



2022-2023 | AAF DALLAS PUBLIC SERVICE

Co-Chairs:

Stephanie Mason
Kira Stearns
Julie Holloway
Chris Burnett

AAF History of Public Service Chairs:

AAF Dallas has always looked for a way to give back to the community by leveraging the knowledge of our organization's members to partner with charitable organizations. Members donate their expertise in brand development, technology, digital marketing, and content creation to support the goals of nonprofits in our community. The team focuses on advancing our communities through partnerships, collaboration, determination, and volunteerism.

INTRODUCTION

Texas CARES (Companion Animal Resource & Education Society) began operation on June 22, 1993 as the first non-profit, "cat-only" adoption group in the Dallas/Fort Worth metroplex. The organization's primary mission is to find permanent homes for cats, teach the public about responsible pet ownership, educate the community about Texas CARES and recruit volunteers and acquire support.

The group works collaboratively with overcrowded animal shelters by providing fostering and then promoting the adoption of cats to forever homes. In 2022, with the help of 350 volunteers, 250 cats were rescued and placed up for adoption at their two partner facilities, PetSmart and Earthwise, resulting in 225 adoptions.

On November 10th, our team hosted a discovery meeting with the board members, where we assessed their current brand image, assets and needs. During this meeting with the current board members, it was

revealed that for its 30th anniversary, Texas CARES wanted to refresh its brand image to appeal to the modern digital landscape (**Exhibit A**). With this in mind, our team got to work on a plan-of-action that would reflect the modernization of the organization's brand aesthetic while still honoring the positive impact Texas CARES has had on numerous friendly-felines over the years.

GOAL

Through our audit and digital review process, we found three major areas to help drive their business goals - producing a more contemporary brand logo, redesigning their website, social media content idea-generation, and organizational growth through volunteer and board recruitment.

Our primary goal is to revamp the Texas Cares website and give it a modern, user-friendly aesthetic that keeps the attention of users, while also making the Texas CARES brand more understandable to first-time visitors. To begin, we will redesign the website to be responsive implementing a mobile-first platform.

We found in Google Analytics, the majority of their website visits were on a mobile device. With a mobile-first design, we will increase time on page, increase more events actions, and reduce bounce rates. Ultimately, we want users to engage with the entire web ecosystem and not have to switch devices.

Through our discussions with the client, there were three primary objectives for the website; drive adoption, donations, and volunteers. We will benchmark traffic to these pages and determine a percentage of increases after the transformation is complete. Our goal is to increase form submissions by 15% YoY.

In addition to the website rebuild, we will build an ADA WGCA 2.0 compliant website. Inclusivity for all users is an important goal for the client. Our last step will be optimizing the site by establishing foundational SEO best practices including schema, meta data, and URL structure. Our goal is to have the site rank in the top 10 for cat rescues in the DFW metro area.

Additionally, our team assisted in performance marketing on social media by implementing a 12 month digital calendar that volunteers could easily reference on-the-go for relevant content (**Exhibit D**). The calendar provided both content ideas and timing in order to inform their social media manager's efforts and support both her planning and execution processes. This will allow them to maintain a consistent social media presence in order to increase awareness, drive engagement and build community.

EXECUTION

After we understood the needs of the clients, we began our competitive research in the pet rescue category in the DFW area. Understanding the market helped frame our website redesign strategy. Through our research, it was determined that the homepage of the website needed a cleaner aesthetic to match current trends and to stand out amongst similar organizations. We determined a simpler layout with call-to-action buttons would encourage first-time visitors to take immediate actions that align with Texas CARES objectives. On January 13, 2023, we proposed a new site map to the client and it was approved (**Exhibit C**).

Next, we met with the Texas CARES website manager to discuss the details of the current analytics and access to the website. On January 31, 2023, we were granted access by the webmaster of Texas CARES. We did a content analysis of the website along with incorporating Google Analytics traffic, to determine the most trafficked and high bounce rate pages. From these results, we could create a new site map and organize our menu in the order of most importance while still maintaining and utilizing some of the robust copy from the original site. We also provided a wire frame for the new menu and home page focusing on their top goals for the website; adoptions, donation, volunteers.

We are now in progress of developing a new menu and page design. For site content, we're using instructional copy for taking action and leveraging their blog for storytelling.

We are also developing brand guidelines and putting together a logo refresh proposal for the client. Once we have finalized the new branding and the website, we will create our Search campaign and additional media assets.

STRATEGY

After speaking with Texas CARES, the team identified the 2 primary needs of the organization as branding and awareness. We then created a plan to update the company Logo, create branding guidelines, provide a social media content calendar, and design a Paid Search campaign. Afterwards, we put our plan into a presentation and presented it to Texas CARES for approval (**Exhibit B**).

AUDIENCE

We identified a major branding issue with Texas CARES: nothing about the organization's name tells people what they do. Between the ambiguous name and lack of a social media presence, Texas CARES was struggling to attract a larger audience. So we went back to basics and kept our target audience as wide as possible - cat lovers in the DFW area.

MESSAGE

Through rebranding we will be able to help the organization better reach their audience. The "CARES" in Texas Cares stands for Companion Animal Resource & Education Society. At present, it is not stated on the website or any social pages what the acronym stands for.

By changing “Texas CARES” to “Texas C.A.R.E.S,” it will be clear to people that the name is in fact an acronym. We also plan to spell out the acronym on branding materials whenever appropriate.

CHANNELS

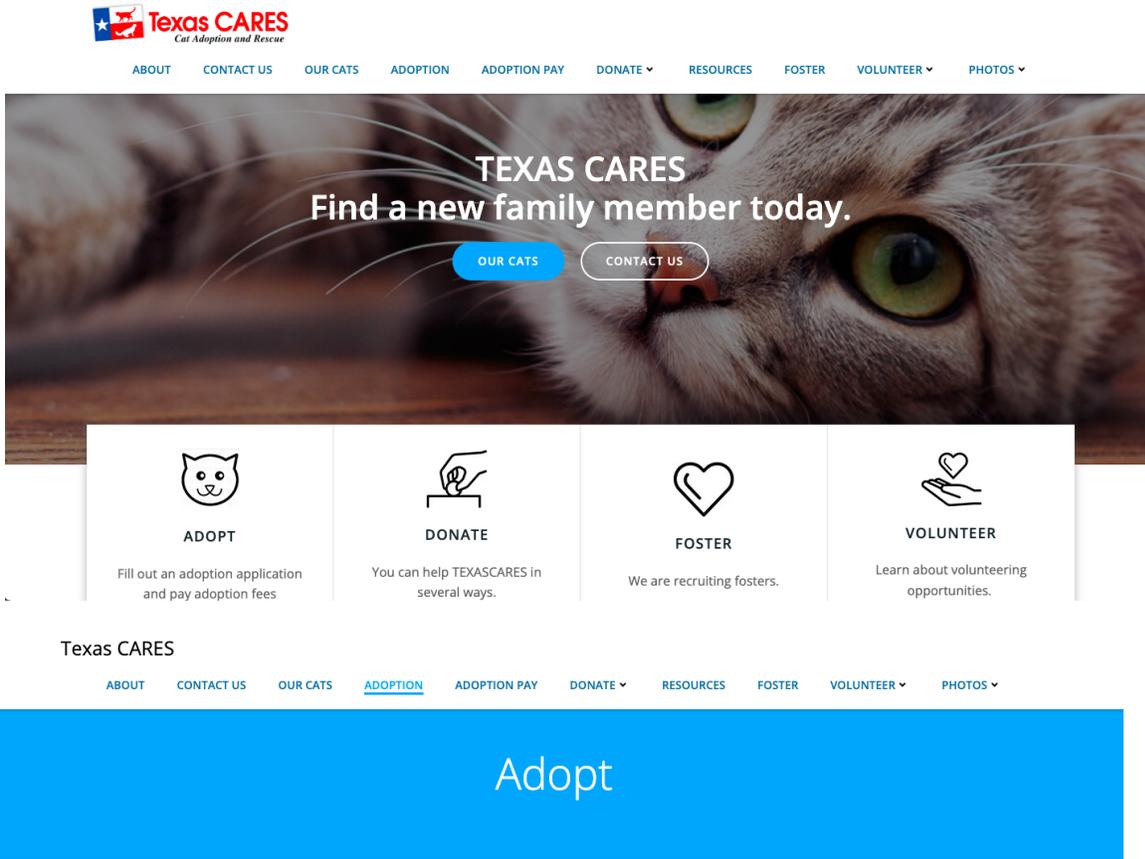
We will be updating the existing Texas CARES website; creating a Google Ads campaign, providing a content calendar for Facebook, Instagram, and LinkedIn; and creating brand guidelines for future digital and traditional marketing materials.

RESULTS

While our project is still in the development stage, we do have ambitious goals to increase site traffic by 75% and increase form submission by 150%. We will be able to pull our conversation and events from the website to determine our actual impact.

Exhibits:

Exhibit A - Screenshot of original Texas CARES site



The **Adoption Application** below is solely to apply for adoption of a Texas Care cat or kitten currently in our possession and on this Adoptable Cats list. Please do not submit an application for any other purpose, like surrender or rescue requests. For those, go to the [Contact Us](#) page.

Please review the [Texas Cares Adoption Policy](#) (the proceeding link opens in a separate web browser tab) then complete the application below. One of our Adoption Coordinators will contact you to follow up on next steps.

You must be **21 or older** to adopt an animal from Texas CARES.

Adoption Application

Texas CARES adoption application ONLY for a cat or kitten on our Adoptable Cats list (on the web page top menu bar)

Cat

Texas CARES

[ABOUT](#) [CONTACT US](#) [OUR CATS](#) [ADOPTION](#) [ADOPTION PAY](#) [DONATE](#) [RESOURCES](#) [FOSTER](#) [VOLUNTEER](#) [PHOTOS](#)

Resources

Resources for your cat's health, behavior, care, and socialization

Choose a topic below for the full list of cat resources

Getting Started

- [Pets, Allergies & Furniture](#)
- [A New Owner's Guide to Adopting a Cat](#)

Exhibit B - Campaign Plan Presentation

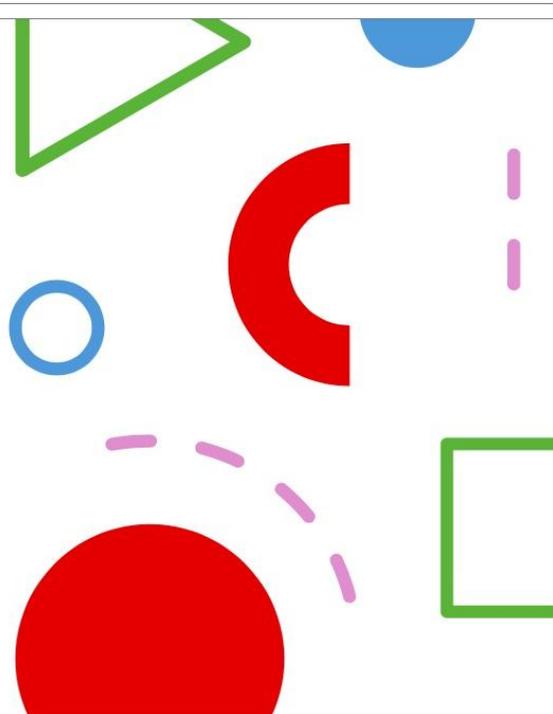




Agenda

1. What We Heard
 2. Website
 3. Social Media
 4. Search Marketing
 5. PR
- 

What We Heard

- Texas CARES could use an awareness boost
 - It has been a while since the website was last updated
 - The Organization's 30th anniversary celebration is coming up and we need to get the word out
 - Texas CARES has major hiring needs
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Website

- Update content
- Design refresh
 - Mobile-first design
- Simplify forms if possible
 - Set up a page where most forms can be viewed and the user will select the type of form they are needing (ex. Adopt vs. foster)



Social Media

- Templates for future use
- Content calendar
- LinkedIn marketing
 - Promote open paid and volunteer positions



Search Marketing

- **SEO update**
 - New content & meta tags to organically reach the top of search results
- **Google Ads**
 - Optimize AdWords to use the Google Ads grant more efficiently and bring more users to the site



Thank You!

AAF DALLAS ●

Exhibit C - New Sitemap

- Adopt a Cat
 - Petfinder
 - Resources
 - Adoption Form
 - Adoption Pay
- Get Involved
 - Foster
 - Volunteer
 - Donate Time
 - Volunteer Form
- Donate
 - (consolidate payment options)
- Texas CARES Merchandise
- About Us
 - Our Mission
 - Our History
 - People/Board of Directors
- Join Our Team
- Contact
 - One contact form with dropdown topics
- Footer - add social icons

Exhibit D - Content Calendar

JANUARY						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
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29	30	31				

FEBRUARY						
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MARCH						
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2023

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30						

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JUNE						
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OCTOBER						
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NOVEMBER						
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DECEMBER						
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23	24	25	26	27	28	29
30	31					

FEB

MAR

Copy and Creative Inspiration:
 Make a friend day
 Take home a new friend today (picture of a cat)
 "Travel Friend" went home with a new friend on national make a friend day (picture of cat with recent adopter)

Valentine's Day:
 Find a new love this Valentine's Day
 There's plenty of love to go around this Valentine's day
 No Spinner Day:
 Support Texas CARES? Now, that's a no brainer. Here are the ways you can donate to our cause
 Random Act of Kindness Day:
 Volunteer at our pet center tomorrow and show some kindness

19	20	21	22	23	24	25
	World Storytelling Day			Puppy Day		
26	27	28	29	30	31	
Make Up Your Own Holiday Day						

Copy and Creative Inspiration:
 Napping Day
 Find your next napping buddy here
 Absolutely Incredible Kid Day:
 Celebrate your fur baby with us by sharing a picture of them in the comments!
 World Storytelling Day
 We would love to hear the story of how your cat and kittens found their forever home with you
 Puppy Day:
 What better way to celebrate national puppy day than getting them a furry friend (picture of kitten and puppy playing or cuddling)
 Make Up Your Own Holiday Day:
 Can use this day to promote something, donation, volunteer opportunity, etc.