

## MEDIA KIT PR PLANNING DOCUMENT

### CLIENT

Rescue Me Georgia, based in Metro-Atlanta, Georgia.

### SITUATION

Rescue Me Georgia is a nonprofit organization, that rescues and rehomes animals in need. Adopting animals from shelters and foster groups in a concept the organization is constantly promoting. All workers and founder are volunteers, meaning no one receives a dime.

### OBJECTIVES

Spread awareness of the importance of adopting from shelters, along with growing Rescue Me Georgia's impact on the world and their presence on different platforms.

### TARGET AUDIENCE

Rescue Me Georgia's target audience is any one over the age of 23, (based on the adoption guidelines) located in the Metro-Atlanta area looking to adopt a dog or a cat.

### STRATEGIES

Hold a number of events that encourages people to adopt a fostered animal or make donations to the organization. Actively create and post Blogs, as well as establish and execute a schedule of appropriate posts to different social media platforms such as Instagram and Facebook. Also, pitch to local media ideas to write Features about Rescue Me Georgia.

### TACTICS

Pitch and hope that our event gets coverage in the AJC. Blog posts that keep audience engaged and offers useful information. News release about major event hosted by the organization. Direct mailing letters to try to get more support and donations.

### CALENDAR

At the beginning of February, the news story about the Valentine's Day event will hopefully be published. Around the same time, a series of posts on social media about the event will be made. Then of course, the event will be held on Feb. 14, 2022. Following the event, when it seems appropriate, Blog posts will start rolling out, as well as several social media posts on a regular schedule. Hopefully by April or May we can roll out the next campaign, "Adopt, Don't Shop" by sending out Direct Mail letter to people in the area.

### EVALUATION

To tell if this plan as been successful, we will look at the number of donations, amount of engagement, and number of adoptions between February through April/May. If there is an increase, then this plan will have been successful.