

Animal Adoption Foundation



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Research

Formal Research:

Email Surveys

Internet Database Research

Informal Research:

Interview community members

Attend Relevant Events

Online Research

Key Findings

- Of the fraternities with houses at Miami University, 18 have pets.
- The AAF estimates 15% of pets at southern Ohio universities are left behind at the end of each school year.
- The estimated number of adopted dogs has increased 7.8 million in the past 3-4 years.
- Approximately 7.6 million animals enter animal shelters nationwide every year.

Publics

- **Primary Audience**
 - College students in southern Ohio who own pets or want to own pets
- **Secondary Audience**
 - Volunteers and employees of the Animal Adoption Foundation in Ross, Ohio
- **Intervening Audience**
 - Parents of students who attend southern Ohio universities

Goals

- Raise awareness about responsible pet ownership to reduce the demands of the shelter
- Educate students on responsible pet ownership
- Encourage responsibility to interested pet adopters
- Lower the number of pets abandoned on campus

Objectives

- Decrease the percentage of pets left behind at the end of the year from 15% to 10% during Spring 2016
- Increase social media traffic to above 300 interactions (hits, followers, subscribers) per medium over the course of one semester
- Receive coverage and/or support from the administration of 75% of residential universities within one semester to help further the goals of the Animal Adoption Foundation

Key Messages

- Abandoning pets at the end of the academic year is harmful to not only the animal, but also the community as a whole.
- Promoting the realities of pet ownership will help lessen the Animal Adoption Foundation's load and will protect the pets themselves.

Strategy

We will achieve our goal of assisting the animal shelter with raising awareness about responsible pet ownership in an attempt to reduce the demands of the shelter by using various integrated marketing techniques to communicate to our audience.

Tactics

Brochures

Press Releases

Community Involvement

Posters/Flyers

Website

Social Media

“Social” Incentive



Pets in College

are you really ready?



\$1,350

AVERAGE ANNUAL COST OF OWNING A DOG (time magazine)

\$500

AVERAGE ANNUAL COST OF OWNING A CAT (time magazine)



THINK BEFORE YOU ADOPT!

ASK YOURSELF THE FOLLOWING:

- How much money do you make?
- How much do you spend on rent?
- How much do you spend on food, utilities, and other expenses?
- How much free time do you have?
- Is there room for the animal at your house?

What will you do with the pet at the end of the year?

Are you willing to make a life long commitment to the animal?

YOU HAVE OTHER OPTIONS

Foster a service dog!

Volunteer at AAF!

Visit the therapy dogs!



to learn more...

WEBSITE: AAFPETS.ORG

FACEBOOK: ANIMAL ADOPTION FOUNDATION

TWITTER AND INSTAGRAM: @AAFPETS

VISIT US: 2480 ROSS MILLVILLE ROAD

HAMILTON, OH 45013

CALL US: 513-737-PETS

HAPPY CATURDAY

Love,
Timmy
& All
Your
Friends
at AAF



Timeline Highlights

Continuous Projects

- Meet with Greek organizations at their chapter meetings to discuss what we are doing
- Host awareness events on campuses
- Analyze social media traffic

Timeline Highlights (cont.)

- January 2016: Conduct research of current pet adoption rates, number of pets left behind, and social media hits before the campaign
- February 2016: Meet with university administrations and student organizations to plan partnerships
- March 2016: Put infographics in off-campus apartment complexes
- April 2016: Analyze results so far and revise if necessary

Timeline Highlights (cont.)

- May 2016: Host “Study Break Pet Sessions”
- June 2016: After attending Oxford Wine Festival, analyze feedback from community
- July 2016: Meet with AAF to discuss progress
- August 2016: Work with student orgs to host move-in events

Timeline Highlights (cont.)

- September 2016: Meet with administrations to debrief
- October 2016: Host “thank you” pizza parties for student organizations who partnered with us; provide with more info
- November 2016: Collect and analyze percentages
- December 2016: Send out thank yous and provide access to results

Budget

Item	Quantity	Cost per Unit	Total Cost
Transportation	19	\$5.00	\$95.00
Posters for Campuses	35	\$3.00	\$105.00
Sheet Signs	3	\$20.00	\$60.00
Gift Cards	6	\$25.00	\$150.00
Facebook/Social Media Marketing Advertisements	6	\$15.00	\$90.00
Thank You Cards	15	\$10.00	\$150.00
Insomnia Cookies/Pizza/Food	650	\$4.00	\$2,600.00
Oxford Wine Festival	1	\$500.00	\$500.00
Room Reservations	3	\$100.00	\$300.00
Flyers/Brochures/Printed Ads	100	\$5.00	\$500.00
			Total Cost = \$4,550.00

Evaluation

Focuses of Evaluation:

- Effective outreach to publics
- Positive message about animals and the shelter
- Message exposure

Measurement tools of success from campaign:

- Content Analysis
- Direct Mail
- Brochure
- Website
- Social media
- Community Involvement
- Posters/Flyers

thanks!

Any questions?

