

friends 
OF ANIMALS

**BY HANNAH CONDREY, XANDER
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MC 382: PR STRATEGIES

10/28/15

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CLIENT PROFILE

Name of the Business or Service Organization: Friends of Animals

Business Owner's Name: Sally Mayes and Linnea Alt

Location of this Business or Service Organization: Junction City (no actual address)

Year Business or Service was Started: 2000

Geographical Areas this Business or Service Organization Serves: Geary County (Milford, Junction City, other surrounding towns)

Products and/or Services Offered: Friends of Animals is a 501(c)(3) organization that works to reduce the number of homeless pets in the community by financially assisting in vet fees and other costs associated with abandoned pets who may face euthanizing. They then relocate the animals to new homes where they will thrive. There is no species of animal that Friends of Animals will not take.

Contact Information--Phone, Email Addresses: 785-238-8751 (Sally's home), 785-375-4636 (Sally's cell), sallygrammer@hotmail.com, 785-762-2100 (Linnea's number)

Business or Service Organization Website: www.foaks.org

How many employees Work at this Business or Service Organization?: The organization has five steady employees and a varying number of volunteers.

Is this Business or Service Organization active with the local Chamber of Commerce?: While Friends of Animals is not a dues-paying member of the Junction City Chamber of Commerce, they do work with the Chamber to advertise upcoming events and fundraising opportunities.

Background Information About this Business or Service Organization: Our group was impressed with what Friends of Animals does for the Geary County community, and we look forward to helping the organization amp up its PR efforts so it can remain an active service for homeless pets in the area. Sally and Linnea were both very willing to work with us and are excited to have us develop some materials for them, specifically to advertise their local fundraising events. Since its inception in 2000, Friends of Animals has been very successful in helping reduce the homeless pet population in the Geary County area.

The organization currently has a website, but it is not very attractive or well-maintained. This is something Linnea mentioned we could potentially help with. The most-used digital avenue for Friends of Animals is its Facebook page. The organization posts pictures of animals available for adoption and also updates followers of the page with success stories of animals Friends of Animals has previously assisted. Our group thinks Friends of Animals needs to look into pursuing other social media avenues, such as Instagram. This would give them a platform to post pictures of new animals whenever they are received.

Linnea said the organization currently advertises in the Daily Union newspaper once a year around April to spread the word about the annual Pet Fair, which is the organization's largest fundraising event of the year, typically garnering around \$24,000. Other than this small newspaper advertisement, website and the use of a Facebook page, Friends of Animals does not have any other PR products. While specifically maintaining the reputation of the organization is not a huge concern for Friends of Animals, they do need help developing PR campaigns to increase the amount of donations they receive.

Besides Linnea and Sally, nobody else develops any PR materials for the organization. We believe with our efforts, Friends of Animals will see an increase in donations. By creating a PR plan tailored toward fundraising efforts, our team will be able to help the organization continue its work to decrease the number of homeless animals in the Geary County area. This will be done by pursuing new social media avenues, and also by helping the organization realize its biggest target publics and developing outreach materials tailored for those specific publics. Our group has also thought of partnering with organizations at K-State, such as Wildcat Watch or the VetMed department, to increase awareness and visibility to Friends of Animals.

SITUATIONAL ANALYSIS

1. Is there a situation or problem facing the organization?

There's a huge need for fundraising, as many of the consistent donors are getting older. Friends of Animals relies heavily on donations to keep the organization going.

2. What obstacles do you see?

The population that donates is not being "replaced". Social media outreach and their website need a lot of work.

3. What opportunities do you see?

Promoting events that they do, such as the Pet Fair and Pictures with Santa. Increasing the number of volunteers as well.

4. How have other organizations handled similar situations?

Typically, shelters charge owners who drop off their pets. Shelters will also euthanize animals when overcrowding becomes an issue.

5. Has the Business or Service Organization received praise or criticism?

Elaborate on this.

Friends of Animals has received lots of recognition and praise for their work within the Manhattan community. They receive donations in the form of "random acts of kindness", and have received matching grants several years in a row. The only complaint is from attendees of events like Pictures with Santa, who wanted the lines to move faster.

6. Does the Business or Service Organization have a crisis management plan?

Currently, Friends of Animals doesn't have a crisis management plan.

7. Would they be interested in one being prepared for them?

Friends of Animals is not interested in a crisis management plan at this time.

8. Do a SWOT Analysis on the Business or Service Organization. Be specific. Have at least three things in each area.

S- don't euthanize animals, provide veterinary care, host events for people with pets

W- poor social media and website outreach, Manhattan community is either unaware or confused as to what they do, donors are getting older

O- increase fundraising, promote events, create social media plan, improve website, increase volunteer opportunities

T- lack of donations, overwhelming amount of abandoned pets, people who shouldn't adopt will continue to adopt

9. What is the Internal Environment like? Do they offer good products and services? Is management happy with the way things are going? Are employees happy working there?

All of the employees who work at Friends of Animals are very passionate about what they do.

10. What makes this Business or Service Organization stand out from others that are similar to them?

Friends of Animals doesn't euthanize animals, and will also provide veterinary care free of charge, taking care of whatever medical needs the pet may have.

11. What is the public perception of the Business or Service Organization?

Currently, the public doesn't seem to know what Friends of Animals actually does, or are simply unaware Friends of Animals even exists.

12. What is the External Environment like? List their supporters, competitors and opponents (if any). Opponents are considered to be any people or groups against this Business or Service Organization.

At the moment, Friends of Animals doesn't appear to have any competitors or opponents. Those who really know about and work with them view the organization in a very positive light. The supporters need to be increased. Currently, they are supported by an aging donor population, local shelters, matching grants, and those who adopt pets and give them permanent homes.

ANALYZE THE PUBLICS

1. What publics are the:

- *Customers- older donors, those who adopt
- *Producers- local rescues and animal shelters
- *Enablers- local media, social media
- *Limiters- young people and military who aren't ready to adopt

2. Your client's NON-PUBLICS are who at this time? This group of people could become an active PUBLIC in the future for your client.

Local government, animal control, police, volunteers

3. How do you propose to reach the NON-PUBLICS?

Creating foster opportunities and volunteer opportunities

4. Is your client interested in trying to reach NON-PUBLICS at this time?

Yes!

GOALS AND OBJECTIVES

1. What goal has your team come up with for your client? Your goal should be solid and clearly stated and something your client agrees with. Your client may want you to have more than one goal.

Our group will aim to increase awareness and clear up misconceptions about Friends of Animals. As a result of this, Friends of Animals will see an increase in donations.

2. You should have at least three objectives for your goal. More objectives are great. Remember for each objective you need to answer the questions -- WHO, WHAT, WHEN, and HOW MUCH.
 - a. Prepare two press releases promoting Friends of Animals fundraising events by Dec. 9 to increase the number of attendees at the events.
 - b. Create two new social media accounts for Friends of Animals to showcase the animals the organization assists by Dec. 1 to give the younger generation more visibility to Friends of Animals.
 - c. Partially rebrand Friends of Animals by creating one new logo and one new website by Dec. 9 to increase the organization's digital presence.
3. Does your client agree with your objectives? Is your client willing to adjust their Business or Service Organization to do what you propose? If not, you need to come to an agreement with your client so this project is worth your time and theirs.

Sally was very receptive to our objectives. She was very impressed with our ideas and is excited for us to amp up the organization's social media efforts. Sally was very willing to make some minor adjustments within the organization so our objectives could be achieved.

RESEARCH PLAN

1. What research method have you decided to use?

We have decided to use a survey method.

2. Where will the research be conducted?

The research will be conducted on campus at K-State in the form of paper surveys handed out to various classes. Some surveys may be administered to students via online platforms as well.

3. Dates the research will be conducted?

We will begin the data collection on Nov. 15 and conclude on Dec. 7.

4. Sample size?

Our sample size is 200.

5. Audience you will be researching?

We will be researching young adults currently in college. This will allow us to gain insight into the younger population's views on donating to charities as well as make them aware of Friends of Animals. Because the population of Junction City is getting increasingly younger, we thought students would be a great group to research.

6. Did the client give any specific requests or questions to ask participants?

No.

7. What questions will you be using?

(See survey below)

8. How do you plan to calculate the results?

We will tabulate the answers for each question and put together our research findings in a report to share with our client.

Survey:

1. What is your academic distinction?
 - a. Freshman
 - b. Sophomore
 - c. Junior
 - d. Senior
 - e. Graduate Student
 - f. Other

2. How many pets do you currently own?
 - a. 0
 - b. 1
 - c. 2
 - d. 3
 - e. More than 3

3. What is your familiarity with Friends of Animals?
 - a. What's that?
 - b. I've heard the name before
 - c. I know someone who's interacted with the organization before
 - d. I have personally interacted with the organization before

4. On a scale of one to 10 (with one being least likely and 10 being most likely), how likely are you to donate to a charity or service organization that you think is important?

1 2 3 4 5 6 7 8 9 10

5. If you were to donate to a charity or service organization, how much would you likely donate annually?
 - a. \$5-\$25
 - b. \$25-\$50
 - c. \$50-\$100
 - d. \$100-\$500
 - e. \$500 or more

6. What is most likely to draw you to donate to an organization?
 - a. Seeing the organization on a form of social media
 - b. Attending one of the organization's events
 - c. Hearing positive feedback about organization
 - d. Supporting a cause you personally believe in

7. What are your feelings toward no-kill animal shelters?
 - a. Very positive
 - b. Somewhat positive
 - c. Neutral/Not Sure
 - d. Somewhat negative
 - e. Very negative

8. How do you find out about local organizations?
 - a. Word of mouth
 - b. Social media
 - c. Advertisements (posters, TV commercials, radio spots)
 - d. Print media (magazines, books, newspapers)
 - e. Other

9. If you were to follow an organization on social media, would this increase your likelihood of donating to that organization?
 - a. Yes
 - b. No
 - c. Not Sure

10. If you were to get a pet, would you...

- a. Purchase one from a pet store
 - b. Purchase one from a breeder
 - c. Adopt one from a shelter
 - d. I don't want a pet
11. If you were to get a pet, would you get a...
- a. Dog
 - b. Cat
 - c. Other
12. What are your thoughts on animal shelters?
- a. They are necessary
 - b. They are a waste of money
 - c. I have no opinion on this
13. Have you ever considered volunteering or supporting an animal shelter by monetary donations?
- a. Yes
 - b. No
14. Knowing that Friends of Animals needs your help, what would you be willing to do?
- a. Give my time to the shelter
 - b. Give a monetary donation
 - c. Donate food for the animals
 - d. I would not be willing to help

MESSAGES AND TACTICS

1. Messages

- Make a difference in your community--donate to Friends of Animals.
 - Be a friend to man's best friend--support Friends of Animals.
2. Does your client agree with what you have selected or did they have their own suggestions?

Sally was in agreement with what we decided to pursue as our messages. Her suggestions really focused on getting the word out about the need for funds within the organization, and that is exactly what we are trying to accomplish with our messages.

3. Tactics -- Give me a list of the tactics you will be using to get your messages out to the public you have chosen.

Tactics for objective one:

- Contact Sally to obtain quotes for the two news releases being prepared for the organization regarding upcoming fundraising events.
- After releases are written, publish the first one, about the Santa Paws event, in the Collegian and in K-State Today.
- Hold the second release, which will be about the Pet Fair in April, and give to Sally for publication at a later date.

Tactics for objective two:

- Study the organization's current social media usage to locate specific areas needing improvement.
- Create a Twitter account for Friends of Animals so the organization can have visibility on a platform that is highly utilized by the younger generation.
- Create an Instagram account for the organization to create another platform to post images of the animals the organization has assisted, both currently and in the past. This will also allow Friends of Animals more visibility to the younger generation.
- Assist Sally in drafting two social media posts for each new account.

Tactics for objective three:

- Study the organization's current website to determine information that needs to be deleted or moved over to the new site.
- Use Wix, Weebly, or another online web development tool to create a new website for the organization.
- Visit with Sally about what she would like a new logo for the organization to encompass, and create this new logo.
- Utilize this new logo on the organization's new website, social media accounts and current Facebook page.

Other tactics to ensure messages are delivered:

- Gather statistics and other information (from Sally) about the number of pets Friends of Animals has saved for an informational poster.
- Upon design completion of the poster, create a plan with Sally to determine where these informational posters should be hung. If possible, our team will help hang posters.

- Visit with Sally about partnering with K-State VetMed. If she is interested, we will contact the VetMed department and attempt to establish a partnership for the organization.

4. Tactics should be broken down into the four categories listed above.

Face to face opportunities: not applicable

Material produced by the organization:

- Study the organization's current social media usage to locate specific areas needing improvement.
- Create a Twitter account for Friends of Animals so the organization can have visibility on a platform that is highly utilized by the younger generation.
- Create an Instagram account for the organization to create another platform to post images of the animals the organization has assisted, both currently and in the past. This will also allow Friends of Animals more visibility to the younger generation.
- Assist Sally in drafting two social media posts for each new account.
- Study the organization's current website to determine information that needs to be deleted or moved over to the new site.
- Use Wix, Weebly, or another online web development tool to create a new website for the organization.
- Visit with Sally about what she would like a new logo for the organization to encompass, and create this new logo.
- Utilize this new logo on the organization's new website, social media accounts and current Facebook page.
- Gather statistics and other information (from Sally) about the number of pets Friends of Animals has saved for an informational poster.
- Upon design completion of the poster, create a plan with Sally to determine where these informational posters should be hung. If possible, our team will help hang posters.

News media and advertising:

- Contact Sally to obtain quotes for the two news releases being prepared for the organization regarding upcoming fundraising events.
- After releases are written, publish the first one, about the Santa Paws event, in the Collegian and in K-State Today.
- Hold the second release, which will be about the Pet Fair in April, and give to Sally for publication at a later date.

PSA material: not applicable

5. Give me the dates each tactic has occurred or will be used.

Tactics for objective one: first tactic will be completed on Nov. 16, second tactic will be completed on Nov. 20, final tactic will be completed by Dec. 9.

Tactics for objective two: first tactic will be completed Nov. 16, second and third tactic will be completed by Nov. 30, fourth tactic will be completed by Dec. 4.

Tactics for objective three: first tactic will be completed Nov. 13, second tactic will be completed by Nov. 30, tactic three will be completed on Nov. 18, tactic four will be completed by Dec. 4.

Other tactics: first tactic will be completed Nov. 18, second and third tactics will be completed by Nov. 30.

LIMITER'S RESEARCH

1. Why are these people, situations, organizations, other stores, etc. considered limiters by your client?

Our limiters are people who abandon their animals, people who don't agree with no-kill animal shelters, competing shelters who put animals on rescues and other animal organizations seeking donations. All of these individuals and organizations are considered limiters because they limit the opportunities for our client to reach its goals. People who abandon their animals and just dump them at the shelter cause overcrowding issues. Because the organization does not turn any animal away, it can cause a financial strain on the organization's resources if they do not currently have the accommodations for the abandoned pets. People who do not agree with no-kill shelters will not support the organization and could influence others to do the same. Friends of Animals needs a large number of supporters to accomplish its goals, and it cannot afford for people's opinions to be against the organization.

While it's good to see other shelters helping animals, shelters who also put animals on rescues compete with Friends of Animals to gain the available rescue spots. Finally, because Friends of Animals needs a large amount of donations in order to function, other organizations that collect donations are in competition with them. For a comparison, we checked out the Manhattan animal shelter. They do not have their own website, but have one maintained by the City of Manhattan Parks and Recreation. They are not active on social media, but do have a section of their website which features pictures of animals currently up for adoption.

2. What do these limiters have going for them? What do they do well?

Those who abandon their animals at the shelter are not charged anything, which creates an easy opportunity for them to dump their pet. However, Sally does not want to charge a fee for dropping a pet. She believes this will put the animals in danger because people might not want to pay to get rid of them and therefore take matters into their own hands. People who are against no-kill shelters are very vocal and public about their opinions. Competing shelters might be more visible to rescues than Friends of Animals, because the rescue groups might not differentiate that Friends of Animals is an organization that partners with the local shelter, not specifically a shelter. Other shelters have an actual building they operate from, while Friends of Animals can only use the shelter's space if there is room. Other organizations who receive more donations than Friends of Animals are more well-established in the community and are recognized by many who donate. They also might have more connections with a younger crowd and their large donors are probably continually replaced when they die.

3. What did you learn from your research about these limiters that can help your client? Please list.

Our client must learn how to reach out to the younger generation and continually replace their large donors as they die. However, this is easier said than done. If we are able to create awareness of the organization and educate community members about what Friends of Animals does, they will likely see an increase in donations. Creating connections with a younger audience will ensure donations for years to come, as well as

increase the number of volunteers. Any misconceptions about Friends of Animals must be dispelled that way people know exactly what the organization stands for.

4. Is your client willing to consider using some of these ideas or techniques in their plan?

Our client presents a unique opportunity because many of its limiters are not necessarily competitors, but those whose negativity could poorly affect the organization. Sally is willing to allow us to craft a PR plan that will reach out to the younger generation that way we can attempt to establish younger donors.

BUDGET

What is the budget the client has given to you?

Because Friends of Animals is a non-profit organization, our budget is \$0. Our client would rather spend money on paying vet bills and other costs associated with saving abandoned animals than spend it on paid advertisements and marketing efforts. We support our client's decision and believe we can accomplish our goals by utilizing various free public relations practices.

Please break down how you propose your client use this budget. Be specific.

Since we have no budget, all of the work we will do for our client will not cost them anything.

First, on Friday, Nov. 20, *The Collegian* will run a press release about the organization's upcoming Santa Paws event. Additionally, K-State Today will also run the same release in its events section on the same day. The release will include the date, time and location of the event, as well as a quick background of the organization. We chose to run the release in both locations so it can reach the largest number of students and staff, since not everyone who reads *The Collegian* reads K-State Today, and vice versa. Our team will also pitch the release to the Manhattan Mercury, Manhattan Free Press and Junction City Union in an attempt to reach individuals who do not regularly visit the K-State campus.

The Collegian will also run a 500-word in-depth profile on Friends of Animals during the week of Dec. 1. This profile will help clear up misconceptions about the organization, expose it to the K-State student body and also cover how students can get involved and donate. We are also currently in talks with the Collegian staff regarding free advertising for Friends of Animals.

Next, we will be utilizing the skills we've gained in the classroom to generate a new logo for Friends of Animals, as well as a completely redesigned website and two new social media pages for the organization. A new logo will give Friends of Animals a fresh look and will make the organization more recognizable. The new website will allow a platform for Sally and her team to post updates about animals and upcoming events to share with the community. Linnea said, and our team agrees, that the current website is outdated and needs a new look. We will make both an Instagram and Twitter account for Friends of Animals. This will allow Sally and her team to connect more with the younger generation in Junction City and post updates instantaneously that many people will see.

Because Sally has never utilized Twitter or Instagram before, we plan on helping her develop several pre-drafted social media posts for each account. This way, she will have a few posts to get her new social media efforts started and she can learn what each post should include, such as hashtags to reach a broader audience.

Our team will also put together a news release for Sally's team to hold and publish in April for the organization's annual Pet Fair. Sally can then submit the release to various local newspapers and news outlets a few weeks before the event.

Finally, our team will also create an informational flier for the organization. The flier will feature statistical information about how many animals Friends of Animals has saved and relocated into better homes. This flier can be hung around Junction City in public places such as libraries and the Cloud County Community College campus. Because the flier will be 8.5"x11" which is standard printer size, Sally and her team can print the fliers off at the shelter and it will not cost them anything besides the cost of the ink cartridge and paper.

RESEARCH RESULTS

1. What technique did you use?

We used a survey method for our research. Our survey was 14 questions.

2. What were the dates of your research?

Our research was conducted from Nov. 15 to Dec. 7.

3. Where did you conduct your research?

Some surveys were administered in various classes on the K-State campus, while others were completed online via a survey link.

4. What was your sample size?

Our final sample size was 201.

5. Why did you choose this sample size?

We aimed to get 200 survey responses that way we could get a decent sized student sample. We wanted to get responses from students from all different majors, and we felt 200 participants would give us some variety.

6. Where was the research conducted?

Some surveys were administered in various classes on the K-State campus, while others were completed online via a survey link.

7. Who was your target audience for the survey?

Our target audience was college-aged students, with a specific focus on juniors and seniors. We felt this was a good audience to target because college juniors and seniors are right at the average age of a Geary County citizen.

8. How agreeable were people to participate in your research?

People were generally very receptive when asked to participate in the research.

9. Did you have any problems getting your research conducted?

We did not encounter any issues when conducting our research.

10. How did you tabulate your results?

We utilized the automatic tabulation feature that was associated with the online survey we administered. We entered all of our results from our paper surveys into the online survey platform.

11. What results did you get from your survey? Please elaborate?

Overall, participants were not very aware of Friends of Animals. However, they were very supportive of animal shelters and also showed an interest in donating money toward one. Although it showed they wouldn't donate very large amounts, every little bit would help the organization. The survey also showed most students hear about organizations on social media. It also showed they would be more likely to donate to an organization if they followed it on social media. See attached results for more information.

12. What guidance will you give your client from this research? Be specific.
We will tell Sally she needs to make social media a priority. Our research shows young people are very receptive to donating to the shelter, but they just need information about it and social media is the way they choose to receive their information. Sally should continue efforts to reach out to students on the K-State campus, because many of the research participants also indicated an interest in donating their time to the shelter. Overall, Sally needs to continue her efforts of targeting the younger generation to receive more donations.

EVALUATION

Addressing our overall goals, we wanted to increase awareness of Friends of Animals, which would in turn increase the number of donations that the organization received. Looking over what we've done throughout the semester, we would say we have been successful based on the following factors:

- We met each of our objectives on or before the target date.
- We produced extra material not stated in our objectives, including a t-shirt design, poster, feature story and logo brand guide.
- Viewings of the Friends of Animals profile in the Collegian have reached over 415 since the story was published.
- The press release announcing the Santa Paws event was printed in two widely-circulated newspapers distributed across the Manhattan/Geary County area (the Daily Union and Collegian).
- Viewings online of the press release announcing the Santa Paws event in the Collegian was over 45.
- The Friends of Animals profile was picked up by several K-State media outlets where the organization's story was further recognized and distributed.
- A survey distributed to 200 K-State students highlighted the organization, increasing awareness among those who took the survey.

In the end, we truly believe we have helped Sally, Linnea and the entire Friends of Animals team a bunch. We hope they like the new logo we created and will utilize the press releases, new social media accounts and other materials created for them. We invite Sally to contact us with any future questions or concerns. Thank you for letting us work with Friends of Animals this semester!

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INFORMATION

Links to the articles we had published this semester:

Santa Paws press release in the Collegian:

<http://www.kstatecollegian.com/2015/11/18/thursday-news-briefs-3/>

Santa Paws press release in the Daily Union:

<http://www.yourdu.net/Articles-News-c-2015-11-24-199183.113118-Santa-Paws-is-coming-to-town.html>

Friends of Animals profile in the Collegian:

<http://www.kstatecollegian.com/2015/12/01/local-organization-a-real-friend-of-animals/>

Friends of Animals Twitter page:

https://twitter.com/FOA_KS

Link to the new website:

<http://friends-of-animals.weebly.com/about-us.html>

To publish the Pet Fair press release in April, contact:

Lydia Kautz

du.reporter2@thedailyunion.net

To schedule a radio spot/interview, contact:

Dewey Terrill, news manager, KICK: dewey.terrell@eagleradio.net

Cathy Dawes, news manager, KMAN: news@1350kman.com

John Anderson, Sunny 102.5: john.anderson@alphamediausa.com