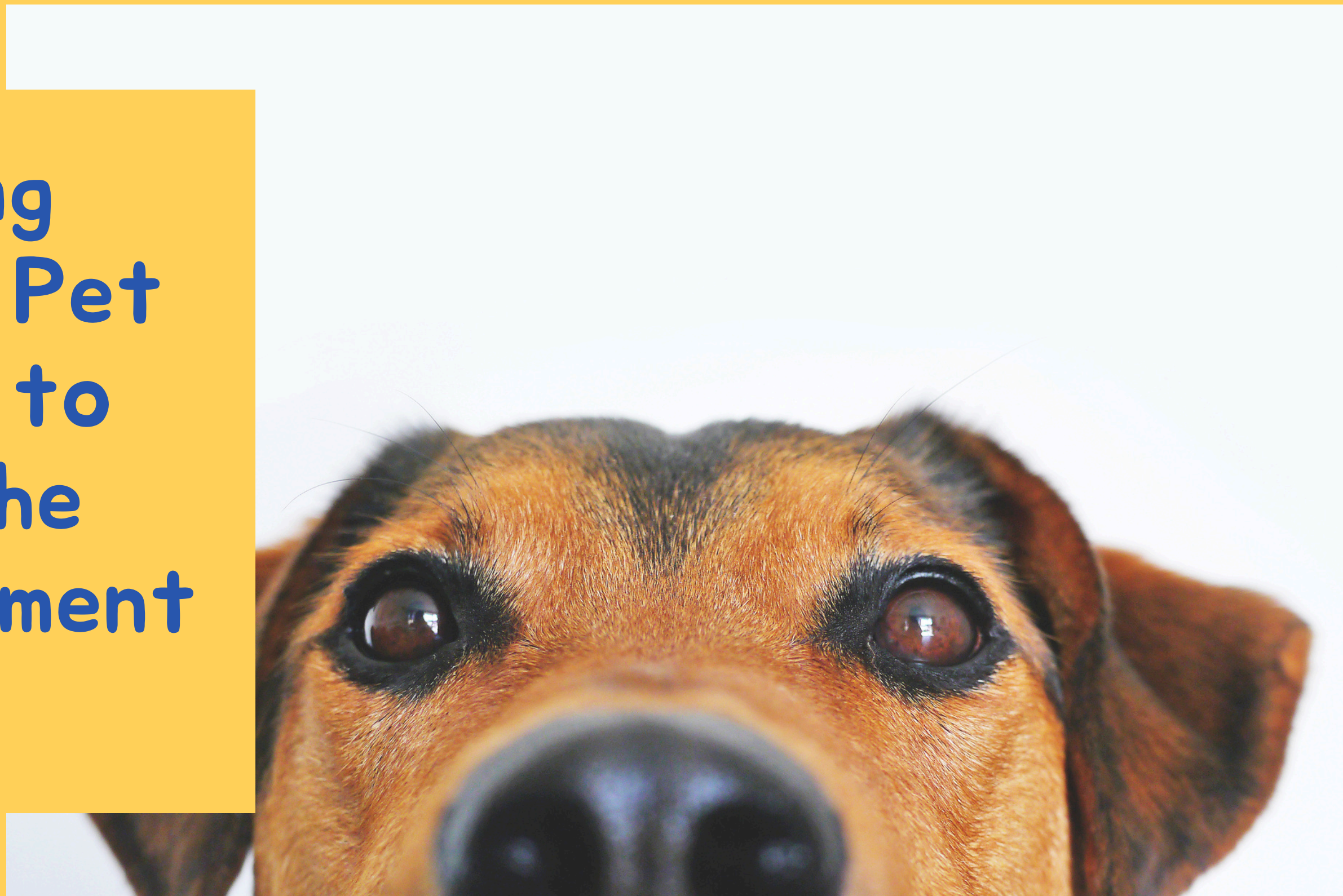




# Promoting Responsible Pet Ownership to Support the No-Kill Movement

By Emily Alves  
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# Executive Summary



- 🐾 Overview of Best Friends Animal Society's mission to end shelter overpopulation.
- 🐾 Importance of promoting responsible pet ownership.
- 🐾 Campaign objective: Engage communities through educational initiatives and digital marketing.







# Situation Analysis

## Company Background



### Mission

"To end the killing of pets in shelters."



### Vision

"A future where every pet has a loving home."

### Programs

Spay/neuter initiatives, adoption events, community support.





# Key Competitors

- 🐾 ASPCA
- 🐾 The Humane Society of the United States (HSUS)
- 🐾 PetSmart Charities

## Strategies of Competitors

- 🐾 ASPCA: Focus on cruelty prevention and legislative advocacy.
- 🐾 HSUS: Emphasis on animal protection laws and public education.
- 🐾 PetSmart Charities: Grants for spay/neuter programs and adoption events.





# Examine the Problem's Circumstances

## Strengths:

**Established reputation, dedicated volunteer network**

## Weaknesses:

**Limited community outreach in certain areas**

## Opportunities:

**Growing interest in pet adoption**

## Threats:

**Economic constraints affecting donations**





# Survey the Problem's Causes and Solutions

## Key Causes:

- 🐾 Lack of education on responsible pet ownership
- 🐾 Economic barriers to pet care

## Proposed Solutions:

- 🐾 Expand community support programs
- 🐾 Enhance digital outreach to underserved areas





# Target Audience

## Primary Audience:

- Families considering pet ownership

## Secondary Audience:

- Policymakers
- Schools
- Community organizations





# Campaign Proposal



## Key Strategies:

- 🐾 **Community-Based Educational Tactics**
- 🐾 **Digital and Social Media Campaigns**
- 🐾 **Partnerships with local businesses and organizations**



# Timeline

# Estimated Budget

Month 1

Planning and Content Creation

Month 2

Pre-Launch Awareness

Month 3-4

Full Campaign Implementation

Month 5

Ongoing Engagement

Month 6

Wrap-Up and Evaluation

**\$15,000 allocated  
to content  
creation,  
digital outreach,  
and partnerships**



# Evaluation Process

- 🐾 Surveys and feedback forms
- 🐾 Analysis of engagement metrics (social media, website traffic)
- 🐾 Adoption rates and shelter statistics





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# Thank You!



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