

BEVERLY SHANE

# STRATEGIC CAMPAIGN PLAN

GREAT RIVER RESCUE



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# CAMPAIGN PLAN

Contact: Beverly Shane  
650-387-5218  
bshane39@gmail.com

## RESEARCH

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### Background

Background With the goal of reducing pet overpopulation and placing homeless animals in loving homes, Great River Rescue was founded in 1977 and since helped home thousands of animals giving them a second chance at life. Its vision for the rescue is a society of responsible animal guardians in which every animal is treated with respect and care. Great River Rescue holds pet guardians accountable to high standards of professional and ethical behavior, making the transition into homes much smoother for their pets. Many dogs and cats are housed in the shelter until a suitable forever home is found, but because Great River Rescue is a private, non-profit shelter it relies heavily on donations and volunteers for funding and making their dream a reality.

Beginning in 2020 the rescue will be holding spay/neuter clinics on multiple different dates, however, with these clinics comes the need for numerous volunteers. The organization is supported by the community who believe in their work and stays by their side. The current facility was generously built by Mike Hesch, from Hesch Construction back in 2000 free of charge. Along with his generosity, The Humane Society raised \$165,000 out of the \$225,000 for the total project costs. As for the remaining costs, a loan was taken out which has been completely paid off mainly by donations.

Great River Rescue operates a low-cost spay/neuter program for low-income pet owners and caretakers. The program offers spay/neuter, as well as other preventive care treatments, once per month from April – November. The program is intended to prevent unwanted litters of puppies and kittens for those who may not be able to spay/neuter their pets at a veterinary office. Services are provided at low-cost for qualified low-income residents. Those interested must register their pets to attend a clinic. With these clinics coming up, donations are appreciated and needed to sustain services like this.

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## Problem

The goal is to have a broader impact – to reach more people and educate them on responsible pet care and proper animal welfare practices. Great River Rescue wants to prevent pet overpopulation and the problems associated with it. Along with this, the rescue wishes to partner with local governments and groups to improve the quality of animal welfare in the whole region. So, ultimately, the problem is a lack of effective outreach.

## ADAPTATION

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### Goals

- Increase effective outreach
- Partner with local governments and groups
- Improve the quality of local animal welfare
- Increase pet adoption numbers
- Reduce costs

### Objectives

- Partner with at least 3 different local government groups by the end of 2020
- Increase dog adoptions to at least 150 total by the end of 2020
- Increase cat adoptions to at least 250 total by the end of 2020

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## Strategies

In order to satisfy the goals of effective outreach and increased media hits, the following strategies will be employed from the beginning of March 2020 through the end of December 2020.

## Media Relations

- Provide local journalists, news stations, community websites, newspapers, and radio stations with a background of Great River Rescue and its vision for the future. The goal is to have a broad impact throughout the community which can translate into higher adoption rates and increased media hits on all socials.
- Ask press to attend a clinic to cover it for the local news

## Community Relations

- Partner with local businesses, restaurants, civic organizations, and schools to encourage participation in rescue events and grow volunteer numbers
- Ask for restaurants or local shops to give a percentage of sales (on a certain day/week) back to Great River Rescue to support the intake of new pets
- Set up a donation drive with local schools for blankets, dog food, dog toys, cat food, etc.
- Ask to give a quick presentation about the importance of spay/neutering of pets in schools, local clubs, and organizations to broaden impact and relay the pitfalls of pet overpopulation

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## Government Relations

- Partner with local government offices and groups to broaden the outreach of Great River Rescue's vision and discuss pet overpopulation
- Provide information to local government officials to put on websites, calendars, and office blogs about spay/neutering

## Public

- Past attendees and volunteers
  - Owners who have adopted from Great River Rescue in the past
  - Volunteers from previous events and the rescue center
  - Bemidji community (schools, families, businesses, shops)
- Potential attendees (community members)
  - People who are interested in adoption
  - Owners who are looking to spay/neuter their pet
  - Bemidji community (schools, families, businesses, shops)
- Potential donors/sponsors
  - Local organizations, shops, restaurants, or businesses
  - Owners who have adopted in the past with a good experience
  - Local media and newsLakeland News, Bemidji Pioneer, Bemidji CBS, Minnesota Public Radio, Pioneer Press

## Budget

Currently, the Great River Rescue Board of Directors approves a small budget of \$500 for marketing materials like printing that cannot be done at the office. However, some items can be wrapped into printing and copying (\$3500) and fundraising (\$5000). Overall the marketing budget cannot exceed \$1000 for the year.

## COMMUNICATION: TACTICS

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### Backgrounder

Target: Local news and media outlets

- News release for any local media outlets: *Lakeland News, Bemidji Pioneer, Bemidji CBS, Minnesota Public Radio, Pioneer Press*

A backgrounder will be created by interviewing the employees at Great River Rescue along with a few families who have either adopted from there or used the services. I will ask about their experiences with Great River Rescue. The backgrounder will be used to fully educate Bemidji news and media outlets on the work and vision of Great River Rescue.

### News Release

Target: Community members who cannot afford spay/neuter for their pet, potential volunteers, and local media

- Local Cities: Bemidji, Beltrami, Blackduck, Funckley, Kelliher, Solway, Tenstrike, Turtle River, and Wilton
- Local media outlets: *Lakeland News, Bemidji Pioneer, Bemidji CBS, Minnesota Public Radio, Pioneer Press*

The action for readers is to sign-up for the clinics.

### Promotional Letter

Target: Community members who are interested in getting a pet and supporters of Great River Rescue

Promotional letters will be sent to the City Council of Bemidji, along with everyone subscribed to Great River Rescue's newsletter. The goal is to educate the readers on the benefits of adoption as opposed to buying animals and hope they become aware of the importance and encourage the City Council to send the Promotional Letter out to the local citizens, along with posting it on the City Council website.



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## Brochure

Target: Potential donors/sponsors: local businesses, restaurants, and schools

- Businesses: 218 Home+Gift, Arctic Spas of Bemidji, Arrow Printing Inc., etc.
- Restaurants: Tutto Bene, Mi Rancho, Minnesota Nice Cafe, Dave's Pizza, etc.

A brochure that describes the background and logistics of the event can be standalone and be available for the general public to read and more information about Great River Rescue's spay/neuter clinics. It can be used as a promotional takeout and can also be sent as supporting material for news releases and promotional letters. After reading the brochure, local businesses, restaurants, and schools will understand what kind of event they are donating to or sponsoring.

## Social Media Plan

Target: Potential attendees such as local community members, families, or students.

A plan that shows how to use social media such as Twitter, Instagram, Facebook, or Youtube to reach the public that is not easily reached, such as students and people who do not use email. Using social media to drive traffic before and after the event can let more people talk about it and be excited about coming to Great River Rescue's spay/neuter clinics. Furthermore, by directly talking to them through social media, we can make sure how many people saw and responded to the information and we will be able to know their reactions. Also, videos and pictures of past events should be shown to catch attention and interest.

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## EVALUATION

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To measure the outcome and the effectiveness of the campaign, the evaluation will be conducted to see if the objectives were reached. Each of the following bullets refers to the objectives.

- Track dog adoptions all year, verifying 150 total adoptions took place, keep excel sheet up to date
- Track cat adoptions all year, verifying 250 total adoptions took place, keep excel sheet up to date



# NEWS RELEASE

News Release

Beverly Shane: 650-387-5218, bshane39@gmail.com

1612 Carr Lake Rd SE Bemidji, MN 56601

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## **Great River Rescue to Hold Low-Income Spay/Neuter Clinics**

BEMIDJI, M.N.-Great River Rescue, a non-profit animal shelter, will hold inexpensive spay/neuter clinics for people with low-income status. It acquired Pet Fixers, a spay/neuter service. Interested pet owners should register by April 1 through the website, [www.greatriverrescue.com](http://www.greatriverrescue.com), or call Great River Rescue at 218-760-1307. The clinics are held at the rescue, 1612 Carr Lake Road, beginning April 4 and 5. A list of all the dates and times can be found on the Great River Rescue website; [www.greatriverrescue.com](http://www.greatriverrescue.com). The intent of the spay/neuter clinic is to reduce pet overpopulation while serving the community. Over 2.7 million healthy, adoptable cats and dogs are euthanized in shelters annually. Spay/neuter is the only permanent, 100 percent effective method of birth control for dogs and cats. The spay/neuter service requires a \$20 deposit when securing a registration spot and the total service fee depends on the gender, weight, and health of the cat or dog.

###

*Great River Rescue, previously Beltrami Humane Society, is a private, nonprofit animal shelter supported by the community who believe in their work. It makes every effort to save, care for, and find homes for each animal who comes through their door.*

# NEWS RELEASE

**Target:** Community members who cannot afford spay/neuter for their pet, and potential volunteers

- **Local Cities:** Bemidji, Beltrami, Blackduck, Funckley, Kelliher, Solway, Tenstrike, Turtle River, and Wilton
- **Local media outlets:** Lakeland News, Bemidji Pioneer, Bemidji CBS, Minnesota Public Radio, Pioneer Press

The action for readers is to sign-up for the clinics and contribute to our mission of diminishing the pet overpopulation.



# BACKGROUNDER

Great River Rescue  
Animal Rescue Center

## **BACKGROUND INFORMATION: GREAT RIVER RESCUE**

CONTACT: Brandon Mustful, Director, (218) 751-7910

Great River Rescue is a private, non-profit animal shelter. With the goal of reducing pet overpopulation and placing homeless animals in loving homes, Great River Rescue was founded in 1977 and since helped home thousands of animals giving them a second chance at life through our adoption, foster, and spay/neuter programs.

Its vision for the rescue is a society of responsible animal owners in which every animal is treated with respect and care. Great River Rescue holds pet guardians accountable to high standards of professional and ethical behavior, making the transition into homes much smoother for their pets. Many dogs and cats are housed in the shelter until a suitable forever home is found, but because Great River Rescue is a private, non-profit shelter it relies heavily on donations and volunteers for funding.

Beginning in 2020 the rescue will be holding spay/neuter clinics on multiple different dates, however, with these clinics comes the need for numerous volunteers. The current facility was generously built by Mike Hesch, from Hesch Construction back in 2000 free of charge. Along with his generosity, The Humane Society raised \$165,000 out of the \$225,000 for the total project costs. As for the remaining costs, a loan was taken out which has been completely paid off mainly by donations.

# BACKGROUNDER

## BACKGROUND INFORMATION: GREAT RIVER RESCUE

Great River Rescue operates a low-cost spay/neuter program for low-income pet owners and caretakers. The program offers spay/neuter, as well as other preventive care treatments, once per month from April – November. The program is intended to prevent unwanted litters of puppies and kittens for those who may not be able to spay/neuter their pets at a veterinary office. Services are provided at low-cost for qualified low-income residents. Those interested must register their pets to attend a clinic. With these clinics coming up, donations are appreciated and needed to sustain services like this.

###

### **Target:** Local news and media outlets

- News release for any local media outlets: *Lakeland News, Bemidji Pioneer, Bemidji CBS, Minnesota Public Radio, Pioneer Press*

A backgrounder will be created by interviewing the employees at Great River Rescue along with a few families who have either adopted from there or used the services. I will ask about their experiences with Great River Rescue. The backgrounder will be used to fully educate Bemidji news and media outlets on the work and vision of Great River Rescue



# PROMOTIONAL LETTER

1612 Carr Lake Rd. SE, Bemidji, MN 56601

March 4, 2020

Rita Albrecht, Mayor  
Bemidji City Council  
314 4th Street NW  
Bemidji, MN 56601

Dear Rita Albrecht:

Every year 6.5 million cats and dogs enter shelters and **1.5 million of those animals are euthanized** because they do not get adopted. The majority of pet owners in the United States still buy their pets from breeders which adds to the problem of pet overpopulation and extremely high euthanasia rates. People use the excuses of wanting a purebred dog or a small puppy as a reason to buy rather than adopt. There are plenty of purebred dogs in shelters, along with young puppies.

Great River Rescue is contributing to the number of rescue programs that are saving the innocent lives of cats and dogs that want to be loved. We encourage you to reconsider buying from a breeder and check out our rescue or others to find your perfect pet. Rescue pets are sometimes misunderstood to be ill-behaved or aggressive animals, which could not be further from the truth. Pets in shelters are often surrendered, found stray, or rescued from bad situations and are taken in to have a fresh start. **Pet owners contribute to behavioral issues because the pet learns how to behave from their owner.**



# PROMOTIONAL LETTER

Bemidji City Council  
March 4, 2020  
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Great River Rescue aims to reduce pet overpopulation and educate the community about the benefits of adopting pets as opposed to buying them. Sweet rescue animals need your help and support to start over and have another chance at living a good life. In order to help Great River Rescue and rescue groups all over the country, we encourage you to look into **adopting your pet and research the ways you can contribute to shelters nationwide.**

Here is what you can do to help:

- Call Brandon Mustful at (218) 751-7910 to ask about how to help the community make a difference and spread the word.
- Visit the Great River Rescue website, <https://www.greatriverrescue.com>, to learn more about how you can help save lives and reduce pet overpopulation.

We strongly encourage the Bemidji community to participate in supporting shelter pets and local shelters to make a difference in not only the lives of the pets, but the community pet overpopulation. Feel free to call Great River Rescue if you have any questions, concerns, or comments.

Sincerely,

Beverly Shane  
PR Writing Student  
Great River Rescue

# PROMOTIONAL LETTER

Bemidji City Council

March 4, 2020

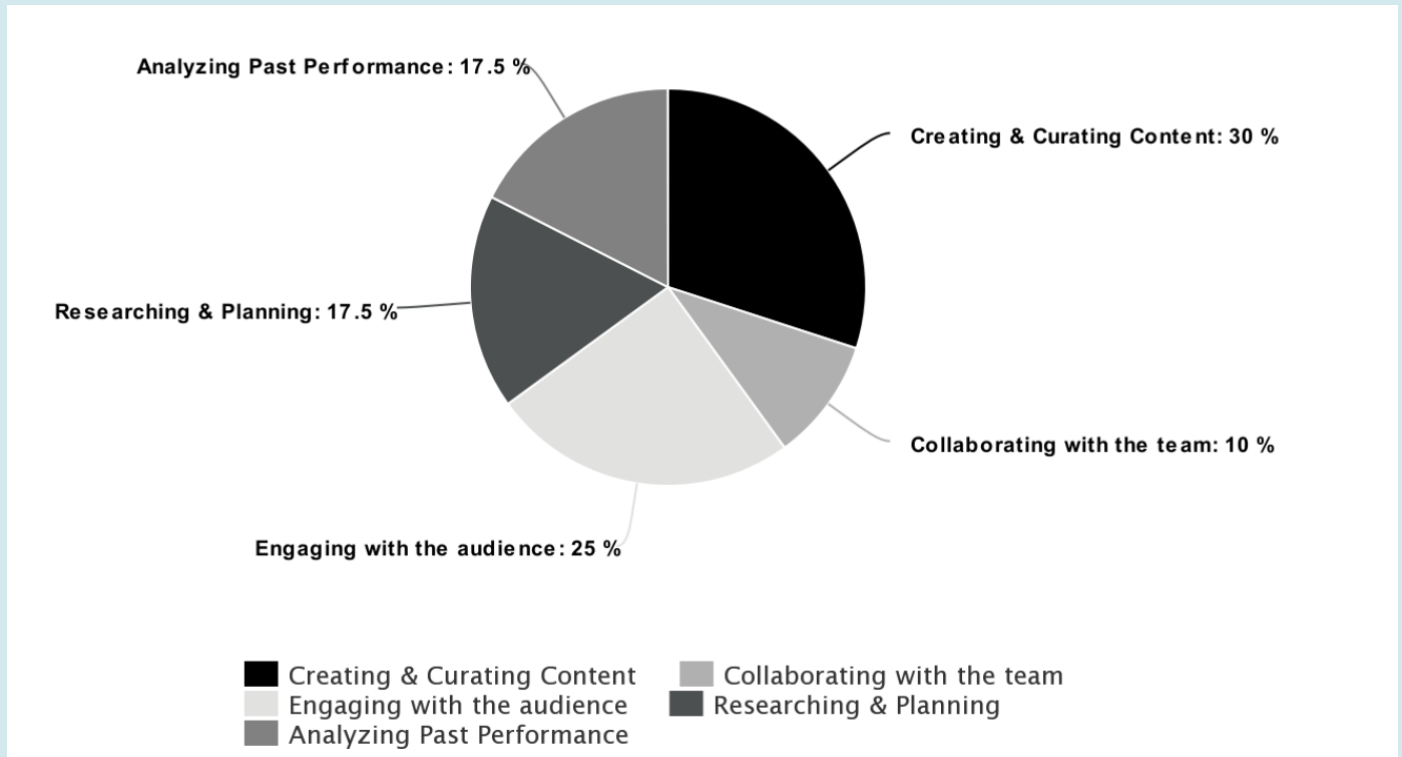
Page Three (3)

**Target:** Community members who are interested in getting a pet and supporters of Great River Rescue

Promotional letters will be sent to the City Council of Bemidji, along with everyone subscribed to Great River Rescue's newsletter. The goal is to educate the readers on the benefits of adoption as opposed to buying animals and hope they become aware of the importance and encourage the City Council to send the Promotional Letter out to the local citizens, along with posting it on the City Council website.

# SOCIAL MEDIA PLAN

## Social Media Content Chart



This chart will be used to help Great River Rescue allocate their resources, time, and energy to drive the maximum amount of digital traffic to their website, Instagram, Facebook, and Twitter. This content chart shows the exact percentage of time Great River Rescue should invest in analyzing, researching, planning, engaging, collaborating, and creating content assisting in planning the frequency of the posts. The goal of the chart is to ultimately spread awareness about the shelter and its mission, which will hopefully lead to increased adoption rates.

## Business Objectives

- Increase dog adoptions to at least 150 total by the end of 2020
- Increase cat adoptions to at least 250 total by the end of 2020
- Grow the rescue on social media specifically

# SOCIAL MEDIA PLAN

## Social Media Goals

- Increase engagement
  - Engagement is a way to convert prospects into customers, this is necessary to increase digital and foot traffic to Great River Rescue
  - Engagement allows followers, viewers, and a digital community to feel their voice is heard by the brand
    - For example comments, likes, @mentions, etc.
- Increase conversions
  - A conversion is a goal of converting a prospect into a customer
  - In the case of Great River Rescue, they may have a prospect who is signed up for their weekly newsletter and is thinking about adopting, and the goal now is to 'convert' this potential prospect into an adopter
    - For example newsletter sign-ups, social media click-throughs, etc.
- Increase awareness
  - Increasing awareness of Great River Rescue digitally is important because it opens the possibility of potential adopters, donors, or volunteers.
    - This will benefit the shelter and create new opportunities For example, shares, follows, etc.

## Social Media Numbers

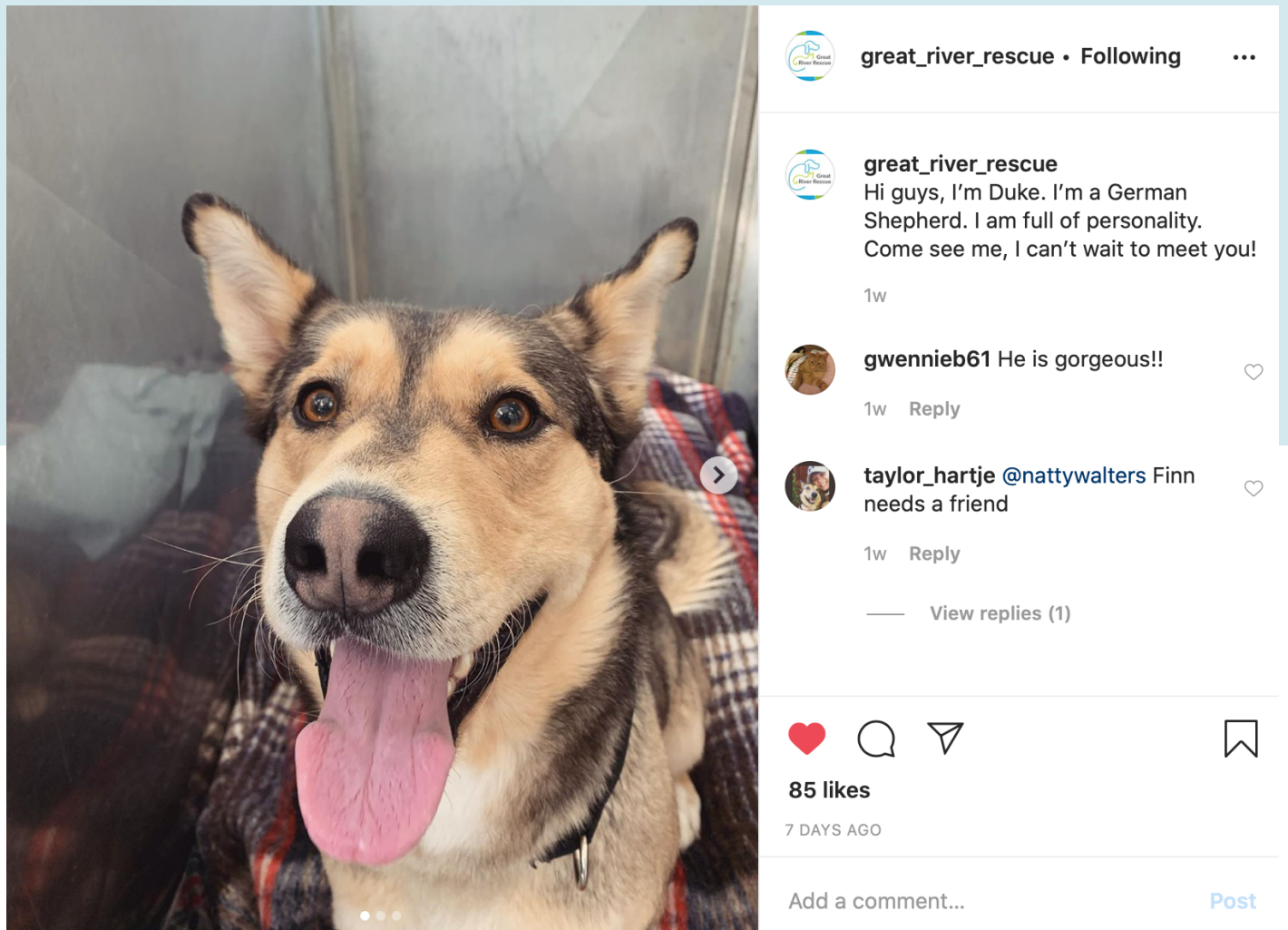
- Instagram
  - 1,099 followers
- Facebook
  - 5,102 likes
  - 5,192 followers
- Twitter
  - 390 followers

# SOCIAL MEDIA PLAN

## Sample Post

### Instagram

- Below is an example of a successful Instagram post that Great River Rescue should continue to post and monitor
- One of the reasons this post is successful is because it engages with their followers by using the persona of the dog to write their post
  - This will hopefully encourage people to send to their friends and family and talk about how “adorable” he is leading to an increase in adoptions



# SOCIAL MEDIA PLAN

**Target:** Potential attendees such as local community members, families, or students.

A plan that shows how to use social media such as Twitter, Instagram, Facebook, or Youtube to reach the public that is not easily reached, such as students and people who do not use email. Using social media to drive traffic before and after the event can let more people talk about it and be excited about coming to Great River Rescue's spay/neuter clinics. Furthermore, by directly talking to them through social media, we can make sure how many people saw and responded to the information and we will be able to know their reactions. Also, videos and pictures of past events should be shown to catch attention and interest.

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