no-kill philosophy.

▪ “We give all of the animals in our care, the time, medical attention and behavioral training they need and deserve… Only terminally ill, where quality of life is suffering, or extremely aggressive animals who have been evaluated as such by independent, certified trainers will be euthanized. PAWS Atlanta never euthanizes a cat or dog due to space constraints.”

▪ PAWS Atlanta does not receive funding from federal, state or county governments. All services are made possible by donations from supporters.

▪ PAWS Atlanta is a not-for-profit organization governed by a board of directors and advisory council.

**PAWS Atlanta Events**

**Pups and Pints**

▪ Event held on third Thursday of every month where guests can drink beer and meet potential dogs for adoption.

**Strut your Mutt**

▪ Event partnering with Best Friends to raise money to save lives of homeless Atlanta area pets.

**Party for the Paws**

▪ Fundraising event with silent auctions and opportunity to meet potential adoptable dogs.

▪ In 2016, they had a 92% life-saving life percentage.

▪ **Secret Crush Club**

▪ Adoption fees were paid by a secret admirer. **Wags n’ Walks**

▪ Volunteer opportunity where one Saturday a month dogs are taken to park and volunteers spend the morning walking and exercising with the pets.

**Publics the organization seeks to reach:**

**BestFriends**:

◦ They seek to reach people of all ages by hosting pet events across the country.

• The events range from a national conference during which attendees can network with other animal lovers, to a “Strut Your Mutt” dog walking festival that raises money for Best Friends and many other no-kill shelters across the country.

• Any person fit to own an animal is targeted by the organization in hopes that all the shelter animals will be placed in a home.

**Furkids**

• Furkids offers its services to all ages and their mission is to find their animals the best possible home.

• They allow kids to volunteer and help with events and are the only organization in the Metro Atlanta area to offer volunteer work for kids.

• For anyone over 21, Furkids wants to match you with the best possible pet for your lifestyle.

• They offer senior or military personnel 15% of their adoption.

• They also have a functioning thrift shop for true pet lovers that helps generate revenue for future programs.

**Mostly Mutts**

• Mostly Mutts stays involved with the community in multiple ways, allowing them to be more visible to different publics. They seek to reach a wide range of ages of people with a good home to be able to adopt an animal.

• Mostly Mutts holds discounted animal training classes that the community is welcome to come to. They also visit schools, retirement homes, host a “Read to Dogs” program for children, and they do a monthly group hike at Kennesaw Mountain National Park to promote the dogs and allow people in the community to bond with the animals.

• Mostly Mutts also targets high school and college age students, and provides them with internship opportunities. Mostly Mutts partners with Best Friends Network, Bissell, and Lost Pet U.S.A in order to increase visibility throughout the community and find loving homes for the animals.

**PAWS Atlanta:**

◦ They seek to reach families looking for a new pet, pet lovers, pet animal rights supporters, pet owners, and potential donors in the Atlanta area.

**Similarities to Cobb County Animal Control**

**BestFriends**

* This organization is similar to Cobb County Animal Control in that it encourages volunteers, adopts animals out for a low price, and tries to promote the adoption vs buying from a breeder.
* Best Friends is also similar to CCAC in that its main goal is to help pets find a forever home.

**Furkids**

* + They both offer adoption options for Cats and Dogs.
  + They both offer volunteer opportunities through their programing.
  + They both operate as animal shelters in the Metro Atlanta area.

**Mostly Mutts**

• Both organizations are located in Cobb County and work to help provide animals a safe home until they can be adopted.

• Each place allows for volunteer opportunities and animal adoption.

• Both have a vet staff and offer spay and neutering.

• Both provide resources and help for current pet owners.

• Both organizations help with lost pets and finding/caring for lost pets in the community.

**PAWS Atlanta**

• Both organizations offer volunteer opportunities.

• Both organizations have shelters for animals.

• Both organizations offer pet adoptions.

• Both organizations only allow dogs and cats.

• Both organizations are located in the metro-Atlanta area.

**Differences from Cobb County Animal Control**

**BestFriends**

* + Their website is much more functional and up to date than CCAC.
  + It is a no-kill shelter.
  + They host nationwide events and provide extensive information about how the community can help shelter animals.
  + Their promotional and advertising strategies are much more effective and reach a much larger percent of the community.
  + The adoption fee at BestFriends is $100 for dogs and $65 for cats which can increase if transportation is required for the animal, while there is a flat fee of $115 to adopt at Cobb County Animal Control.
  + Up to 1,600 animals can live at the BestFriends sanctuary at a time which is a bigger amount than CCAC.
  + BestFriends also offers tours, workshops and seminars at the shelter that focus on a variety of animal topics.
  + There are many types of animals other than cats and dogs available for adoption such as; rabbits, birds, horses, barnyard animals and other kinds of small and furry pets.

**Furkids**

**•**  Furkids is a no-kill shelter while CCAC is not.

**•** As a volunteer for Furkids, children are offered opportunity to serve their community. For CCAC you have to be at least 18 years of age.

**•** CCAC has a dispatch unit in charge of handling strays and lost pets but Furkids’ main function is to act as an animal shelter and adoption center.

**•** Pet adoptions are cheaper at the Cobb County Animal Control.

• You only have to be 18 to adopt at CCAC instead of 21 for Furkids.

• Furkids has an area to donate supplies to their thrift store as well as purchase supplies off a wish list for the shelter unlike CCAC.

**Mostly Mutts**

**•** Mostly Mutts is run by mostly volunteers and Cobb County Animal Control is operated by employees and volunteers.

**•** Mostly Mutts is more involved in the community and hosts many adoption events. Mostly Mutts also offers opportunities for people of the community to come meet and bond with the animals before or after adoption.

**•** Cobb County Animal Control helps with wildlife and dealing with a wide variety of species across the county. They make sure that people and animals are safe while preserving wildlife. Mostly Mutts deals with mainly cats and dogs or house pets.

**PAWS Atlanta**

◦ Adoption Age

▪ The age of adoption for Cobb County Animal Control is 18.

▪ The age of adoption for PAWS Atlanta is 21.

◦ Adoption Pricing

▪ The price for pet adoptions of both cats and dogs at Cobb County Animal Control is $115.

▪ The price for pet adoptions at PAWS Atlanta ranges from $75 to $250.

◦ Vet Services

▪ Cobb County Animal Control does not offer services for privately owned pets, including those adopted from them.

▪ PAWS Atlanta offers low cost vet services to pet owners.

◦ Resources and Services

▪ Cobb County Animal Control provides contact information and resources for spaying/neutering pets and food banks.

▪ PAWS Atlanta actually provides these services in-house.

◦ Hours of Operation

▪ Cobb County Animal Control is open Tuesday through Friday from 9:30 AM to 5:30 PM and Sundays from 2:00 PM to 5:00 PM

▪ PAWS Atlanta is open Monday through Friday from 12:00 PM to 6:00 PM and Saturday and Sunday from 10:00 AM to 6:00 PM

◦ Website

▪ The Cobb County Animal Control website is cluttered, not easy to navigate and more formal and less personal.

▪ The PAWS Atlanta website, in contrast, is well-organized, easy to navigate, less formal and more inviting to viewers.

**Strengths and Weaknesses of Program**

**BestFriends**

**◦ Strengths**

▪ Active on social media

▪ Information readily available

▪ Relevant events that appeal to all ages

▪ Nationwide outreach

▪ User-friendly website

**◦ Weaknesses**

▪ Could be more child-friendly (more opportunities for the involvement of younger children)

**Furkids**

**• Strengths**

• Their website is very easy to navigate and is filled with information.

• Their thrift store offers a unique way to donate to help animals.

**• Weaknesses**

• They have a lack of variety when it comes to events and specials.

• Their cost services are higher than other shelters.

**Mostly Mutts**

**•Strengths**

• Mostly Mutts does a more effective job in advertising opportunities to the community which helps in reaching a bigger audience.

• They promote spaying and neutering of animals in order to control the population and lessen the number of homeless animals.

• Mostly Mutts has great brand recognition in Cobb County.

**• Weaknesses**

**•** Mostly Mutts is geared towards helping cats, dogs and household pets but not wildlife in the area.

**PAWS Atlanta**

**◦ Strengths**

▪ Their website is easy to read and navigate.

▪ They offer a more humane and personal approach in their presentation of the animals and their service offerings.

▪ PAWS Atlanta is active on social media.

▪ The organization offers a “Secret Crush” Program where interested parties may adopt a pet for whom the fees have already been paid by an anonymous admirer of the pet.

▪ PAWS Atlanta offers outreach and education of pet lovers of all ages

**◦ Weaknesses**

▪ The financial cost to adopt a pet.

**How each Program is Promoted**

**BestFriends**

• BestFriends uses email subscription to send out newsletters about their shelter.

• They have mobile updates along with Facebook, Twitter, Pinterest and Google+ accounts that allow the community to stay up to date on BestFriends news.

• Media contact information is provided as well as recent press releases and news stories under the “About” tab on their website.

**FurKids**

* + They have pet adoptions at the Petco Sandy Springs location every week
  + They have a silent auction called Paws for Cocktails 2017 which raises money for the shelter.
  + Their social media includes Facebook, Twitter, Instagram, Pinterest, LinkedIn, Google Plus, and YouTube.
  + Their press releases and news stories are in the newsroom tab.
  + The shelter has been featured in AJC, AdWeek, Global News, The Huffington Post, BuzzFeed, and CNN.

**Mostly Mutts**

* They bring adoptable animals to festivals in the Kennesaw and Atlanta area such as the Big Shanty Festival in Kennesaw.
* They also have an annual event called Ride to Rescue Bike Ride which takes place in Kennesaw that promotes adoption from Mostly Mutts.
* They have a large social media presence including Twitter, Facebook, and Instagram as well as former press releases available on their website.

**PAWS Atlanta**

* They are active on Facebook, Instagram and Twitter to promote their animals and organization.
* The organization also uses its website to promote their animals and services.
* They work with other organizations, businesses, and media outlets to promote their programs and animals.

**Strengths and Weaknesses of the Program Promotion**

**BestFriends**

**Strengths**

* Attractive images
* Interactive social media
* Quick responses
* Pages updated often with the latest news

**Weaknesses**

* They could distribute flyers and brochures throughout pet stores or grocery stores to increase awareness.

**Furkids**

**Strengths**

• Furkids website offers a clean uncluttered interface that is easy to navigate.

• They remain active with their Facebook community which has a strong following of 50,000 likes and 49,542 people who follow.

• They are active in the Metro Atlanta community.

• They are easy to look up and search for online.

• Furkids has developed a supportive network with the national corporation Petco.

**Weaknesses**

• Their press releases are not updated.

• Their “recent newsletters” have not been updated since June 30, 2016.

• They don't offer as many special events for the public to demonstrate their organization's strengths.

• They do not put on many special events.

• They have a wide audience but they have narrow communication to reach those specific publics.

**Mostly Mutts**

**Strengths**

* Their Facebook, twitter and Instagram pages show cute videos and photos of animals that can be adopted, which gets the word out about the animals.
* They are known around Kennesaw due to their festival presence.
* Their bike event is on its 6th year and always has a big turnout and encourages adoption.

**Weaknesses**

* They could broaden the places they bring the animals to, not just Metro Atlanta.
* They update their Facebook a few times a month and it could be done more regularly.

**PAWS Atlanta**

**Strengths**

* They use friendly and inviting images on their website and social media.
* They regularly update their social media.
* They partner with other organizations and media to promote their cause and events.

**Weaknesses**

* They created a LinkedIn and link to it from their website but do not utilize the platform and have not created any content for use on LinkedIn.
* They have a YouTube channel and even link to it from their website but have not updated the channel in over a year.

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