

DATA VISUALIZATION PROJECT – 1

(BA 54050 – 001)

PORTAGE ANIMAL PROTECTIVE LEAGUE - SCENARIO

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BIG IDEA WORKSHEET

WHO'S YOUR AUDIENCE?

1. List the primary groups or individuals to whom you'll be communicating.

ANSWER:

- The board members of Portage Animal Protective League, especially the chairperson/president.
- Lead staff members involved in adoption events and programs.
- Key volunteers who help organize the adoption events.
- Potential pet adopters in the community.

2. If you had to narrow it down to a single person, who'd that be?

ANSWER:

If I had to narrow it down to one person, it would likely be the chairperson or president of the board, since they need to approve the pilot program and any associated funding or resources.

But it's also important to communicate with and get buy-in from the executive director, staff, and volunteers who would actually implement the outdoor events.

3. What does your audience care about?

ANSWER:

The board cares about the mission of Portage APL - advancing animal welfare and responsible pet ownership, and the organization's mission and financial sustainability. Specifically, they want to increase permanent pet adoptions by fifteen percent.

Additionally, the board members care about financial stability since they have a fiduciary responsibility to ensure the financial health of the organization. The potential financial gains from increased adoptions could be a key consideration.

On the other hand, potential pet adopters care about finding suitable pets for adoption, and volunteers care about contributing to the success of events and the organization's goals. Lead staff care about the event's success and impact since the staff is responsible for organizing the events and are primarily concerned with the success and impact of these events. Volunteers and

these lead staff can also care about the strategies that enhance the effectiveness of their efforts, leading to increased adoptions and positive community experiences.

4. What action does your audience need to take?

ANSWER:

Approval for funding for monthly costs of 500 dollars for printing and three hours of a marketing volunteer's time and resources for a 3-month pilot program to hold more outdoor adoption events.

WHAT IS AT STAKE?

1. What are the benefits if your audience acts in the way that you want them to?

ANSWER:

The benefits if the board approves the pilot are:

- Potentially increasing pet adoptions by 15% through more outdoor events.

Implementing the pilot program based on the observed success of outdoor events could lead to a significant boost in adoptions. This not only aligns with the organization's mission but also directly contributes to the well-being of animals by finding them loving and permanent homes.

- Positive community engagement and support for the organization.

A successful pilot program can enhance the organization's standing in the community. Increased adoptions are likely to garner positive attention, support, and goodwill from the public, local businesses, and potential donors. This positive image can contribute to long-term sustainability and growth.

- Potential financial gains from increased adoptions.

Potential financial gains from increased adoptions: Higher adoption rates mean more animals are placed in homes, reducing the financial burden on the organization associated with the care, feeding, and medical needs of animals in the shelter. This, in turn, can positively impact the organization's budget and financial health.

2. What are the risks if they do not?

ANSWER:

The risks if they do not approve it are:

- Missing an opportunity to significantly boost pet adoptions and further the mission of Portage APL.

If the board decides not to approve the pilot program, there's a risk of missing out on a potentially successful strategy for increasing adoptions. The observed increase in adoptions after outdoor events suggests a valuable opportunity that, if not explored, could hinder the organization's progress toward its adoption goals.

- Possibility of having to organize a fundraising event to gather funds for the pilot program, which might take more time and effort.

- Pilot program may not be conducted.

- Potential stagnation in adoption rates.

This could impact the organization's ability to fulfill its mission and contribute to the well-being of animals in the community.

- Possible negative impact on the organization's reputation if the status quo doesn't yield desired results.

This could lead to diminished community support, and potential adopters may turn to other organizations that demonstrate a commitment to positive change.

- Loss of time and effort resulting in re-planning.

FORM YOUR BIG IDEA

“Seeking approval of a \$500 monthly fund to conduct a three-month pilot program that will assess the effectiveness of outdoor events to help us achieve the organization’s goal of increasing permanent pet adoptions by 15%. ”