

PAWS[®] CHICAGO

PAWS Fostering Program

Marketing Plan Final Presentation

Industry: Non-Profit

Pip Paris, Leslie Puerto, Lauryn Douglas

Executive Summary



Paws Chicago is a nonprofit organization founded with the mission to build no-kill communities starting in Chicago, end the overpopulation of homeless animals, and develop a sustainable animal welfare model. Our concept aims to connect Paws Chicago with homesick college students. This program addresses the overpopulation in no-kill shelters while providing students with an outlet for their academic challenges and pressures. It features flexible fostering options from weekends to a full semester, allowing students to experience pet ownership without the commitment. The program will also offer support and resources such as free access to veterinary services and regular community engagement events.

Industry History



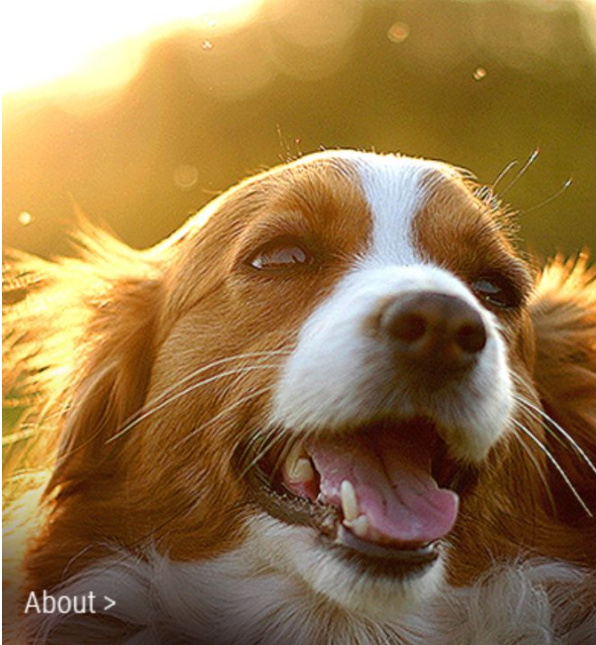
Fostering has been around for quite some time. It began on April 14, 1869, when Carolina Earle White and a group of women activists established the first animal shelter in Pennsylvania. Initially focused on horses, the shelter later expanded its services to include dogs and cats. Since then, fostering has played a crucial role in changing the lives of many animals, significantly helping to save a large number of pets in need of homes.

Industry History, continued...



PAWS Chicago has become a beacon in the fight against the alarming number of homeless pets being euthanized in the city. Their fostering program, initiated in early 1997, aims to provide temporary homes for pets, helping to reduce overcrowded shelters and increasing the chances of adoption into permanent homes. With the boost of public awareness from "Angels with Tails," PAWS highlights the importance of helping animals find their forever homes and reducing the number of pets facing euthanasia.

PAWS Facts From 2023



106,221
VOLUNTEER HOURS IN 2023



Volunteer >

98.62%
SAVE RATE AT PAWS



Results >

4,561
ADOPTIONS IN 2023



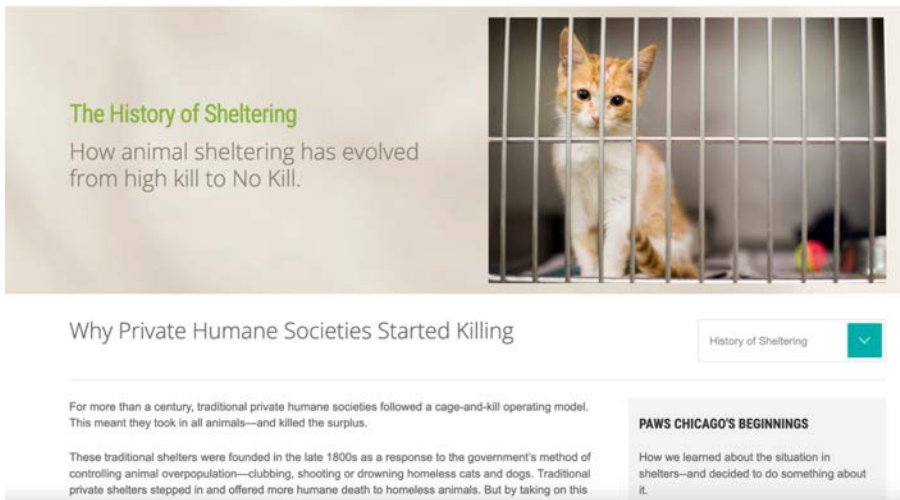
Adoptions >

16,587
SURGERIES IN 2023



Spay/Neuter >

Macro Trend



The History of Sheltering
How animal sheltering has evolved from high kill to No Kill.

Why Private Humane Societies Started Killing

History of Sheltering

For more than a century, traditional private humane societies followed a cage-and-kill operating model. This meant they took in all animals—and killed the surplus.

These traditional shelters were founded in the late 1800s as a response to the government's method of controlling animal overpopulation—clubbing, shooting or drowning homeless cats and dogs. Traditional private shelters stepped in and offered more humane death to homeless animals. But by taking on this

PAWS CHICAGO'S BEGINNINGS

How we learned about the situation in shelters—and decided to do something about it.

<https://www.pawschicago.org/no-kill-mission/about-no-kill/history-of-sheltering>

There is public pressure on shelters to be more transparent about their data transparency.

This is fueled by recent scandals revealing that so-called no-kill shelters are not as strict about killing pets as it had previously seemed. Increased efforts to preserve life to even more overcrowding.

Target Market / Competitors

With focus on euthanasia stances



The Animal Shelter Market is not competitive in the sense that other markets can be. **There is ALWAYS more demand than supply**, and more shelters is mostly good for the existing shelters, because more shelters means potentially less strain.

Felines & Canines: Cageless no-kill

Shelter and Adoption Agency



One Tail at a Time: Adoption Center, Foster Agency,

Isolation house for sick dogs, training and behavior

center, mutual aid program for low-income families

**ONE TAIL
AT A TIME**





Chicago's Eco-Friendly Cageless No-Kill Adoption Center for Cats

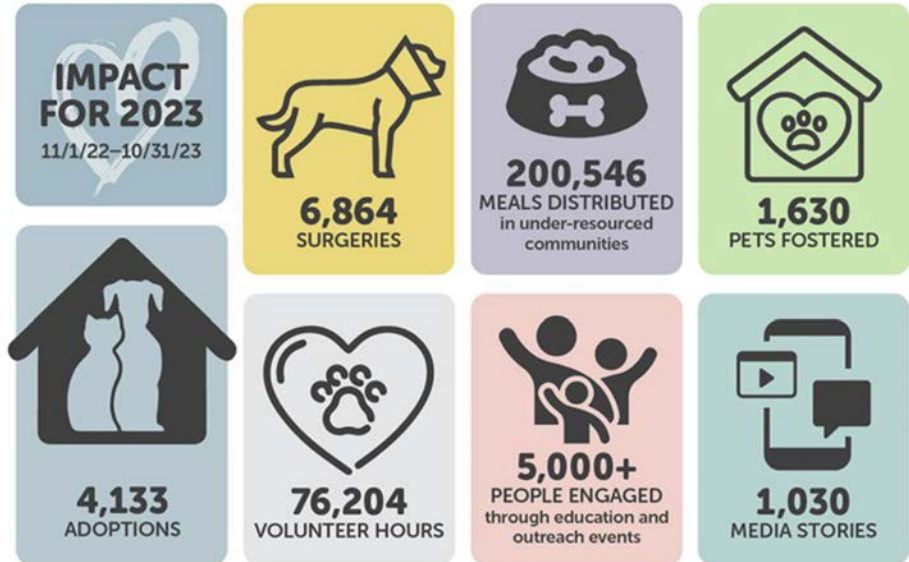
Describe themselves as no-kill but don't expound on why, how or what that means exactly for them.



TREE HOUSE
HUMANE SOCIETY

Anti-Cruelty: Shelter, Clinic, Foster Agency, pet / people events, & education “We do not euthanize due to lack of space at the shelter. We save every treatable animal. We never, ever, “kill” an animal. We humanely euthanize (a word that means “a merciful end”) where there is no hope for recovery or when an animal is deemed unsafe for placement in the community. Keeping a suffering animal alive is not humane.”

Tree House does not claim being no-kill but claim their responsibilities as including “Alleviating suffering and making appropriate euthanasia decisions” and also “placing every healthy and safe animals”



Impact of Anti-Cruelty

Chicago's Animal Care and Control: animal services (including field calls for any animal-related issues, and medical care), adoption, lost/found pet, education


*“Euthanasia of healthy animals shall always be performed last, and only if **capacity for care or disease control necessitates euthanasia**”*



**Lost my Pet -
Found a Pet**
Reclaim Your Lost Pet



Adopt a Pet
Details about
adopting a new pet



Field Services
About the calls we
service



Animal Intake
How to bring an
animal to the shelter

Target Audience

Fostering pets through PAWS can greatly help young adults cope with homesickness. Being away from home can negatively impact mental well-being, and having a furry companion can help alleviate anxiety. This initiative is especially relevant for college students who may need a loyal friend to take their minds off the stress of heavy coursework. Animal lovers play a crucial role in this, seeking the best for every animal. Additionally, animal advocates support causes that can transform lives. Foster communities often seek ways to engage with their local areas through various activities.



P

Political

Explore:

- Government stability
- Financial stimulus commitment
- Pandemic strategic plan
- Health service readiness
- Pandemic policy factors
- Current taxation policy
- Future taxation policy
- The current and future political support
- Grants, funding and initiatives
- Trade bodies
- Effect of wars or worsening relations with particular countries
- Election campaigns
- Issues featuring in political agendas

E

Economical

Explore:

- National debt levels
- Recovery struggle for impacted industry
- Strength of consumer spending
- Current and future levels of government spending
- Ease of access to loans
- Current and future level of interest rates, inflation and unemployment
- Specific taxation policies and trends
- Exchange rates
- Overall economic situation
- Real estate exodus
- Inner city business decline
- Supply volatility

S

Social

Explore:

- Pandemic lifestyle trends
- demographics
- consumer attitudes and opinions
- media views
- law changes affecting social factors
- brand, company, technology image
- consumer buying patterns
- fashion and role models
- major events and influence
- Inner city pandemic trends
- ethnic/religious factors
- ethical issues
- Digital relationships

T

Technological

Explore:

- Relationship with pandemic
- Sector technology demand
- Relevant current and future technology innovations
- The level of research funding
- The ways in which consumers make purchases
- Intellectual property rights and copyright infringements
- Global communication technological advances
- Internet connectivity utility

L

Legal

Explore:

- Legislation in areas such as employment, competition and health & safety
- Environmental legislation
- Future legislation changes
- Changes in European law
- Trading policies
- Regulatory bodies
- Pandemic legislation
- Working environment
- Pandemic legal sensitivities

E

Environmental

Explore:

- Relationship with global warming
- Relationship with recycling and global fight against waste
- Relationship with global fight against plastic usage
- The level of pollution created by the product or service
- Attitudes to the environment from the government, media and consumers
- Relationship with renewable energy
- Relationship with deforestation

Political: dogs and cats are in the political news with Trump trying to rile up his base by spreading baseless claims about immigrants eating pets. Beyond anything this reveals about his candidacy, it emphasizes how strongly Americans feel about their pets.

Economic: cost of living has skyrocketed even just the last few years, meaning that a lot of people, including young people, are struggling to meet basic costs of living. This can put pet ownership further out of reach.

Social: Lots of people think of pets as children, and post a lot of pics on social media. Having foster pet pics to post could be appealing to digitally savvy folks. Society is currently very focused on accountability and public ethics.

Technological: Ease of information access continues to constantly increase, contributing to a situation where people expect data transparency and accuracy, contributing to increased numbers of pets staying in shelters.

Environmental: Unethical breeders have negatively impacted the environment, contributing to shelter overcrowding.

Legal: People have shared legal custody over pets demonstrating their sentimental value beyond being seen as just pets.

<p><i>Strengthens</i></p> <ul style="list-style-type: none"> ● Mental Health Well-Being: petting a pet can release oxytocin, which can help ease anxiety and provide a calming effect. ● Affordability: It is more affordable than going to a breeder or a shop. ● Foster programs allow shelters to take in more animals in need. 	<p><i>Weakness</i></p> <ul style="list-style-type: none"> ● Emotional attachment: Not considered fostering because people don't want to get attached to the pet. ● Limited space: Many shelters are struggling with overcrowding, impacting the quality of care. ● Limited resources: Shelters rely on donations and volunteers
<p><i>Opportunities</i></p> <ul style="list-style-type: none"> ● Utilize digital media to promote: many college users are using social media. ● Educational programs: Providing resources about responsible pet ownership (for example - spay/neuter advocacy) ● Expansion of services: Providing more pet behavior classes, and low-cost veterinary services can attract more support and adoptions. 	<p><i>Threats</i></p> <ul style="list-style-type: none"> ● Housing Restrictions: Certain locations have rules against keeping pets. ● Transportation: Many shelters depend on foster caregivers who have access to reliable transportation. ● Economy: Financial instability can lead to a decrease in donations and make it difficult for animals to find adoptive homes.

Strengths, Weaknesses, Opportunities, and Threats

Analysis

Marketing Objectives

Creating a win-win for humans, pets, and the earth. Our program aims to help animals find new homes, while also providing humans with a sense of community and purpose. By engaging in activities together, we can make a positive impact on the world and support each other in bringing about change. This initiative will help reduce the number of breeders and decrease the population of stray and feral animals, ultimately benefiting the environment.

UNSDGs



Unique Selling Proposition

Flexible, Stress-Free Fostering

Our program offers short-term fostering options from weekends to an entire semester, ideal for busy students looking for an emotional boost during challenging academic periods.

A Win-Win for Students and Pets

Support Paws by giving shelter pets a loving, temporary home while gaining a furry friend who can ease homesickness and reduce stress.

Cost-Free Pet Care

Enjoy fostering without extra expenses. We provide free access to veterinary services, pet supplies, and ongoing support, making pet care manageable and worry-free for students.

Join a Pet-Friendly Community

Connect with like-minded peers through community engagement events, creating friendships and memories as part of a mission-driven community.

A Taste of Pet Ownership

This opportunity allows students to see if a pet fits into their life while they help homeless animals, fostering both empathy and responsibility.

Market Entry Strategies

Offline Strategies

Imagine arriving at the quad, only to find a PAWS branded tent, and inside are puppies! That would get your interest! This would be a great way to introduce college students to PAWS, the idea of fostering, and would also be an informal way to gauge how many students could consider the possibility of fostering.

Pop-Up Puppy Playtime at Local Colleges



Market Entry Strategies

Offline Strategies



Puppy Therapy at Campus Wellness Fair

PAWS could be at the Campus Wellness Fair with a pup or two, to demonstrate the oxytocin health response that petting a cute furball can give. This would be a great way of informing students (in a full-body and multi-sensory way) of the unique value proposition PAWS offers through fostering for college students. It would also give a boost to Wellness Fair attendance, being a win-win for the Wellness Center and PAWS both.

Market Entry Strategies

Offline Strategies

In order to raise visibility of PAWS' new college fostering program, to spark conversations around dogs on campus, and to help lonely dorm-dwelling kids, a dorm building could sponsor / foster a dog. This would allow any positively-impacted dorm students to become unofficial brand ambassadors, which could also fuel social media interest through peer influencing. These same brand ambassadors might well be up for providing social media boosts to PAWS through posting pictures of the dogs enjoying campus life in and out of the dorms.

Dorms Sponsor a Doggy



Market Entry Strategies

Online Strategies

PAWS and the campus Wellness Center could co-create a digital flier to be added to campus emails to all students, encouraging students to look after their mental and physical wellness as well as making a difference, by fostering animals through the PAWS College Fostering Program.

Email Campaign

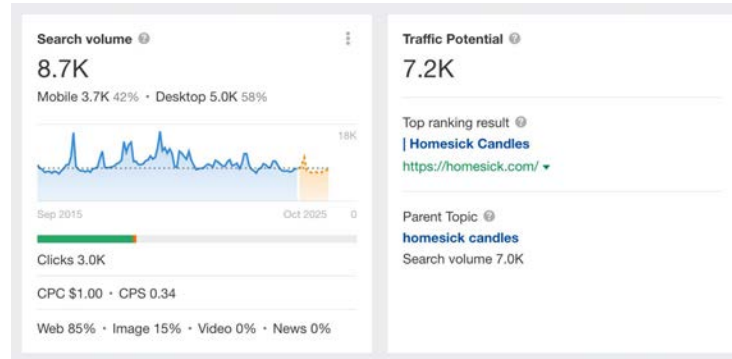


Market Entry Strategies

Online Strategies

SEO Strategy

- **Search Engine Marketing Strategies:** By creating a page on PAWS' website about the Campus Fostering Program, and then optimizing keywords in the copy of the page for SEO, in the meta tags (especially including alt text on images for screen readers and google web crawlers), and keywords for paid search ads, this program could boost PAWS' market share by being able to include keywords not previously relevant, such as "homesick" which according to Ahrefs which has a potential traffic of 7.2K



Market Entry Strategies

Online Strategies

- **Social Media:** Using the chart to the right, from a Digital Marketing textbook: Youtube and Instagram are our best bets for undergraduate-aged students who have just left home for the first time.
 - Youtube: Explainer videos about the mental health benefits of spending time with pets, and how the PAWS Fostering program works
 - Instagram: Photography contests, featuring your fostered pet. People love to compete, and love animal photos

Social Media Marketing Platforms			
People	Content	Strategies	Cons
 <ul style="list-style-type: none">• 25-34• Boomers	<ul style="list-style-type: none">• Photos & links• Information• Live video	<ul style="list-style-type: none">• Local mktng• Advertising• Relationships	<ul style="list-style-type: none">• Weak organic reach
 <ul style="list-style-type: none">• 18-25• 26-35	<ul style="list-style-type: none">• How-tos• Webinars• Explainers	<ul style="list-style-type: none">• Organic• SEO• Advertising	<ul style="list-style-type: none">• Video is resource-heavy
 <ul style="list-style-type: none">• 18-24, 25-34• Millennials	<ul style="list-style-type: none">• Inspiration & adventure• Questions/polls	<ul style="list-style-type: none">• Ecommerce• Organic• Influencer	<ul style="list-style-type: none">• High ad costs
 <ul style="list-style-type: none">• 25-34, 35-49• Educated/Wealthy	<ul style="list-style-type: none">• News• Discussion• Humor	<ul style="list-style-type: none">• Customer service• Ads for males	<ul style="list-style-type: none">• Small ad audience
 <ul style="list-style-type: none">• 46-55• Professionals	<ul style="list-style-type: none">• Long-form content• Core values	<ul style="list-style-type: none">• B2B• Organic• International	<ul style="list-style-type: none">• Ad reporting & custom audience
 <ul style="list-style-type: none">• 10-19• Female (60%)	<ul style="list-style-type: none">• Entertainment• Humor• Challenges	<ul style="list-style-type: none">• Influencer marketing• Series content	<ul style="list-style-type: none">• Relationship building
 <ul style="list-style-type: none">• 13-17, 25-34• Teens	<ul style="list-style-type: none">• Silly• Feel-good• Trends	<ul style="list-style-type: none">• Video ads• Location-based mktng• App mktng	<ul style="list-style-type: none">• Relationship building

Digital Marketing Foundations and Strategy e-book, 5th Edition by Zahay, Labrecque, Reavey, and Roberts. ISBN-13: 9780357720783. Figure 9.3

Timetable for Completion



PAWS timeline to begin introducing the fostering program. Here are the key points:

- Promotions for the fostering program will start Jan. 2025
- Sponsorships and collaborations will happen in late Jan/early Feb 2025
- By the 3rd quarter, we will assess any improvements, changes, or successful strategies.
- We aim to be ready to implement changes by the end of the year to effectively launch the new year.

Questions?