Hands Helping Paws Rescue Strategic Marketing Plan

Part I: Mission Statement

Through our success rescuing the Kangal Shepherd Dog, the mission of Hands Helping Paws Rescue is to fulfill humanity's need for the unconditional love of animals by being the most comprehensive resource for information regarding the rescue, fostering and adoption of all animals in need.

Part II: Vision Statement

Hands Helping Paws Rescue in conjunction with The Kangal Dog Rescue Project envisions a world where animals no longer require rescue, but instead live fully contented lives among loving families and individuals who cherish companionship and the unconditional love that only animals can give. With this goal in mind, we aspire to be the most comprehensive resource for information concerning the rescue, fostering and adoption of all animals throughout the United States.

Part III: Needs Statement

Like any worthy cause, reaching our goal of being a comprehensive resource for animal rescue takes hard work and dedication, and our staff work tirelessly to rescue animals, locate foster families and provide animal adoption services. But that hard work and commitment only goes so far and cannot substitute for dollars and cents. To achieve our vision of being the definitive source of rescue information, we require funding for database services, transportation safety equipment and advertising initiatives.

With our specialty being the rescue and relocation of Kangal Shepherd Dogs through The Kangal Dog Rescue Project, we are in desperate need of crash tested transport crates. Often times, far distances exist between our rescues and foster homes, and transport crates allow us to protect our rescues and deliver them safely to welcoming families. This protects both animal and driver; the animal in the event of an accident, and the driver from the distraction of an excited animal.

In support of our substantial network of volunteers and foster families, we also need document management, scheduling and database software to help schedule animal transfers, organize pertinent agreement and expense documents, as well as help us keep track of contact information. Starting from meager beginnings, we have quickly outgrown the Rolodex for contacts and pad and pencil for record keeping. These software applications will help us transition into the digital age and streamline operations which in turn will enable us to reach our goal of being the most comprehensive source of animal rescue information.

Of course, these two items are largely academic without advertising to create awareness of our mission and rescue offerings. This is why we require funding for advertising to leverage the power of social media influencers who can reach millions of followers. Through paid media placed on animal influencers channels, HHP will have the ability to reach an audience that would otherwise be unattainable.

The following is a breakdown of the costs associated with our needs:

PandaDoc Document Management Business Suite
"Leading online document management platform that lets you create, deliver, and share documents online. It allows for legally binding e-signatures and supports various document formats like PDFs, Docs, and other preexisting digital documents for faster paperless transactions and processes."

Yearly Subscription: $588

Nutshell CRM Contact Management Software
"Find every contact, customer, and conversation. Nutshell is your company's central repository for customer knowledge. Store all your contact details, call notes, and email conversations in one place so everyone on your team can quickly access them."

Yearly Subscription: $420

MIM Variocage Single - Crash Tested Crate
"Travel Safely with the ONLY Crash Tested and Proven Dog Transport Cage in the world. It has become the top choice among pet owners and professionals for keeping dogs and their humans safe while driving. The **MIM Variocage Single** is designed for one dog and is proven to provide protection to you and your pet while still leaving sufficient space for other cargo in your vehicle."

10 x $819.95 = $8,599.50

Social Media Influencer Fees (approximate per 1000 followers)
Facebook - $25 per post
Instagram - $10 per post
Twitter - $2 per post
YouTube - $20 per post
Snap Chat - $10 per post
Blogs - $60 per post

Number of followers reached in above list: 6,000
Cost $127
6,000 x 83.34 = 500,040

$127 x 83.34 = $10,584.18
Total: $20,191.68

We know there are many animal rescues in the country that need funding, but we believe the more rescues that are available to save animals from life-threatening existences and neglect, the more unconditional love will enrich peoples' lives through adoption. With your generous support, you can be a part of that enrichment and help Hands Helping Paws Rescue become the most comprehensive source of information regarding the fostering and adoption all animals in need.

Help us help others find the unconditional love they deserve.

Thank you

Part IV: Goals/Strategies/Tactics

Goal – To increase awareness of Hands Helping Paws Rescue as a comprehensive resource for all activities related to the rescue and adoption of animals in need.

Strategy One and Tactics – Partnerships

HHP can partner with animal-oriented businesses that complement HHP's mission. For example, HHP can create an alliance with Banfield Veterinary Hospitals/PetSmart retail outlets (brick and mortar) as well as Chewy.com (online retail). The logic behind these symbiotic partnerships would be twofold: as HHP's awareness increases, so would revenue for the retail outlets.

In the case of Banfield/PetSmart, the more animals that are rescued, the more animals will require veterinary care such as vaccines, etc. With Chewy.com, the same logic applies: the more animals that are placed in foster or adoptive families, the more need there will be for pet food and general supplies.

Tactics to achieve this would be (1) to reciprocally post information in the form of banner ads on retail outlet websites and (2) have informational brochures placed at Banfield/PetSmart retail outlets.

Banners ads. A simple link to the HHP website would be appropriate. *(See link sample to right.)*



Brochures. With animal adoption on the rise and the shortage of adoptable pets becoming a reality due to COVID-19, informational brochures promoting HHP can be placed at PetSmart/Banfield retail outlets which employees can promote as an alternative to low pet inventory.

To make it advantageous to the retail outlets, promo codes or coupons can be used. For example:

> "If you adopt a Kangal or pet through Hands Helping Paw rescue, you'll not only be welcoming a loving member into your family, but you'll also receive a six month's supply of pet food from PetSmart at half price."

In this arrangement, the pet chain can generate a sale through the coupon instead of losing a prospective customer due to the shortage of pets.

To measure the effectiveness of these partnerships, click-through rates to the HHP website and redeemed coupons can indicate what strategies yield the best results. Subsequently, HHP's Facebook followers can be measured before the partnership implementation and every month afterwards to gauge effectiveness.

Strategy Two and Tactics – Social Media

Through the reach of social media, Hands Helping Paws Rescue can utilize micro social media influencers to create brand awareness. These influencers are not human, however. Instead they are actual animals that owners have captured video of and posted on YouTube. Now, you might be asking how will an animal promote HHP? Simple. These social media influencers command enormous audiences and a single post has the potential to reach millions of followers. Many of these followers are adoption-oriented, the exact demographic HHP is targeting. Below are some examples of the reach these influencers have:

Loki the WolfDog (Husky-malamute) has 2.2 million followers on Instagram, YouTube and Facebook, combined.
Harlow and Sage (Dachshunds) 1.7 million on Instagram.
Cole and Marmalade (cats) have 2.1 million followers on Facebook and 1.2 million on YouTube.
Esther the Wonder Pig has 2.1 followers on Instagram, YouTube and Facebook, combined.
Coby the Cat has 2 million followers on Instagram, YouTube and Facebook, combined.

Tactics include purchasing space for five-to-fifteen second pre-roll content at the head of micro-influencer videos. (**Click the image to the right**.) A five-to-fifteen second ad is more strategic as the content will be less likely to be skipped over by the viewer. Another tactic can be to purchase airtime with a pet adoption advocates such as Kristen Levine (https://media.kristenlevine.com).



Hands Helping Paws Pre-roll Video

The fees for post with micro-influencers vary depending on the number of followers and the platforms' pricing tiers. (Costs are listed in the Needs Statement section above.)

Part V – Strategic Key Messages

To ensure consistent messaging across all communication platforms, including email newsletters, public relations, advertising and social media post, Hands Helping Paws Rescue should use the following words/phrases:

"rescue, fostering and adoption"
"comprehensive resource"
"guardian of information"
"adoption, sponsorship and foster care"
"unconditional love and enrichment"

All printed and digital communication should end with a direct call-to-action:

"Please visit www.handshelpingpawsrescue.com and join us in our mission to rescue all animals from mistreatment and neglect. Your generous donation will help us help others find the right pet for adoption and the unconditional love they deserve. And don't forget to follow us on Facebook for the latest success stories and events. Thank you."

Part VI – Paid/Earned/Owned Content

Website (Owned)

Rather than use the endless scrolling format like so many other sites, the Hands Helping Paws website should present information in a straight-forward, focused fashion. Too much "flash" is distracting from the overall message of the rescue and results in "glitz over substance." It should contain five headings/links that lead to subheadings on subsequent pages to avoid confusion and highlight the most salient features of the rescue.

Link One – About Us/Who We Are (Mission & Vision statements, volunteer profiles, bios for Mary and Caryn, and contact information.)
Link Two – Success Stories (Stories of how HHP and KDRP have rescued animals and paired them with adoptive families.)
Link Three – Animal Rescue Resources (Animal resources listed by state, Kangal and all animal care information etc.)
Link Four – The Kangal Dog Rescue Project (Direct link to the KDRP website.)
Link Five – Donate/ Join Our Success! (Call-to-action to donate or volunteer, PayPal link.)

Below is a sample of a simplified main page. Each subsequent page should have a call-to-action that redirects to the Donations page. Likewise, a link to the HHP Facebook page and any future social media channels (YouTube, Instagram) should be display prominently.



YouTube (Owned)

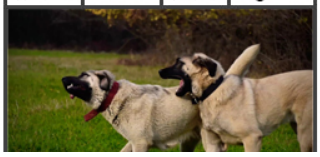
YouTube is the second most-visited social media channel, and nothing tells a story like a well-crafted video. The moving image is able to capture and hold attention, entertain and inform. In terms of animals, specifically the

Kangal Shepherd Dog, video brings the animal's presence and character traits to life. HHP Rescue should create a YouTube Channel in order to be competitive in the overwhelming amount of pet adoption channels already in existence. Currently, there are over 75. Without a YouTube presence, HHP will not stand out.

Possible HHP YouTube post #1

Through a documentary-style video, Hands Helping Paws can show the journey of a Kangal from rescue, to foster home and finally to adoptive family. Below is an over-simplified storyboard approach to a video. Depending on success stories, the video can run much longer. (Text would fade in and out between photos of Kangal Dogs and a voiceover would simply recite text on screen.)

Title: **Hands Helping Paws Rescue YouTube Video** Page:

Scene No. Shot No. 1 	Scene No. Shot No. 2 The Kangal Shepherd Dog Trusted Loyal A Guardian to its Owner	Scene No. Shot No. 3 
Scene No. Shot No. 4 	Scene No. Shot No. 5 Hands Helping Paws & The Kangal Dog Rescue Project - A Guradian of Resources to Help in the Rescue of	Scene No. Shot No. 6 

Title: **Hands Helping Paws Rescue YouTube Video** Page:

Scene No. Shot No. 7 	Scene No. Shot No. 8 We Are the Most Comprehensive Source of Information for the Rescue of The Kangal Shepherd Dog and All Animals in Need.	Scene No. Shot No. 9 
Scene No. Shot No. 10 	Scene No. Shot No. 11 But we can only be the guardian with your help. Please visit www.handshelpingpawsrescue.org and donate today. Thank you.	Scene No. Shot No. 12  Hands Helping Paws Rescue

Possible HHP Post #2:

A second video post can describe the characteristics of the Kangal Breed to educate and help viewers make an informed decision as to whether the breed is the right fit for them to adopt. All videos should end with website information and a call-to-action.

"You can help be a part of our success. Donate today at www.handshelpingpawsrescue.com and help us help you find the right pet for adoption and the unconditional love you deserve."

Social Media Post (Paid Media)

This is largely an overlap with the above social media campaign where posts are purchased on influencer social media channels, but HHP can purchase banner ads on blog sites where readers spend more time viewing the content. This will increase the ad's chance of resulting in a click-through.

The most visited blog for animal rescue is https://blog.theanimalrescuesite.greatergood.com/ and would be a strategic site to place a banner ad. A sample ad is shown below.



News Story (Earned Media)

Newspapers and local news outlets are always looking for stories that tie-in with holidays. May 25, Memorial Day, is quickly approaching and could be an opportune moment to highlight a Kangal Dog that was able to enrich the life of a war veteran or someone in military service. A prime example was when the two retired marines drove from Arizona to inquire about Kangal rescues. If their trip resulted in an adoption, this is the kind of story that newspapers and local broadcast news outlets desire and will help drive traffic to the HHP website and Facebook page.

WXYZ Detroit is a local news outlet that would most likely cover such stories, especially at the height of the COVID-19 pandemic where pet adoption has risen in recent weeks.

Some news outlets and holidays to consider:

News Outlets	Holidays
The Clarkston News Newsbreak.com The Oakland Press WXYZ Channel 7 Action News	Flag Day Father's Day Independence Day Labor Day

(As an example, when I created my film titled "The Last Local," I contacted a local newspaper and asked them if they would be interested in a story about a local filmmaker who had one of his films accepted in the New Jersey State Film Festival at Rutgers University. They quickly jumped on it and the coverage resulted in a bigger turnout for the film premiere. This same strategy can be used for any event or holiday-based story at Hands Helping Paws Rescue.)

Part VII – Outcomes

Even as animal adoption continues to rise amid a shortage of adoptable pets due to the COVID-19 pandemic, Hands Helping Paws Rescue and The Kangal Dog Rescue Project believe 2020 will be a landmark year through a series of remote-based efforts in line with social distancing efforts. Through focused social media advertising initiatives, strategic partnerships and revamped website content, we expect HHP to become one of the leading sources of information regarding animal rescue and adoption.

With the gracious assistance of graduate students at William Paterson University, remote work has begun on our restructured website which will launch in the fourth quarter of 2020. The site will be streamlined and complete with comprehensive content for anyone seeking information concerning the rescue and adoption of animals.

In the same remote spirit, we expect to raise awareness of HHP by utilizing the reach of social media influencers. With strategic content placed on their platforms, we will be able to measure awareness by the click-throughs to our website. Similarly, as visits to our website increase, so will followers on our Facebook page and we believe our follower count will rise from the current 599 to 100,000 by the beginning of 2021.

Finally, through our partnerships with web-based and brick-and-mortar pet retail outlets, we expect to increase awareness of HHP by measuring the promo codes submitted to the rescue. With a reciprocal arrangement in place

(brochures at brick-and-mortar, ads on retail websites), both entities will benefit; HHP will gain valuable awareness and retail outlets will incur increased commerce.

We realize that COVID-19 has crippled many businesses and hampered operations of all rescues in general, and as a result, donors to non-profits are scarce, but through the implementation of these online initiatives, Hands Helping Paws Rescue and The Kangal Dog Rescue Project will continue to grow its awareness among the pet adoption community throughout 2020 and into 2021. It is our expectation that the increased awareness will turn into eventual donors as the COVID-19 pandemic eventually recedes.

Stay safe and be well!

HHP/KDRP