



HUMANE SOCIETY CENTRAL TEXAS

KEY PUBLICS

Customers - Walk-in adopters, other adopters in community

Producers - City of Waco animal shelter, Target Zero, people who drop off animals

Limiters - people dropping off large amounts of animals, competing shelters (Fuzzy Friends, PAWS Shelter of Central Texas, Central Texas SPCA), people who don't spay or neuter their animals

Enablers - donors, social media followers, board of directors, Target Zero, volunteers

Intercessory Publics: past adopters

Opinion Leaders: Don Bland - Exec. Director