
PR Plan for the



Fall 2018

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Executive summary

The Humane Society of Tampa Bay has been raising money for a new facility. They hold events and accept donations to raise this money. Our goal is to increase more community awareness to increase the amount of donations the HSTB is receiving. Through our tactics we can have a bigger reach in the community and encourage community members to come to events or donate. Creating a press release is a huge way to raise awareness of events within the community, putting HTSB in the media is a major way we created awareness. Social Media posting is also a pertinent to our campaign due to the diversity of the Tampa Bay area, this ensures that our information is reaching our audience. We created the Tampaw Art Event to bring in our audience from all around the community, holding a meet and greet with Nicole Guerriero would help bring in a large amount of people to help influence them to donate and adopt.

Situation analysis

- HSTB has been serving homeless animals since 1912, in the current facility since 1959
 - HSTB's facility is unable to meet its needs
 - Expansion in its programs
 - Addition of more services
 - Growing number of homeless pets
 - HSTB is currently fundraising for a new facility
 - Goal: help the organization build community support and awareness of its fundraising through a PR campaign
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Research

Client research:

- HSTB is a “no kill” shelter, which greatly helps the public’s view and credibility
- Through a survey of Tampa residents, we found:
 - A majority know of the HSTB (65.79%)
 - A majority have adopted an animal (58.97%)
 - A majority would adopt an animal (84.62%)
 - A majority say they are likely to adopt from HSTB (6.7 on a scale of 0-10)

Audience research:

- HSTB visitors are upper economic class of South Tampa - target audience
 - Any type of Tampa-based news coverage would be very influential for our target
 - SPCA Tampa is a leader in the Tampa Bay area animal community
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Objectives

Impact Objectives

- HSTB is trying to raise \$11 million, they have raised \$10.9 million so far.
- The objective is to create awareness by 20 percent in order to raise enough money for the new facility.
- HSTB is currently holding events and accepting donations.

Output Objectives

- To reach \$11 million within the next six months.
 - Post on social media platforms for every event HSTB hosts.
 - Hold at least one event every month for the next six months in order to raise money.
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Key stakeholders

- Our campaign will be mainly addressed to the upper economic class of South Tampa
 - Wealthy families that are able to donate to the new HSTB facility
 - Families from upper economic classes that are more likely to adopt a pet from HSTB
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Strategy

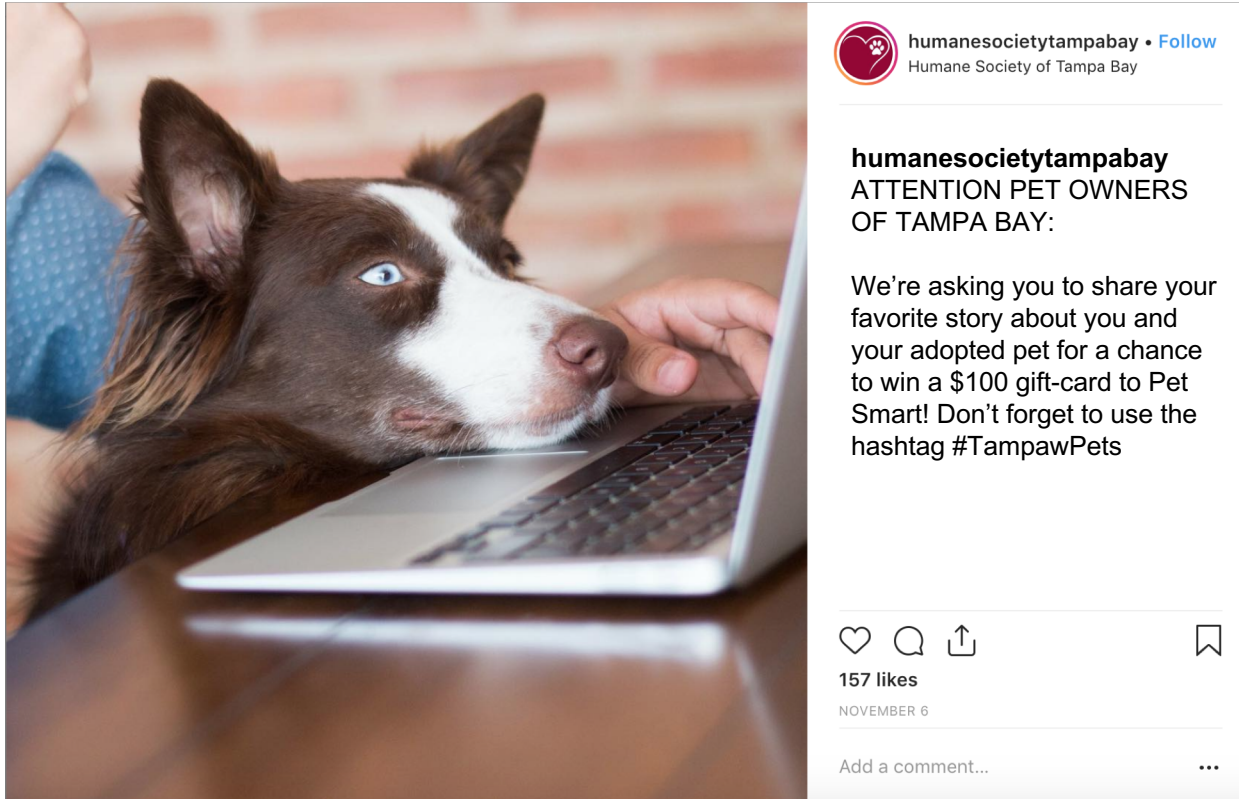
- Key Messages: HSTB's facility is unable to meet its needs and is need your help fundraising
 - Central Themes:
 - HSTB will develop multiple social media strategies and events to promote its fundraising
 - HSTB's goal is to raise \$11 million in the next six months
 - Target Audience: Families from upper economic classes that are more likely to adopt a pet from HSTB
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Tactics - Timeline/Overview

Tactics Timeline

| | | | | | |
|--|--|--|---|---|-----------|
| Begin engagement on social media with the hashtag #TampawPets across Instagram & Twitter - gain followers to raise awareness about the building plans. | Post fliers around Downtown Tampa promoting the Tampaw Art event | Send out press release announcing the Tampaw Art event to take place in April 2019 | Host Tampaw Art event with influencer Nicole Guerriero at Curtis Hixon Park raising donations for the new building plan | Post the progress of donations for the new building across social media platforms | |
| Jan 2019 | Feb 2019 | March 2019 | April 2019 | May 2019 | June 2019 |

Tactics- Social Media Post Mockup (Instagram)



Tactics- Social Media Post Mockup (Twitter)



- It's beneficial to use Twitter and Instagram for this type of engagement because it is so easy to get followers to participate through the simple use of a hashtag on these platforms.
- The use of an incentive to win a gift card is also a reason for more people to participate



Join us for a family-fun day at the **TamPAW Art Event** for a day filled with activities! Bring your furry family members, too! *All proceeds go to the construction of the Humane Society of Tampa Bay's new building facilities.*



April 14, 2019
from 11am to 9pm
at Curtis Hixon Park
Downtown Tampa

Dog Ice Cream • Street Food • Sweet
Treats • Frozen Yogurt • Dog Games •
Professional Photographs • Artists •
Nicole Guerriero Meet & Greet •
Live Music Entertainment

Tactics - Flier for Tampaw Art Event

- The use of fliers around downtown Tampa would be a great way to promote the *Tampaw Art Event* because the event is going to be taking place in downtown Tampa's Curtis Hixon park.

Tactics - Press Release

Press releases are important to engage journalists and to receive media coverage for the building plan and event



3607 N Armenia Ave.
Tampa, FL 33607

FOR IMMEDIATE RELEASE

For more information, contact:

HSTB media contact name, HSTB media contact email

HUMANE SOCIETY TO HOST LIVE MUSIC, NICOLE GUIERRERO & FURRY FRIENDS

TAMPA, Fla., Nov. 25, 2018 - The Humane Society of Tampa Bay will host a pet-friendly, foodie-friendly, family-friendly event at Curtis Hixon Park on *insert date* to fundraise for their urgent, new and improved shelter.

What entertainment will there be?

- Local musicians will perform
- Tampa artists & photographers to capture the beauty of your fur babies
- There will be local food vendors and food trucks
- FEATURED GUEST: Tampa Bay area animal-lover and blogger, Nicole Guerrero, will be at the event for a meet and greet! Her makeup palettes will be for sale at a discounted price.

All proceeds for everything listed above will be donated to the Humane Society of Tampa Bay's fund for the new shelter.

Why do we need a new shelter?

With the expansion in the HSTB's programs, services and the growing number of homeless pets, the current facility is unable to meet our needs. To continue serving the needs of homeless animals safely, effectively and humanely, a new building is imperative

"We have done an incredible job of keeping our animals comfortable and safe in a building that is half a century old," said Sherry Silk, CEO of the Humane Society of Tampa Bay. "But it's time to do better. Tampa Bay's homeless animals deserve so much more and, with the help of our community, we intend to give it to them."

We hope to see you and your pets there!

About The Humane Society of Tampa Bay

For more than 100 years, the Humane Society of Tampa Bay has been dedicated to ending animal homelessness and providing care and comfort for companion animals in need. Named a Four-Star Charity by Charity Navigator since 2008, and accredited by AAHA, the standard in veterinary excellence, the Humane Society of Tampa Bay is dedicated to the highest standards in animal sheltering and veterinary care. Our adoption programs, affordable veterinary services, community outreach efforts and volunteer opportunities are essential to the health and well being of animals across Tampa Bay.

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Tactics - Press Release

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Tactics - Press Release

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TAMPAW ART EVENT AGENDA

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|-------------|--|
| 9:00am | Volunteer vendors, musicians, artists start setting up for the day |
| 11:00am | Doors open for guests |
| 11:00am | Food and drinks are sold |
| 12:00pm | Artists and Photographers begin painting and photographing the attendees' pets |
| 2:00pm | Influencer Nicole Guerriero meet and greet where she will also be selling her makeup palette |
| 4:00-9:00pm | Local musicians perform |
| 9:00pm | Evening Close |

Tactics - Tampaw Art Event (Agenda)



- All proceeds from ticket sales, food/drinks, and artists/photographers, are donated to the new building facility.
- An event like this is extremely fun and allows everyone from the family, including pets, to participate and donate.

Tactics - Influencer

The use of an influencer who is an advocate for adopting shelter animals would be a great way to increase media coverage and attract followers

Quick Facts about Nicole Guerriero:

- Beauty/Lifestyle blogger on YouTube with 2.9 million subscribers
- 2 million followers on Instagram
- 4.8 star review on Nicole Guerriero Glow Kit
- Lives in Tampa, Florida
- Has adopted 4 cats from the shelter

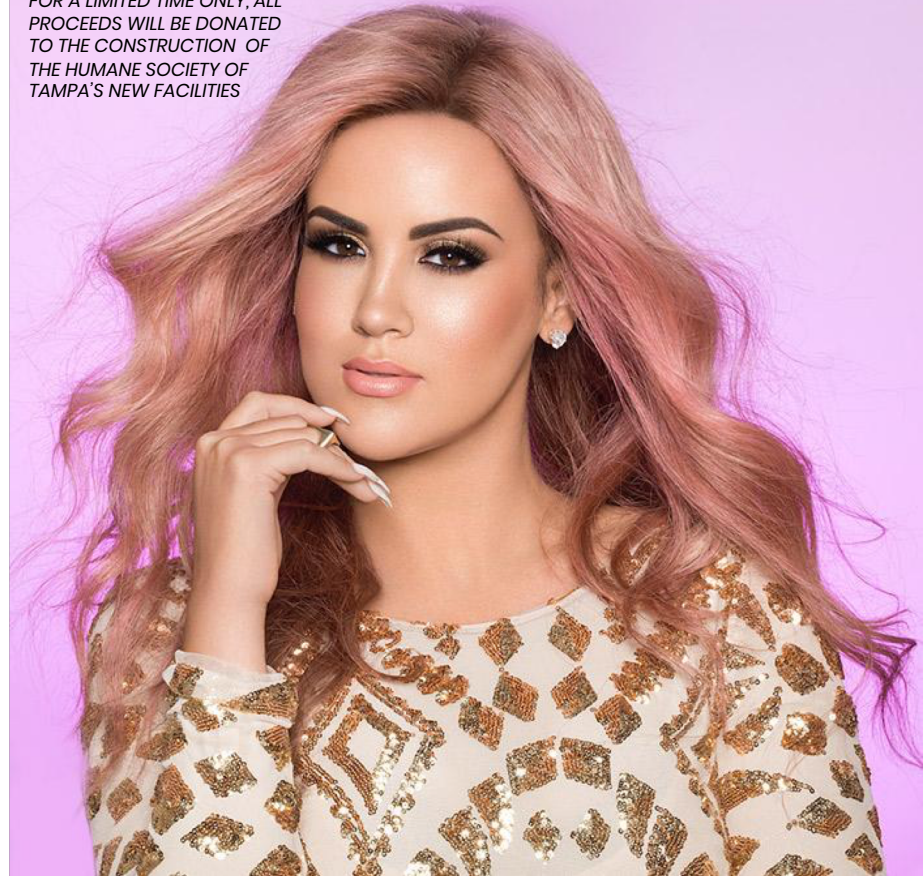
Use of Influencer for this Campaign:

- She would hold a meet and greet at the Tampaw Art event
- Her Glow Kit palette would be sold at the event and for a limited time, all the proceeds would be donated to the construction of the Humane Society Tampa's new facilities

NICOLE GUERRIERO GLOW KIT

OUR LATEST LIMITED EDITION GLOW KIT,
CREATED IN COLLABORATION WITH YOUTUBER NICOLE GUERRIERO,
FEATURES SIX STUNNING METALLIC POWDER HIGHLIGHTERS

*FOR A LIMITED TIME ONLY, ALL
PROCEEDS WILL BE DONATED
TO THE CONSTRUCTION OF
THE HUMANE SOCIETY OF
TAMPA'S NEW FACILITIES*



Evaluation

In order to evaluate the campaign, we would:

- Determine how many people we reached through the social media campaigns (*awareness*)
 - Evaluate how many people participated in the social media campaign (*interest*)
 - Analyze the percent change in social media engagement prior to the campaign (December 2018) versus the social media engagement after the campaign (July 2019) (*evaluation*)
 - Analyze how many people attended the *Tampaw Art Event* by counting ticket sales (*evaluation*)
 - Compare the amount of donations made prior to the campaign (December 2018) versus donations made after the campaign (July 2019). (*engagement*)
 - Determine how many people referred their own friends to donate to the construction of the Humane Society's new facilities. (*referral*)
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