

SOCAL ANIMAL RESPONSE TEAM

SCART

JOELLE AL NAZAL | SOPHIA BERNARDO | KOLE GRAHAM |
KELLY HOANG | CHLOE SCIALO

CALIFORNIA STATE UNIVERSITY, FULLERTON

WEEK 15

SoCal Animal
Response Team



SCART

TUFFY
PUBLIC RELATIONS





Agenda

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- 🐾 **Research**
- 🐾 **SWOT Analysis**
- 🐾 **PEST Analysis**
- 🐾 **Problem Statement**
- 🐾 **Target Audiences**
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Meet The Team



Joelle Al Nazal



Sophia Bernardo



Kole Graham



Kelly Hoang



Chloe Scialo

Joelle Al Nazari

- Senior majoring in Communications with a concentration in Public Relations.
- Joelle is interning with Bluecrest as a Communications Planner.
- She is also working in the sales department at a Pilates Studio.
- After graduation Joelle aims to find a career involving social media management.



sophia Bernardo



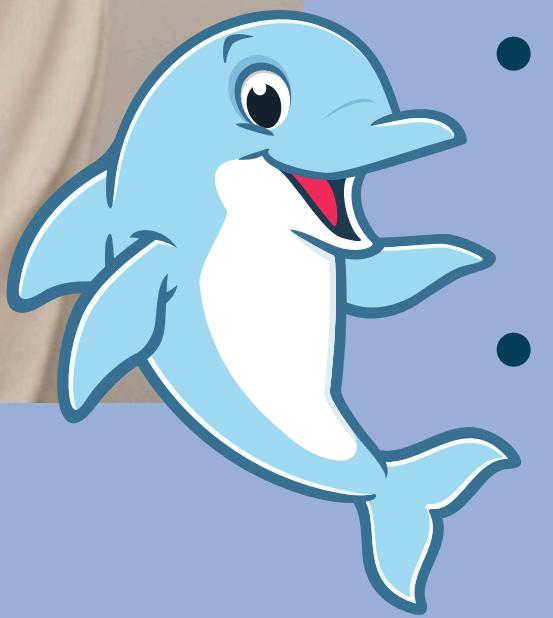
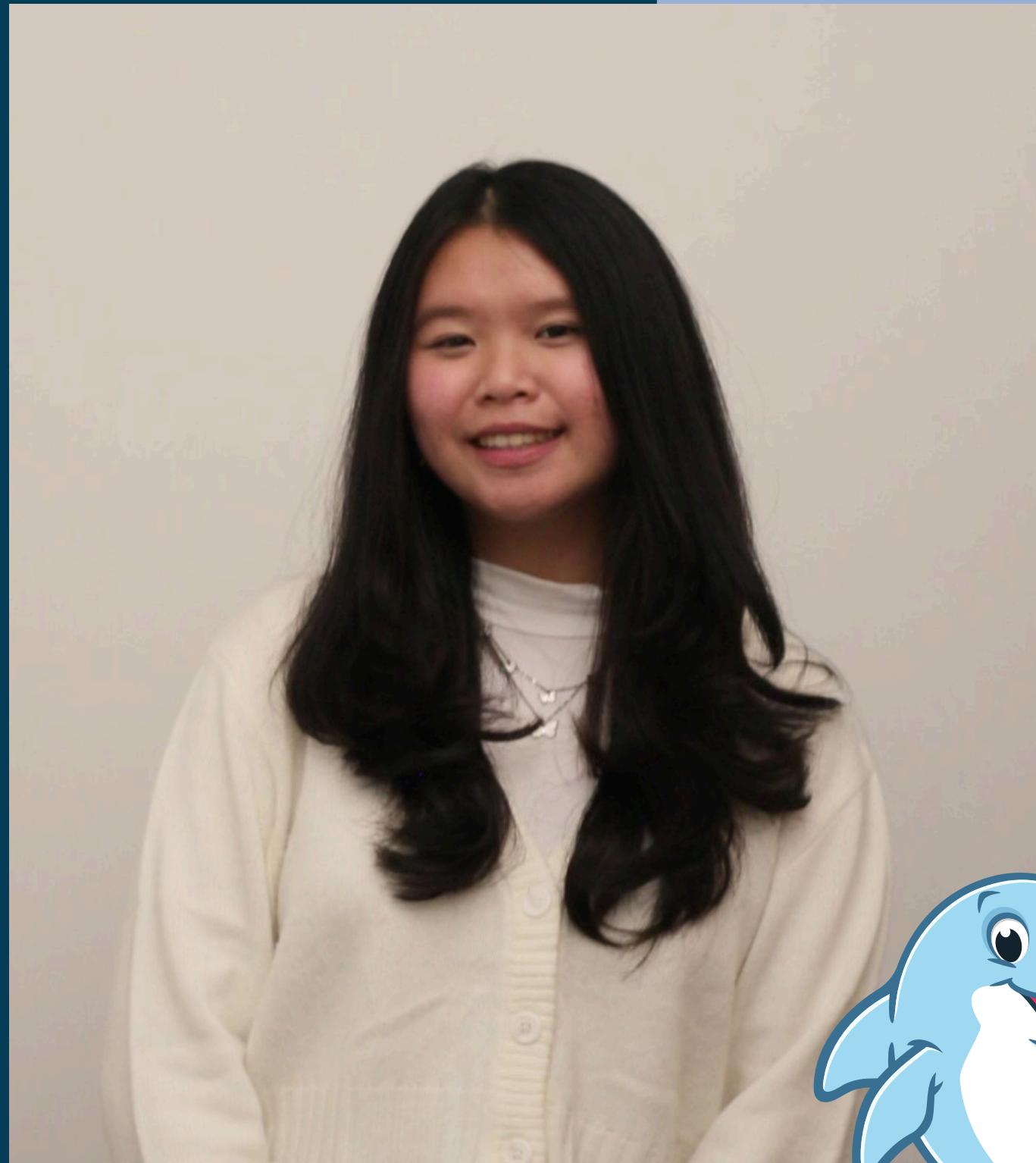
- Senior double majoring in Dance and Communications with a concentration in Public Relations.
- Currently interning at Communications Lab, as a social media intern.
- Social media manager for FUSE Dance Company and Nancy Evans Dance Theater.
- After graduation Sophia will look to pursue a career in public relations, with a focus on the arts.

Kole Graham

- Junior majoring in Communications with a concentration in Public Relations.
- Currently holds the positions of President and social media manager for the men's club baseball team at CSUF.
- Upon graduating from university, Kole aims to work anywhere within the field of baseball.



Kelly Hoang



- Junior majoring in Communications with a concentration in Public Relations.
- President of the student-run chapter of the non-profit organization CardzForKidz.
- Director of Communications for COMM 497T course.
- Planning Garden Flea Market at the Fullerton Arboretum.
- Future career in social media managing, non-profit managing, or event planning.

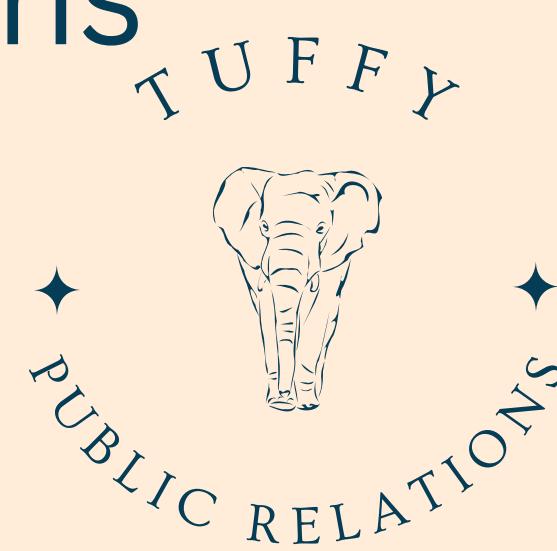
Chloe Scialo

- Junior majoring in Communication with a concentration in Public Relations.
- She is currently working at Baskin Robbins to fund her education.
- Chloe hopes to pursue a career as a social media manager for a professional sports team.



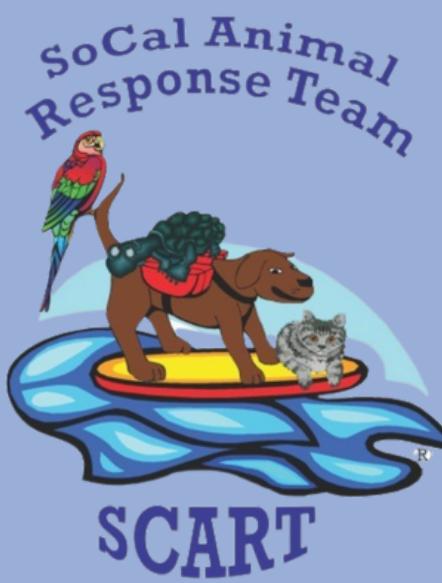
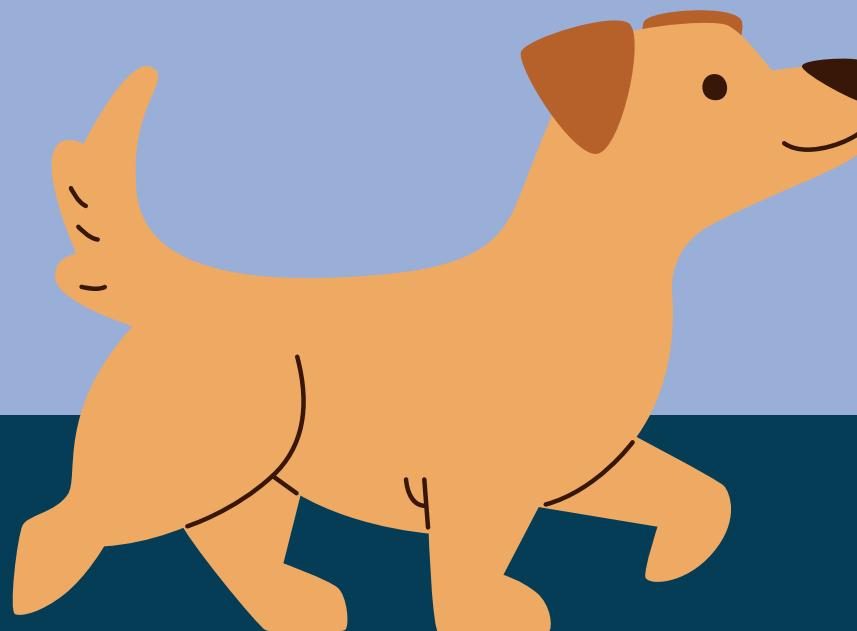
Our Mission

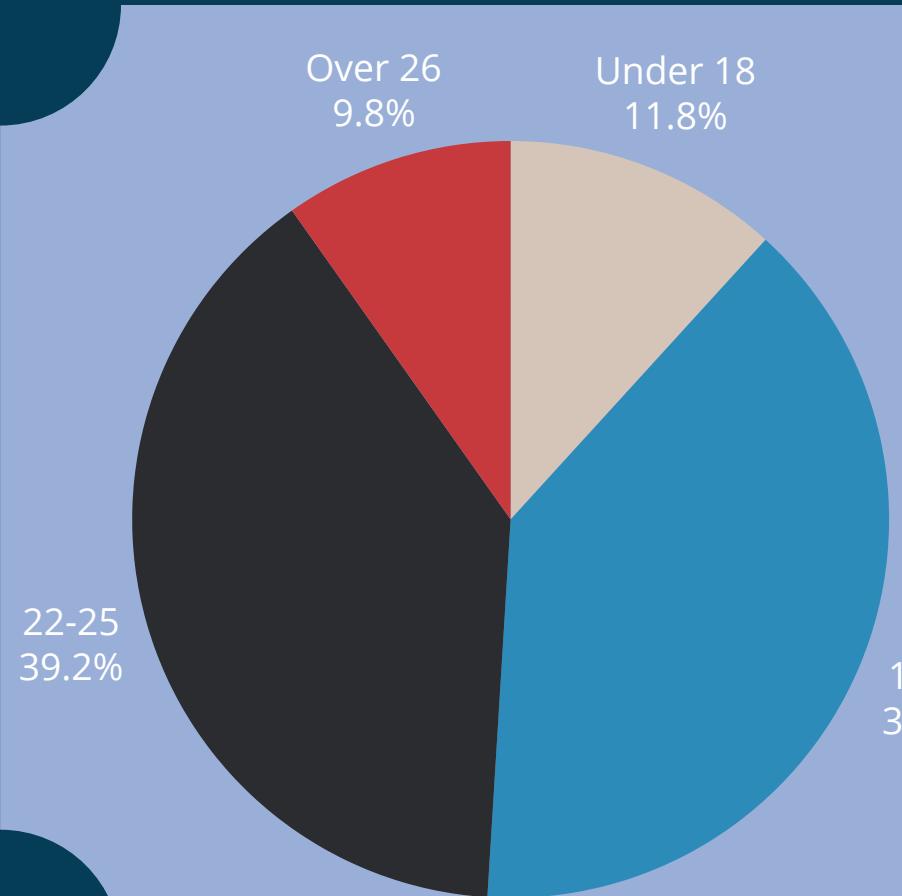
Tuffy PR is a public relations team that focuses on using strategic communication, research analysis, and plan development to create and maintain positive relationships with the individuals, groups, or organizations we represent.



Background

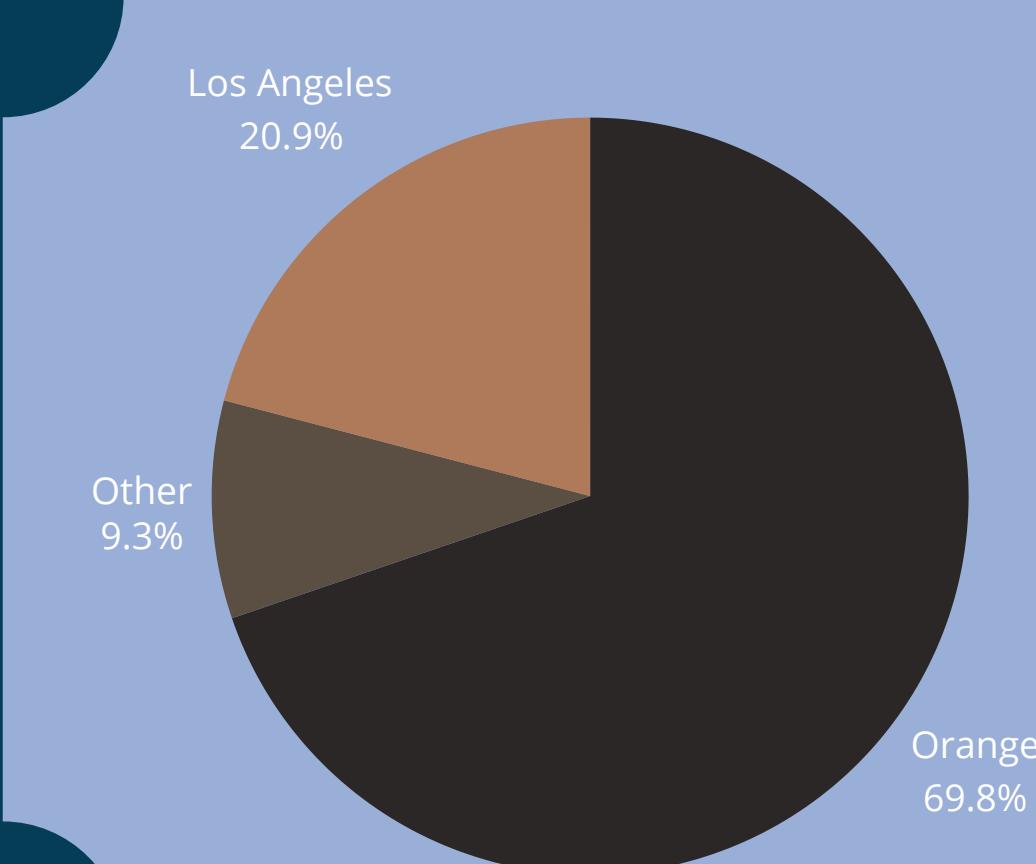
SCART originated in Southern California, and was created by a small group of animal-loving citizens in 2005. Their goal was to ensure proper care for all animals that were abandoned or left behind due to a disaster or crisis.





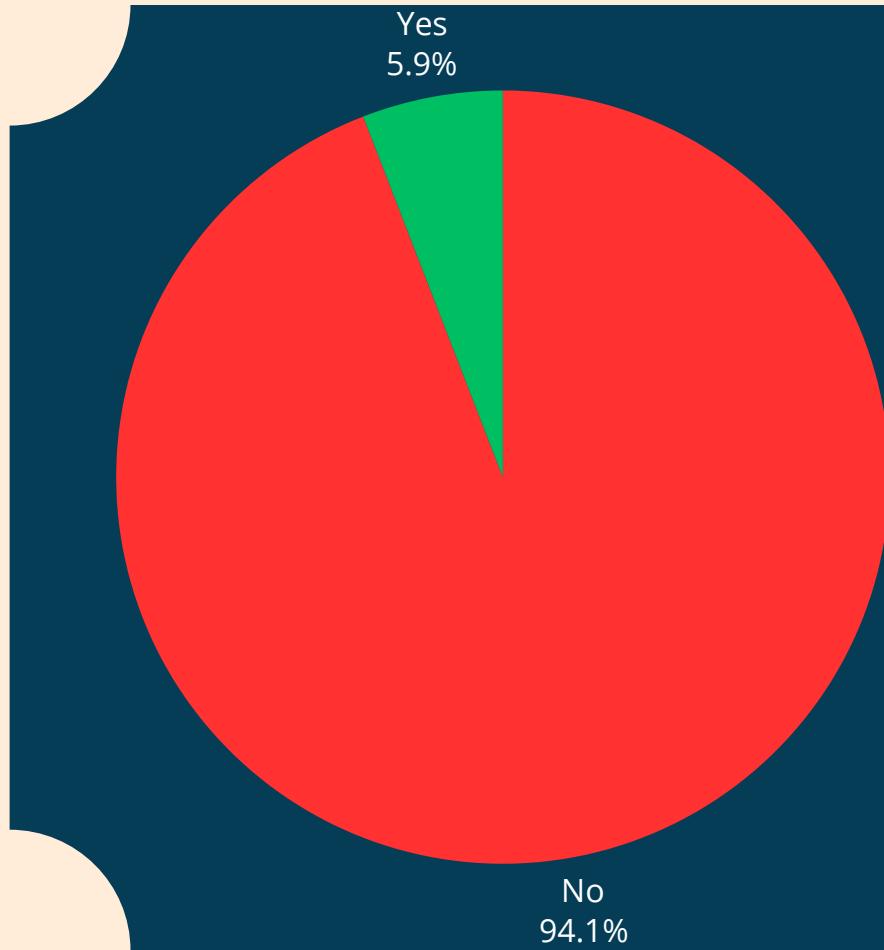
Age

Our primary audience is anyone between the ages of 18 and 55. If you are 16-17, you can also volunteer but you must have a guardian.



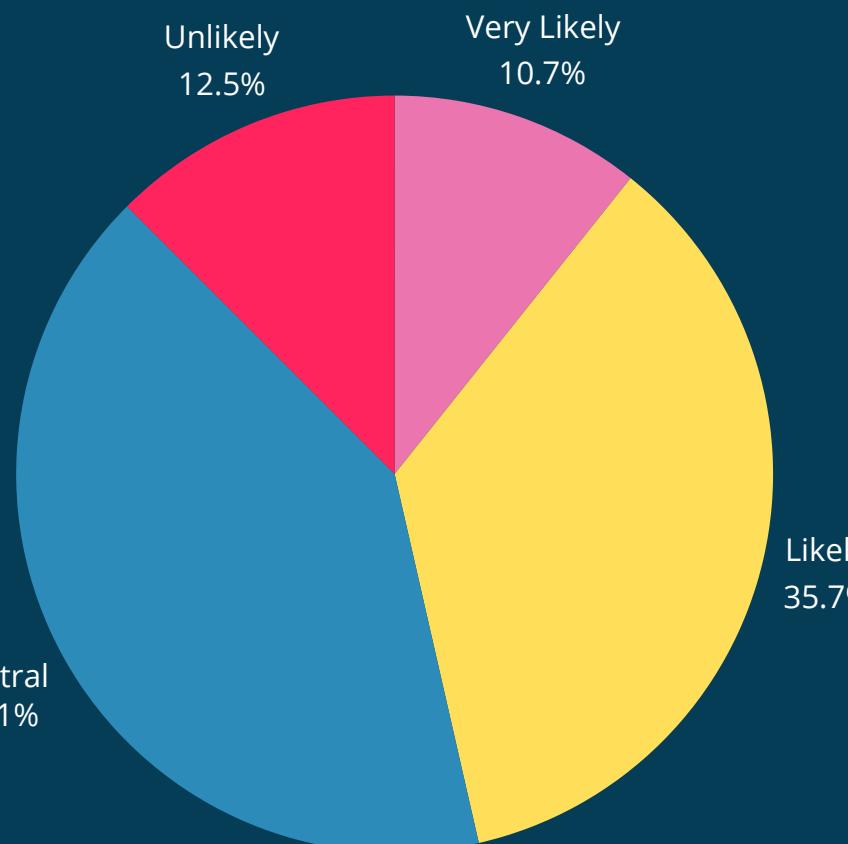
Geographic

The geographic location for SCART is the Southern California area. If they have the funding, they can go to other parts of California.



Awareness

Prior to our group posting on their social media platforms, their Instagram had a total of 34 followers, Facebook had 430 followers, and X only had 31.



Volunteers

As a nonprofit organization, SCART is always looking for volunteers to assist them with their mission of helping animals in need.



SWOT Analysis

STRENGTHS

- Dedicated and passionate team members committed to animal welfare
- Well-established network with local authorities and organizations
- Comprehensive training programs for team members

OPPORTUNITIES

- Collaborate with local businesses
- Expand educational outreach programs
- Foster partnerships with neighboring animal response teams
- Leverage social media



WEAKNESSES

- Limited funding and resources
- Reliance on volunteers
- Limited social media presence

THREATS

- Weather: Natural disasters or emergencies
- Public misconception or lack of awareness
- Change in local regulations or policies
- Competition for grants and donations



PEST Analysis

POLITICAL

- SCART cannot partake in any politically affiliated activities as a nonprofit organization
- SCART cannot endorse political candidates, make donations to political campaigns, or engage in substantial lobbying efforts.
- It can tarnish the organization's reputation

ECONOMIC

- Nonprofit organizations often face challenges in securing sufficient funding to support their programs and operations
- Fundraising events play a crucial role in generating revenue for many nonprofits
- Fundraising efforts may be constrained

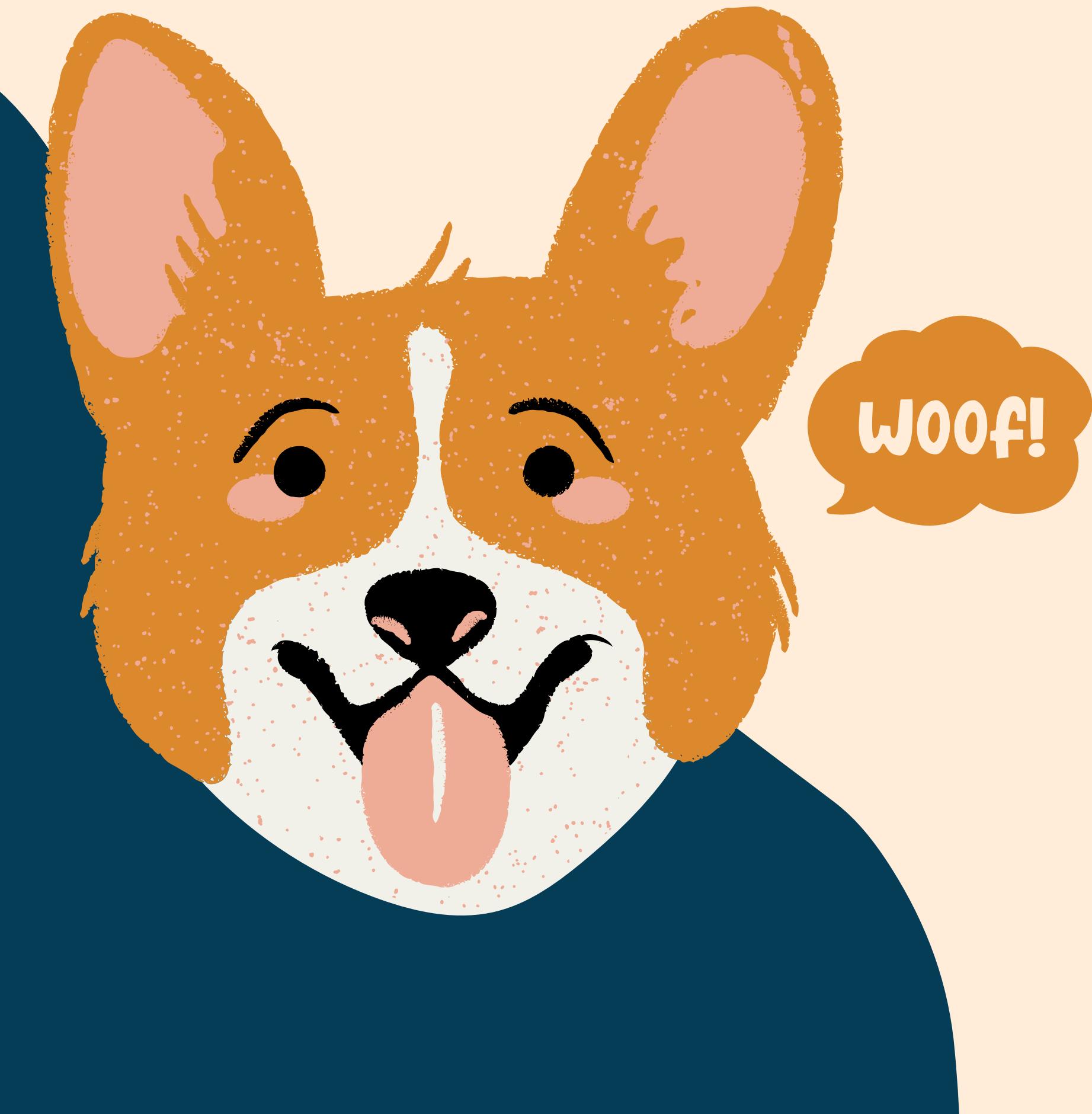
SOCIAL

- Factors such as population size, density, age distribution, and socioeconomic status
- Public attitudes and perceptions toward animals, disaster preparedness, and emergency response efforts
- Utilizing diverse communication channels



TECHNOLOGICAL

- Social media platforms are valuable tools for raising awareness, engaging with the community, and mobilizing support during emergencies
- The proficiency of SCART's organizational members in using technology tools and platforms can impact the organization's effectiveness.



Problem Statement

The public is unaware of SoCal Animal Response Team regarding volunteer opportunities and informative seminars. The cause of this problem is due to the lack of social media presence, specifically used to reach out to potential volunteers from the intended audience. It is also due to the outdated website, and the lack of outreach team or committee members.

Target Audiences



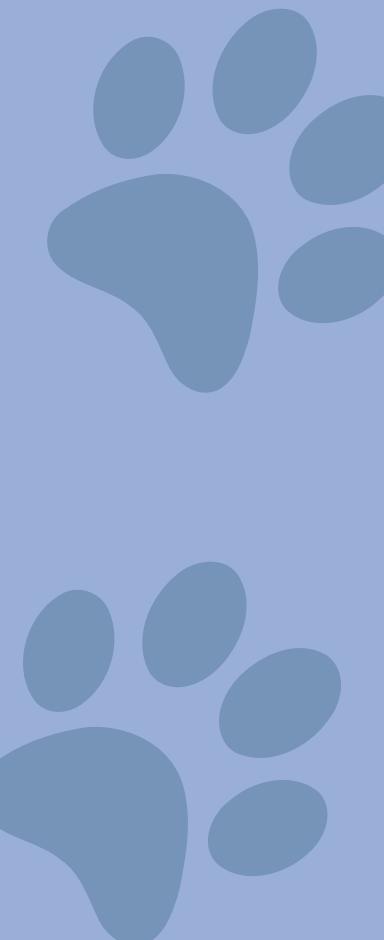
Primary Audiences

- Anyone with pets!
- Between the ages of 18 and 55, but 16-17 with a guardian
- Lives in Southern California



Secondary Audiences

- Parents who come and volunteer with their children
- News outlets
- Influencers



Key Messages

Primary Audiences

- “College students with pets! Join SCART and make a difference in your community! Volunteer opportunities available now!”
- “Calling all families with dogs! Learn how to keep your furry friends safe during emergencies with SCART's informative seminars.”
- “OC Residents, get involved with SCART and be prepared to lend a helping hand when disaster strikes.”

Secondary Audiences

- “Join our high school volunteer opportunities to impact our pets and your future!”
- “SCART's on a mission to help animals in need, and we need partners like you! Join forces with us for rescue adventures and make a lasting impact!”
- “You don't need a pet to help! Join SCART'S volunteer team and lend a helping paw in times of disaster!”



Goal statement

Tuffy PR plans to increase overall awareness for the SoCal Animal Response Team among individuals between the ages of 18 and 55, with the exception of 16-17 year olds with a guardian.

Objectives

OBJECTIVE 1

To help SCART develop tactics and strategies to promote their Dog Toy Distribution Event on April 28th within the span of one month.

OBJECTIVE 2

Gain 50 new followers on Instagram and increase engagement and activity by April 30th.

OBJECTIVE 3

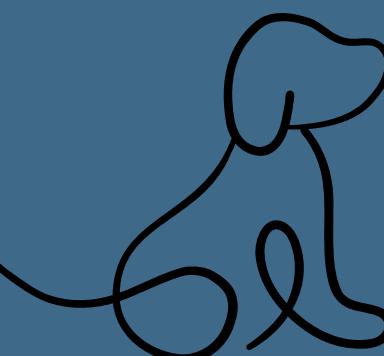
Send out news releases to 10 news outlets, and get a response from at least one news outlet to help spread publicity for the event on April 28th.

Implementation

Objective 1

To help SCART develop tactics and strategies to promote their Dog Toy Distribution Event on April 28th within the span of one month.

- **Strategy:** Social media tactics; such as creating graphics and flyers and posting stories. Utilize the offerings of each social media platform to promote the event.
- **Tactics:** Make “Save the Date” post to share across all social media platforms, sharing it with friends and family, as well as word-of-mouth to get more people to come. Create a Facebook event post, sending out automatic event reminders to followers of the account.
- **Tools:** Social media platforms such as Instagram, Facebook, NextDoor and X (Twitter).



Implementation

Objective 2

Gain 50 new followers on Instagram and increase engagement and activity by April 30th.

- **Strategy:** Gain moderator access to the social media accounts SCART has and run them. Create posts for people to engage with and be interested in.
- **Tactics:** Create educational and informational posts to promote SCART's overall purpose and goal. Share posts on our personal social media accounts as well as spread the word about SCART's social media to people in our personal lives; friends, family, coworkers and more.
- **Tools:** Utilize creative workspaces such as Canva, Adobe Premiere Pro, Photoshop etc., research, an editorial social media calendar, and a compilation software called Linktree to organize our resources into one collective space.

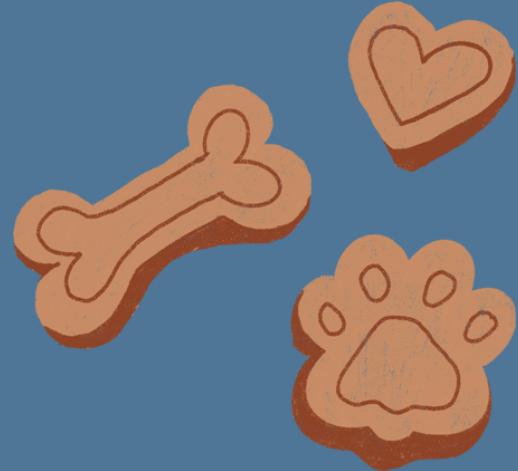


Implementation

Objective 3

Send out news pitches to 10 news outlets, and get a response from at least one news outlet to help spread publicity for the event on April 28th.

- **Strategy:** Conduct research on specific news outlets, journalists, and editors in order to compile a media list containing potential contacts.
- **Tactics:** Cross-reference and reach out to media contacts by writing personalized emails, drawing information acquired from previously published stories to appeal to the specific individual.
- **Tools:** Utilized Google Spreadsheet to create an organized media list; used a reference media list provided by SCART.



Calendar

MARCH 2024

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13 Meeting @ 10:30 AM	14	15	16
17	18	19	20 Meeting @ 10:30 AM	21	22	23
24	25 Send LOA	26	27 Meeting @ 10:30 AM	28 Send out News Release	29	30

24 Notes for 25th:

- send LOA
- write news pitch
- create timeline

APRIL 2024

SUN	MON	TUE	WED	THU	FRI	SAT
31 Posts Made by EOD Sunday	1 Last minute changes during meeting	2 Spring Break	3 Meeting @ 10:30 AM	4	5 ADD LINK TREE TO ALL SOCIALS	6
7	8 Create ?'s doc	9	10 Meeting @ 10:30 AM	11 Have outline completed	12	13
			Social Media Post	Social Media Post	Social Media Post	Social Media Post
14	15 Create ?'s doc	16	17 Meeting @ 10:30 AM	18	19 Create ?'s doc	20
			TOD: Earthquake	TOD: Flood	TOD: Heat	
21	22 Meeting @ 10:30 AM	23	24 Story Post	25 Story Post	26 Story Post	27
			Live Content	Reminder Story Post	Reminder Story Post	
28 EVENT!!	29	30				
				Paper and presentation MUST be DONE		

Week 11:

- Social Media Post
- Social Media Post
- Social Media Post
- Social Media Post

Week 12:

- Social Media Post
- Social Media Post
- TOD: Earthquake
- TOD: Flood
- TOD: Heat
- Story Post
- Story Post
- Story Post

Week 13:

- Live Content
- Reminder Story Post
- Reminder Story Post
- Story Post
- Story Post
- Social Media Post

Calendar

Item	Proposed Timeline	Actual Timeline	Notes
First Client Meeting	March 11, 2024	March 13, 2024	Client missed meeting due to email complications
Created social Media graphics and flyers for the Kendra Scott (KS) x SCART Fundraiser	April 1, 2024	Revised April 8, 2024	KS event was canceled so graphics were revised to fit for our Dog Toy Event
Kendra Scott x SCART Fundraiser Event	April 14, 2024	Canceled	Lack of communication from Kendra Scott
Post revised social media graphics and flyers for the Dog Toy Distribution Event	April 9, 2024	April 25, 2024	Client requested to add logos of sponsors/collaborators on flyers
Dog Toy Event	April 21, 2024	April 28, 2024	KS canceled too late, location issues
Meeting Goal of 50 new Instagram followers	April 30, 2024	March 31, 2024	Surpassed our goal of 50 new followers by the end of March and gained 71 followers by April 30, 2024.
End our campaign	April 26, 2024	April 30, 2024	We need finalizations by April 26 but we didn't finish until May 2. Our event happened later than planned.

Budget

Labor	Proposed March	Actual March	Proposed April	Actual April	Total Cost	Total Cost
Task						
Client Meetings	15 hours	23 hours	15 hours	30 hours	\$20/hr	53 hours = \$1,060
Research	3 hours	5 hours	5 hours	10 hours	\$20/hr	15 hours = \$300
Team Meetings	35 hours	55 hours	35 hours	55 hours	\$20/hr	110 hours = \$2,200
Writing	5 hours	5 hours	10 hours	15 hours	\$20/hr	20 hours = \$400
Event	0 hours	0 hours	6 hours	7 hours	\$20/hr	7 hours = \$140
Public Relations						
Creating News Release	0 hours	0 hours	3 hours	6 hours	\$20/hr	6 hours = \$120
Creating Content	20 hours	35 hours	30 hours	56 hours	\$20/hr	91 hours = \$1,820
Data Collection						
Creating Surveys	0 hours	0 hours	2 hours	2 hours	\$20/hr	2 hours = \$40
Reviewing Analytics	0 hours	0 hours	3 hours	4 hours	\$20/hr	4 hours = \$80
Subtotal	78 hours	123 hours	109 hours	185 hours	\$20/hr	\$6,160



challenges

- Little to no awareness from the public
- No social media presence
- Event planning
- Generational differences



Lessons

- What it was like working with a client
- Learning how to communicate
- Working on their time



Evaluation

Objective 1:

- How many pallets of toys we started and ended with.
- We started with 88 pallets and ended with 12 pallets.
- The last 12 pallets were donated to rescues and other nonprofits.

Objective 2:

- Instagram started with 34 followers, now it is up to 105 followers. Facebook and X are growing as well.
- We surpassed the 50 new followers goal, before our set date.
- Created and posted new graphics.
- Kept followers engaged.

Objective 3:

- Sent out news releases to 10 different new outlets.
- The Orange County Register wrote about our event.
- An event attendee brought us a cut-out of the newspaper column.

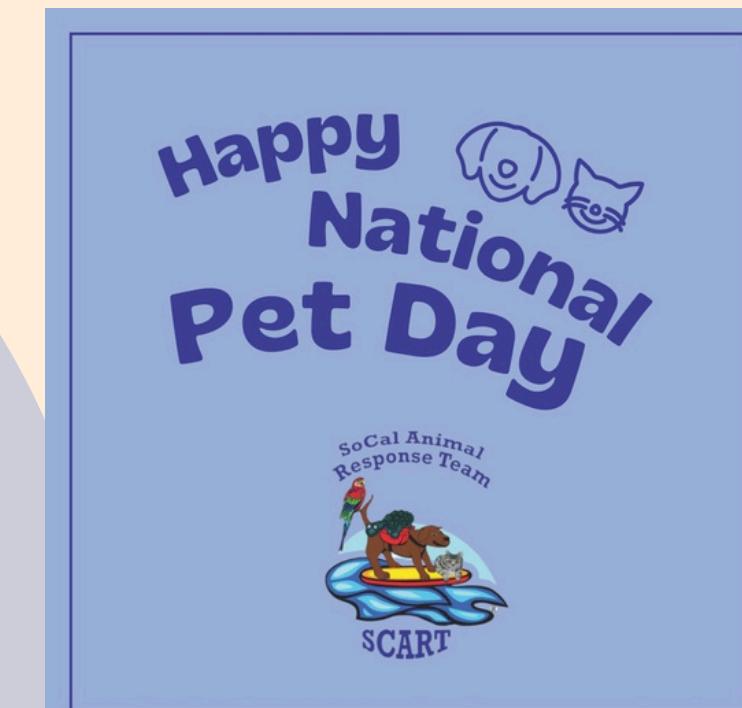


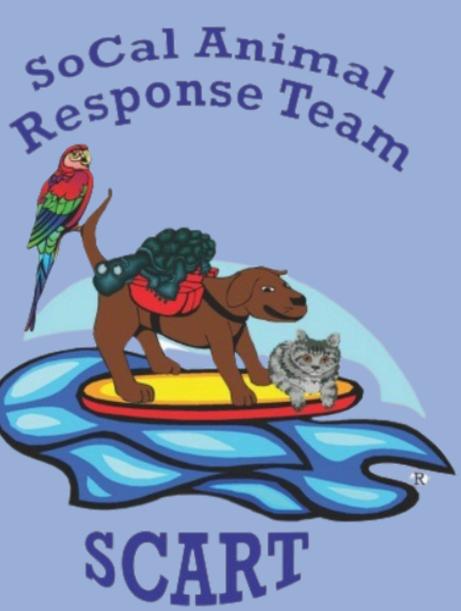
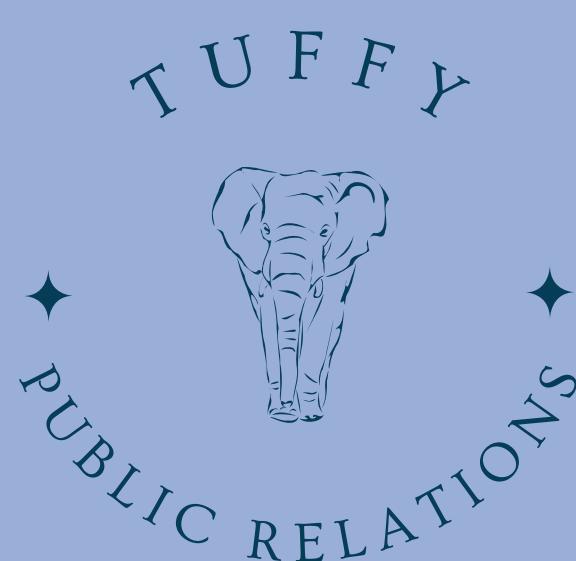
Social Medias

Instagram: @scart2us

Facebook: @SocalAnimalResponseTeam

X (Twitter): SocalAnimalResponseTeam@SCARTeam





Thank you for listening!

TUFFY PR

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KELLY HOANG | CHLOE SCIALO**

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WEEK 15

