



# BUSINESS REPORT

---

**Bethany Brooks**

**Animal Rescue Foundation – Milledgeville, GA**

711 S Wilkinson St,  
Milledgeville, GA 31061

(478) 454-1723  
shelter@animalrescuefound  
ation.org



# Key Messages/Organization Goals

- **Our goal is to find responsible permanent homes for unwanted cats and dogs**
  - ARF houses, feeds, and vet's strays/surrenders until adopted
  - We utilize social media to display our animals and to gain attraction of families who may be looking to adopt, also to gain donations
  - All potential families must fill out adoption papers which are to be reviewed and approved based on the animal's needs
- **We encourage the community to participate in the spaying and neutering of all pets**
  - We use donations and sponsorships to pay for spay/neuter for low-income families (S.A.F.E. Mobile Spay and Neuter Clinic)
  - We use our social media platforms to encourage spay/neuters, to educate on the health benefits of spay/neuter and to offer families low-cost opportunities
- **ARF wants to educate the public on proper care and treatment of animals**
  - We provide free humane education classes to K-3 grades in local school systems
  - We utilize social media to promote good health practices for pets
- **Our mission is to help local families care for their pets during times of hardships**
  - ARF pet food bank – we provide a month's supply of food, toys, litter and other necessities for families in need in Baldwin County
  - Baldwin County Meal on Wheels Initiative – we transport food and pet supplies to provide for families and shelters in need

# Press Release



*Contact:* Bethany Brooks

*Telephone:* (478) 454-1273

*Email:* shelter@animalrescuefoundation.org

*Website:* animalrescuefoundation.org

FOR IMMEDIATE RELEASE

[November 16, 2020]

## ANIMAL RESCUE FOUNDATION

### ARF & Friends: Georgia College Fundraiser

MILLEDGEVILLE, GA, NOVEMBER 16, 2020 – Animal Rescue Foundation partners with ARF & Friends: Georgia College group to sell \$25 t-shirts to fundraise for local shelter, starting November 16.

“We are ordering another round of our new t-shirts! These orders are pre-order/pre-pay only at \$25 per shirt! ARF's beloved boy Snow is representing on the back of the shirt,” ARF & Friends Representative, said.

Their latest event is the t-shirt fundraiser hosted on Facebook to raise donations and funds for food, shelter supplies, toys, etc. The shirts come in a dusty blue color and feature one of the shelter's longest pet residents, Snow, a handsome Pitbull. The t-shirts are on sale starting November 16 and can be purchased by direct messaging @gcsuARFF on Facebook. All proceeds will go to helping the shelter provide food and necessary items to our beloved animals.

“This organization is doing amazing things by helping animals and local families in the area who are in need. I am always willing to support a business that does so much good for our community,” a Milledgeville local said.

Animal Rescue Foundation partnered with Georgia College in 2019 to create “ARF & Friends” in order to encourage student participation in supporting the local animal shelters. Their purpose is to recruit volunteers, raise awareness, and host fundraisers for the Milledgeville Animal Rescue Foundation.

###

If you would like more information about this topic, please contact Bethany Brooks at (478) 454-1273 or email at shelter@animalrescuefoundation.org.

# E-mail Pitch

To: RECIPIENT

Subject: ARF & Friends: Georgia College Fundraiser

From: Bethany Brooks [bethany.brooks@bobcats.gcsu.edu](mailto:bethany.brooks@bobcats.gcsu.edu)



Hello,

This is Bethany Brooks from the Animal Rescue Foundation of Milledgeville, Ga. I am emailing you in regard to a story idea that may interest you at 13WMAZ on the ARF & Friends: Georgia College (ARFF) T-Shirt Fundraiser starting November 16.

The local community of Milledgeville have shown tremendous support to the Animal Rescue Foundation in recent years with very successful fundraising campaigns. The official ARF Facebook page has generated over 6,000 likes by supporters of the shelter and our mission. We are a non-profit animal shelter that rescue, house, vet and adopt-out stray animals in Baldwin County and surrounding areas. We survive off of donations, fundraisers and hosting local events where our supporters are always willing to help.

For this event, we will be hosting a virtual fundraiser due to COVID-19 restrictions to gain funds, donations, and support during these trying times. ARF is partnering with ARFF to sell \$25 dollar t-shirts to raise money for food, pet and shelter supplies, toys, etc. We are very excited to be hosting this event and feel that the Middle Georgia area will be interested in supporting our shelter. All proceeds will go to the shelter to purchase food and necessities for our animals.

A few items that can be donated are

- Dog/cat food
- Cat litter
- Cleaning supplies
- Pet toys
- Treats
- Towels

Thank you,

Bethany Brooks

[bethany.brooks@bobcats.gcsu.edu](mailto:bethany.brooks@bobcats.gcsu.edu)

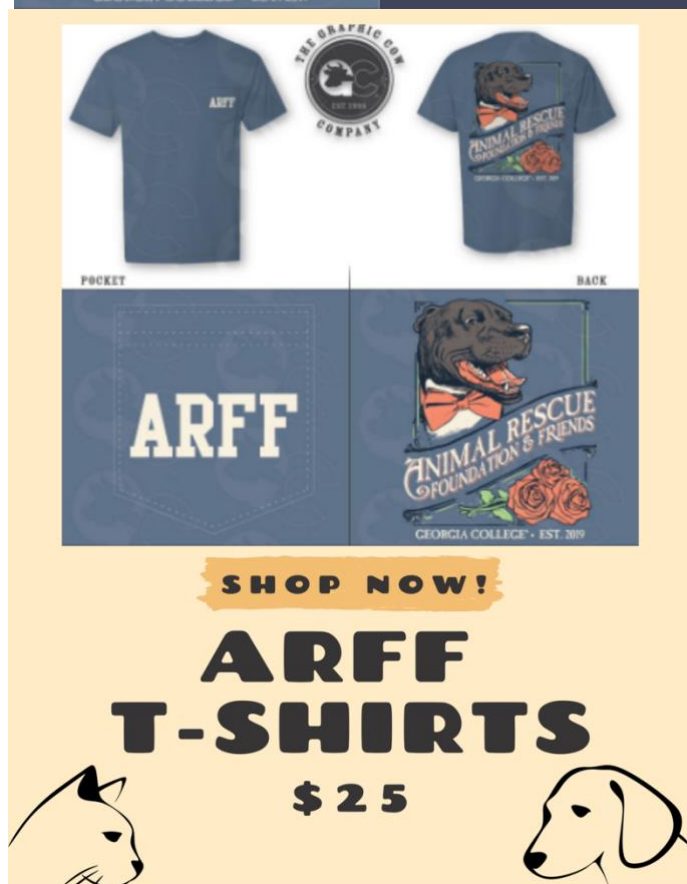
(478) 454-1273

# Social Media Posts

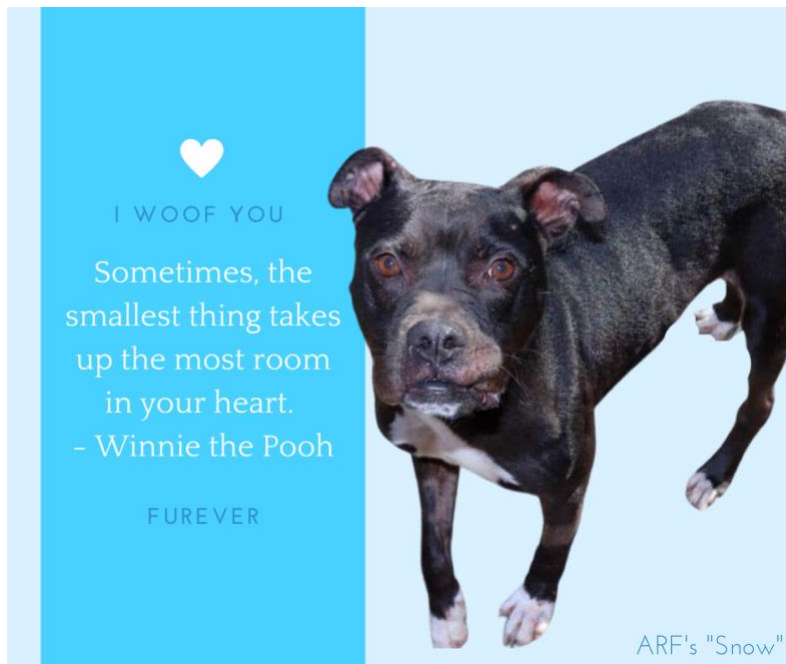
Facebook pages @gcsuARFF and @animalrescuedfoundationinc



“Introducing our newest T-SHIRTS featuring one of ARF’s oldest shelter buddies, Snow! Available for preorder/prepay starting NOVEMBER 16! ALL proceeds go towards supplying the shelter with food and toys for the animals! DM us to place your order and help the fur babies!!! #animalrescuefoundation #milledgevillega #georgiacollege”



“ARF & Friends are now selling T-SHIRTS! Support our local animal shelter by buying a shirt featuring Snow, the shelter’s oldest rescue! All proceeds will go to ARF! \$25 each! DM us to place your order! #savetheanimals #ARF #milledgevillega #gcsu”



“Meet Snow. Snow is the longest resident at Animal Rescue Foundation. AFF is fundraising to provide food, shelter and toys to animals in need. With every t-shirt purchase, money is donated to the shelter to give Snow a better chance of life. Each t-shirt is \$25, and all proceeds go to ARF. To help a furry friend in need, DM us to place your order now. #ARF #meetSnow #georgiacollege “milledgevillega”



# Public Service Announcement

ARF & Friends Fundraiser

B Brooks

11/16/20

:30

From: Animal Rescue Foundation

711 S Wilkinson St, Milledgeville, GA 31061

Contact: Bethany Brooks

Phone: (478) 454 1723

For Use: Nov 16 to Nov 30

SFX FADES IN: \*Dog Bark, Dog Bark\* Animal Rescue Foundation of Milledgeville is partnering with ARF and Friends at Georgia College to host a t-shirt fundraiser. ARF is a local non-profit animal shelter here in Milledgeville working to save local strays and surrenders in the area. The shelter depends on donations and funds from the community to provide food, care and supplies to the animals. Due to COVID-19 the shelter is in desperate need for supplies and is selling t-shirts for \$25 now through the end of the month, where all proceeds go towards the shelter. If you are interested in supporting, message ARF on Facebook to place your order today. SFX FADES OUT: \*Dog Bark, Dog Bark\*

###

# Media Kit



## Animal Rescue Foundation

MILLEDGEVILLE, GA

### about the shelter

Animal Rescue Foundation is a non-profit animal shelter located in Milledgeville, GA. ARF's mission has been to find responsible permanent homes for unwanted cats and dogs, to encourage spaying and neutering of all pets, and to educate the public on the proper care and treatment of animals. Over the years, ARF has accomplished many goals, cared for and found homes for many helpless pets.

### about our volunteers

ARF is led by the following Board of Directors: Allene Veazey, President; Robyn Register, Vice President; Patti Tolbert, Secretary; Ted Zarkowsky, Treasurer; and Members at Large, PJ Herren, Allyse Brantley, Linda Ashley, and Nancy Chaklos. Animal Rescue Foundation is also served by a host of dedicated volunteers who perform a great variety of tasks for ARF ranging from walking dogs and socializing cats to organizing and assisting with fundraising efforts. Without these volunteers, ARF could not continue to exist.

### statistics

@animalrescuefoundationinc

@milly\_arf



6,353



2,231

478-454-1273 • shetler@animalrescuefoundation.org • @animalrescuefoundationinc



## services offered

We accept donations and volunteers year round.

ARF houses, feeds and vet's strays until adopted.

We encourage the community to participate in spaying/neutering of pets.

ARF provides humane education classes to K-3 grades in local school systems.

We host ARF pet food bank, donation drive and Baldwin County Meal on Wheels.



## adoption process

### adoption

- Cat/kitten adoption fee: \$100
- Dog/puppy adoption fee: \$150
- Must be 21 years or older
- Must fill out online application
- Must sign contract agreeing to proper care animal and abide by animal control laws
- Renters must show proof that pets are allowed in housing
- Prepare to take pet home with you (leash, collar, pet carrier)

## contact details

### Address

711 S Wilkinson St, Milledgeville, GA 31061

### Phone / Email

(478)-454-1723

shelter@animalrescuefoundation.org

### Website / Social Media

animalrescuefoundation.org

Facebook: @animalrescuefoundaitioninc

Instagram: @milly\_arf



# Recommendations

As public relations specialist representing Animal Rescue Foundation of Milledgeville, I recommend that we utilize the presented media tactics in order to increase fundraiser participation, media engagements and following across media platforms. I also suggest that we condense our media presence to have a specific theme across all platforms in order to remain consistent with our brand. As shown in the social media posts, to be utilized on Instagram and Facebook, I suggest that we encourage a positive outlook on adoption and donating to a good cause. We should use warm toned colors, images of our animals and graphics to catch the attention of media users. Our tone across platforms should be warm, inviting, exciting and also stern and sincere at the same time.

ARF can utilize the Public Service Announcement to enlighten the local public about their donation shortage due to COVID-19 and the measures we are taking to encourage virtual donations at this time through the t-shirt fundraiser. It is important to be honest with the public about our situation and to ensure that we are willing to use all money and proceeds towards the care of our animals. Lastly, we can use the press release and email pitch to reach out to media organizations across Middle Georgia to gain interest in our mission as a non-profit.

In the future, with support from the public and volunteers, we will work on expanding operations from Baldwin County to across Middle Georgia areas. Our main priority as an animal rescue is to ensure the safety and care for abandoned or surrendered strays in the area, gain support and donations from locals to continue operations and to encourage proper animal care. With these media tools, we will gain supporters and donations to give back to the community as we have for over 30 years.

# Reflection Paper

Bethany Brooks

Dr. Christensen

Advanced Strategic Writing

18 Nov 2020

## Reflection Paper – Client Project

For this assignment, I chose to represent Animal Rescue Foundation of Milledgeville as their Public Relations specialist. I chose this organization because it is a non-profit, no-kill, animal shelter based near my hometown. I grew up with a passion for helping animals and have rescued a few animals myself in the last year from being strays and abandoned by their owners. I am passionate about this organizations mission and goals and wanted to put my skills to use to represent an amazing organization.

For the key messages and goals, I decided to utilize the organizations goals listed on their website to create key-points for this project. I looked through the webpage to determine what the organization has done to reach these goals and use those for the proof points. I organized these in a bulleted format that is easy to read.

For the press release, I decided to talk about the ARF & Friends t-shirt fundraiser hosted on Facebook. I chose this as my press release because this was the most recent event held by the Animal Rescue Foundation. Due to COVID19, they have not hosted many events this year. I thought this would be a good event to get the public involved in donating to the foundation while also receiving a nice t-shirt to show for it.

For the email pitch, I wanted to pitch the t-shirt fundraiser to a news outlet located in Middle Georgia, and 13WMAZ was my first thought. I thought that this would be a good story for them because they have been keeping up with COVID-19 efforts during this time and have done similar stories to shed light on the effects of the pandemic on small and non-profit businesses. This would be a good angle to pitch the fundraiser to attract attention from the public on something they may not be considering due to other issues going on.

I wanted the social media posts to be colorful and standout when coming down someone's timeline and to also include information about the t-shirt fundraiser to raise awareness and participation. I decided to use warm, inviting colors in and also graphics because I feel that we tend to pay more attention to graphics because they can be different than the regular content seen on Facebook and Instagram. I also just feel that this gives good presentation and a theme on these platforms.

For the PSA, I wanted this to be a 30 second spot on the local radio station to enlighten the public on the current situation of ARF and to encourage people to donate in order to provide help and refuge for the animals in the shelter. I thought the dog sound effects would be a nice touch to grab a listener's attention while driving or casually listening.

Lastly, I wanted the media kit to be something colorful but also provide as much information as possible to anyone media interested in writing about our organization. I wanted to use photos to showcase some of our pets and volunteers. I chose to do a pink-toned font because it is eye-catching and grabs the attention of readers. I feel that the theme of the media kit is cohesive and appealing.