ADOPETS PRoBono Campaign

PR case for start-up organization ADOPETS

Overview of Adopets

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Adopets is a non-profit organization working to simplify the pet adoption process by matching pets in shelters with potential adopters while expediting the paperwork and communication that is typically required.

Scope of Work

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- **Service 1** – Develop Kickstarter campaign content, including an organization profile, team introduction, campaign message, etc.

- **Service 2** – Website audit and optimization, including mission statement, testimonials, FAQ, services, etc.

- **Service 3** – Draw up social media strategies and create a one-month social media editorial calendar for the Kickstarter campaign

- **Service 4** – Draft a press release in coordination with the Kickstarter campaign.

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General Strategy/Overview

Our approach for the Adopets campaign is to create engaging content that targets millennials through social media. We want to ensure that Adopets has a cohesive brand across all platforms while compelling more people to adopt and/or donate funds. We created graphics to announce the Kickstarter and included shocking statistics to move the audience.

Our portfolio

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1. Website & social media audit
2. Kickstarter campaign content
3. Press release
4. Infographics
5. Social media calendar & samples
6. Blog ideas & samples

Website/ Social Media Audit

Homepage
About Us Page
Team Bios
Donation Page
"Partnership" Tab
Social Media Icons
Blog Page

Contact Page
"Newsroom" Tab

Google Search
Facebook, Twitter,
Instagram, LinkedIn
Off-brand Sites

Three Immediate Opportunities

1. Cross channel strategy
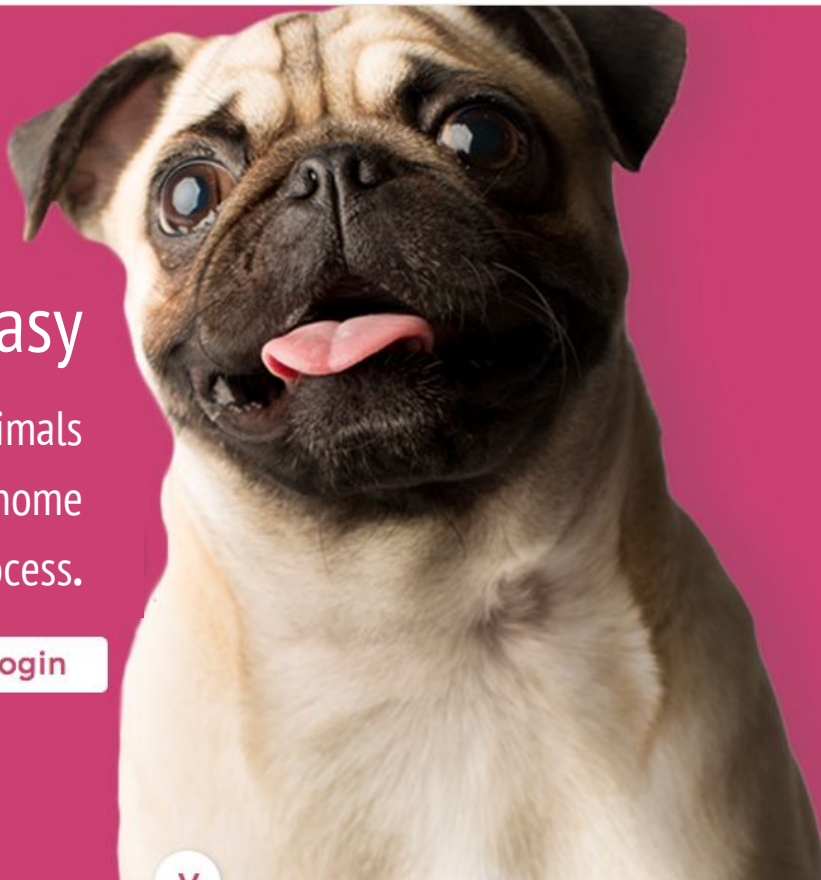2. Simplify content
3. Streamline donation process

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Adoption Made Easy

Providing adoptable animals
the quickest route home
with a simplified adoption process.

Sign up   Login

Adopets ensures that every adoptable animal has an opportunity to find a home.

#OptToAdopt

Our platform saves lives by simplifying pet adoption for both families and shelters.

#OptToAdopt

Kickstarter About Page: Condensed

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It took Artur three months and nearly 86 emails to bring his dog, Frisco, home from a shelter. Close to three million pets in shelters all across the US are euthanized every year because of this long and slow adoption process. Artur thought there must be a way to save all these pets and find them new homes. He teamed up with passionate, creative, and driven individuals to build Adopets, hoping to make adoption easy. The quick pre-screening process, the cornerstone of Adopets, immediately notifies applicants if they meet the necessary requirements to adopt. This saves applicants from filling out endless stacks of paperwork only to find out they are ineligible. It also ensures shelters will only spend time reviewing qualified applications to provide the best homes for all animals. With Adopets' simplified adoption process, adopters can now clearly track every step of their application status as their new friends take the quickest route home.

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WHO Benefits From Adopets?

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1. **Animal Welfare organizations**

Shelters and organizations benefit from our platform because it facilitates the process of finding adopters. Adopets manages several steps of the application process, from interviews to payment, therefore saving the organization's time and resources.

2. **The Adopters**

Adopets accelerates the adoption process, allowing families to take their new family member home quicker.

3. **The Animals**

Our priority is to help as many animals possible avoid euthanasia. By accelerating the adoption process, we're preventing shelters from getting overpopulated.

Adopets Unveils Plans to Develop Breakthrough Smartphone App

Launches Kickstarter campaign encouraging others to "Opt to Adopt"

BOSTON, Nov. 22, 2016 -- Adopets, an up-and-coming advocate for efficient pet adoption, today launched a Kickstarter campaign to fund development of a smartphone application to help ease the adoption process of pets in need and reduce unnecessary euthanizations.

According to the American Society for the Prevention of Cruelty to Animals, over seven million pets enter shelters each year, and close to three million of them are euthanized due to overcrowded conditions. By creating an expedited pre-screening process that enables adopters to connect with shelters faster and simplifies the application process, the Adopets app aims to change that.

After co-founders Artur Sousa and Chelsea Vautrin both endured arduous adoption processes, the idea of Adopets was born. It took Sousa three months and 86 emails to finally bring home his dog, Frisco. Vautrin also endured a tedious application process.

"If the adoption process had taken any longer, Frisco could have been euthanized," said Sousa. "Our proposed app will bring shelters and potential adopters into one platform and clarify the connection between them, leading to a faster, simpler adoption process."

Tentative plans call for the app to present adoption candidates from various shelters and give adopters a streamlined interface to review and select compatible companions. People interested in adopting will be prompted with a pre-screening questionnaire to confirm adoption eligibility in the app, making the overall adoption process run smoother.

Adopets aims to raise $_____ by _____ to jumpstart its app through its #OptToAdopt Kickstarter campaign. Donations can be made by visiting: http://_____.

About Adopets

Adopets, the advocate of simplified pet adoptions, is a nonprofit organization founded in 2016 that aims to successfully place shelter animals in loving homes. The co-founders of Adopets, Chelsea Vautrin and Artur Sousa, created an expedited pre-screening process that enables adopters to connect with shelters faster, to simplify the adoption process.

Infographics

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PETS AND ANIMAL SHELTERS

7.6 MILLION
million animals are brought to animal shelters each year.

3.9 MILLION are dogs.

35 % are adopted.

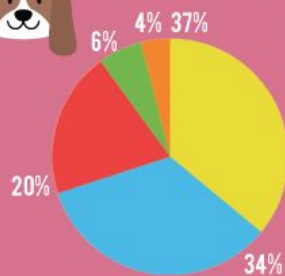31 % are euthanized.

3.4 MILLION are cats.

37 % are adopted.

41 % are euthanized.

79.7 MILLION
households in the United States have a cat or dog.

Where dogs come from:
4% 37%
6%
20%
34%

Where cats come from:
3% 2% 46%
27%
28%

Shelter/Rescue   Breeder   Friends/Relatives   Strays   Pet Store
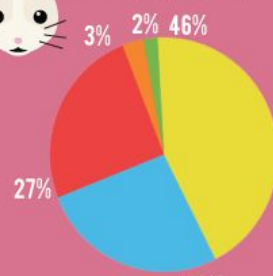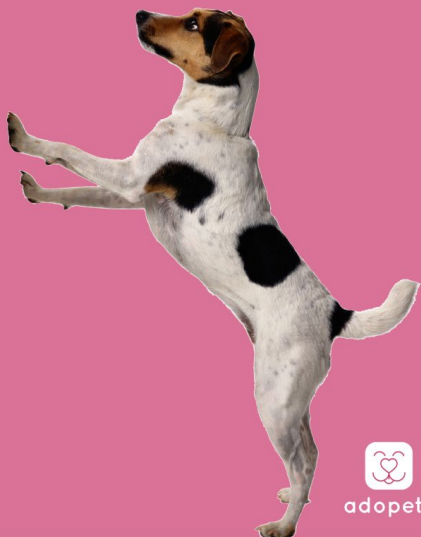
*Image credit goes to freepix.com
**Statistics taken from 2015-2016 APPA Survey and aspca.org

#OPTTOADOPT

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Our Kickstarter is **LIVE**

Adoption Made Easy
#OptToAdopt
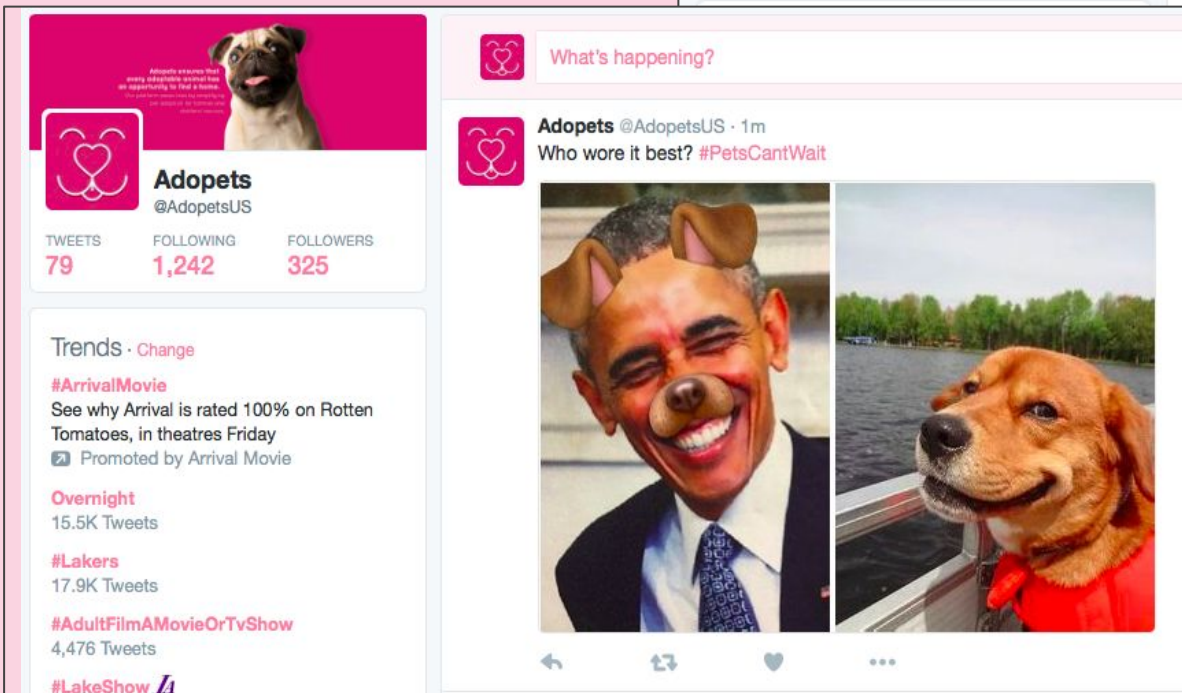
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Our Kickstarter Countdown

1 Day

The Quickest Route Home
#OptToAdopt

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Social Media Calendar

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WEEK 1	Sunday, Nov 20	Monday, Nov 21	Tuesday, Nov 22 (tentative Kickstarter launch date)	Wednesday, Nov 23	Thursday, Nov 24	Friday, Nov 25	Saturday, Nov 26
FACEBOOK		Our Kickstarter officially launches TOMORROW! Want to help pets find a home but don't necessarily have the means to take in a furry friend? Then donate TODAY to ensure all of our pets get amazing homes.	Our Kickstarter is LIVE! Click below to help us on our way and get great rewards in return.		Happy Thanksgiving to all of our friends (both 2 and 4 legged!) Tell those you love how thankful you are for them. And THANK you for supporting us!	Happy Black Friday! Celebrate by donating to our Kickstarter-- get some sweet rewards, like matching Adopets t-shirts for you and your furry friend.	
TWITTER	(Sunday Funday- funny pics/memes)	It's #WorldTelevisionDay - who's your fav TV pet? (insert poll- Garfield, Snoopy, Brian from Family Guy, cat from Sabrina the teenage witch)	Our Kickstarter is LIVE! Click below to help us on our way and get great rewards in return.	One day into our Kickstarter and we've already raised $___! Follow the link below to keep it up!	Loved seeing #HelloKitty and #Snoopy on the #ThanksgivingDayParade! Now onto the National Dog Show! #givethx	It's #BlackFriday! Celebrate by donating to our Kickstarter-- get rewards like matching Adopets t-shirts for you and your furry friend.	
INSTAGRAM	Who wore it best (picture of dog and someone with the dog filter on snapchat	(hype for Kickstarter)	(announcement of Kickstarter page going live)		(photo- Thanksgiving pets and post- tie in to being thankful)		
BLOG POST		(World Television Day: pets photo/video shooting tips)	(#TeamTuesday post)				blogpost: Help adopted pets adapt to new home

Twitter Examples:

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We created posts that would encourage user engagement through poll responses. We also focused on creating funny posts that would increase likes and retweets.

Hashtags

#OptToAdopt

#FindYourPuppyLove

#PetsCantWait

#AdoptDontShop

#Adopets

#FindYourFam

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BLOG IDEAS

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#TeamTuesday
- Team members' adoption-related stories/pet-related stories posted on the blog every Tuesday
- "How Chelsea Found Bailey"

#AdoptionFriday
- Adoption stories on Adopets
- Adopets helped Jessie find her new best friend

"Tip"
- Blogs covering every aspect of pets and pets adoptions
- Pet training tips

Features

She's taken in four street dogs, one adopted dog, and multiple fosters—it's safe to say Carolina Romero is passionate about helping animals. The nineteen year old somehow convinced her parents to keep five dogs, and foster several others at a time. Even now that she's in college, Carolina continues to volunteer at shelters continuously. We spoke to her to find out how she ended up with five rescue dogs at home.

1. What motivated you to take in and adopt five dogs instead of buying?
   I definitely didn't plan to take in five dogs, but when I found my dogs in such terrible conditions I had to do something to help. The first dog I took in I found under a tree by a church. He had so many fleas and ticks and he was so malnourished that my mom agreed to "temporarily" take him in. Now….. has lived with us for ten years. After him, buying was just never option. Where I live, we have an overpopulation problem in all shelters. Too many dogs are getting euthanized, and if I could do anything to stop that I definitely had to.

2. What was the adoption process like?
   I only officially adopted one dog, Pancho. My first four dogs were rescued from the street. Pancho was found nearly dying and taken to my school's shelter. I agreed to foster him until we found someone to adopt him, but then I fell in love with him. Surprisingly, fostering him was much easier than adopting. Even

Takeaways

1. Promote brand awareness
2. Increase donations
3. Establish social media presence

Any questions?