



HUMANE SOCIETY
CENTRAL TEXAS

Executive Summary

The Humane Society of Central Texas is a partner with the City of Waco Animal Shelter and together we are an advocate for the community goal of maintaining a no-kill status at the Animal Shelter.

The aim of this public relations campaign is to spread awareness about the Humane Society and to reach 100% no-kill status. The Humane Society of Central Texas has done an astounding job of increasing their no-kill status from 60 to 90% in two years, but it seems that the public does not grasp what the concept of “no-kill status” means.

We have three primary goals: diminish the misconception of no-kill status, connect with our publics through social media, and achieve 100% no-kill status. To reach our first goal of diminishing the communities misconception of no-kill status our objective is to decrease the number of animals dropped off at the shelter by 10%. To better connect with our publics through social media our objectives are to gain at least 5 new likes/followers on social media a week, have at least 10% of followers view live videos, and increase the amount of posts by 2 a week. To help achieve our over-arching goal of becoming a 100% no-kill shelter our objectives are to decrease euthanization rates each month by 5% by increasing the number of adoptions and to increase the amount of animals fostered by 5 a month.

This campaign is built to serve the Humane Society to increase their digital marketing in addition to their traditional marketing efforts. Our keys to success for this campaign will help us better connect to our publics. These keys will include utilizing newer social media and digital marketing tactics such as: live videos, snapchat and a regular posting schedule for social media. Another major key will be to raise awareness among the public about fostering opportunities and providing temporary homes for animals.

Since there is no target age range for people looking to adopt an animal, this campaign is set to raise community awareness about services the Humane Society has to offer. The Humane Society offers adoption, rescue and foster opportunities for the homeless animals at the shelter as well as community education regarding responsible pet ownership.