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A small nonprofit organization, All Paws Shelter, placed in Miami, Florida, is planning to preserve a 30-day fundraising marketing campaign to support nearby animal shelters after the recent typhoon, as a number of the local shelters were badly broken and in need of upkeep. The location has a excessive percentage of retirees, and plenty of very own pets that were adopted from the safe haven. All Paws Shelter has requested that the costs be saved as low as viable.

### **Tools and Technology**

- For tools and technology, I used Adobe Illustrator and Canva to create the emblem and flyer. I used adobe illustrator to create a simple black and white emblem for All Paws Shelter, including paw prints and which includes Miami as the place. I made this a easy brand as the community around this shelter is frequently consisted of retirements houses, supplying the older generations with a simplistic logo will assist them to observe the shelter instead of have them awareness on the brand itself.
- The flyer was made from a Canva template. I used easy layout for this visual advertising and marketing channel as nicely, retaining the point of interest at the message. The template consisted of easy, now not too vibrant coloring, and a few text bins that I rewrote statistics into.
- The updated flyer incudes an email deal with and contact number to get in contact with the refuge.

### **Delivery**

The selected channel of the flyer will be placed up across the network, given out to anybody who comes into the safe haven, and disbursed to the local retirement houses. This channel can be effective in that it does no longer require the need for any era to be visible.

### **Design**

- Within the logo I utilized simple strains and textual content, together with the assessment of the black and white brand.
- A 2<sup>nd</sup> smaller logo may be used for smaller 1 ½ inch logo, when space is restricted but the emblem nevertheless desires to be present

- For the flyer there was more coloration and text. The biggest text on the flyer is set the fundraiser, I included the updated logo, and wherein the price range could be allotted. I chose a clear understandable font and color palate.

## **Message**

- The message the target market ought to obtain is charity, volunteering, and animals. The emblem and flyer ought to send out the message that there are close by animal shelters in need of repairs, volunteers, and donations to behavior renovation.

## **Milestone Two Rationales**

### **Tools and Technology**

- For tools and technologies, I used Adobe Photoshop and Canva to create the logo and flyer. I used adobe Photoshop to create an easy black and white logo for All Paws Shelter, including paw prints. I made this a easy logo as the community around this refuge is in most cases consisted of retirements houses, presenting the older generations with a simplistic logo will help them to take a look at the refuge in preference to have them attention at the logo itself.
- The flyer was made from a Canva template. I used simple design for this visual marketing channel as well, keeping the point of interest on the message. The template consisted of simple, now not too brilliant coloring, and a few text boxes that I rewrote information into.

### **Delivery**

- The decided on channel of the flyer will be placed up across the community, given out to each person who comes into the shelter, and dispensed to the local retirement houses. This channel may be powerful in that it does now not require the want for any technology to be visible.

### **Design**

- Within the logo I applied basic lines and textual content, at the side of the comparison of the black and white logo.

- For the flyer there has been greater color and text. The biggest textual content at the flyer is about the fundraiser. I selected a clean comprehensible font and shade palate.

### **Message**

- The message the audience must obtain is charity, volunteering, and animals. The logo and flyer must ship out the message that there are neighborhood animal shelters in need of maintenance, volunteers, and donations to conduct repairs.

### **Milestone three Rationales**

#### **Tools and Technology**

- When deciding on the tool and technology I could use to create the visual layout, I stored my target market of the retirees in the Miami location, people who already have adopted pets from those local shelters, and people capability new puppy mother and father. Following this audience, I went with a simple option of an instantaneous advertising and marketing conversation using an e mail. The era I used for this email creation is Canva, it within reason easy to use and has a large number of templates which could without problems be changed to healthy the message I need and reach the target market I meant. I searched for “pet occasion templates”, discovered a completely easy one that would without difficulty by using study by the retirees within the surrounding network, and brought the logo of All Paws Shelter and all the relevant records.

#### **Delivery**

- The delivery method of this visual communicate might be an e mail dispatched out with all the information needed to benefit the support in order to increase sufficient cash to rebuild and repair the nearby shelters which have been damaged. The electronic mail listing can be consisted of all people who has followed or applied to undertake at any of those neighborhood shelters, as well as the director or supervisors of the local retirement communities so the data can be shared with all the retires in those groups.

#### **Design**

The design elements that were used in this e mail encompass assessment, stability, strains, and texture. There is contrast amongst the white historical past, the dark text, and even the images of the darker dogs. The white history in opposition to the black text inside the email allows for a hanging balance and the focus to be placed onto the phrases and statistics furnished. The diagonal grid lines throughout the email page assist fill in a number of the empty space making it sense fuller in preference to it being empty space. The use of texture in the center of the page, behind the fundraising textual content, allows break up the page and convey extra attention to the actual intention of this visual communication that is fundraising. All of these layout factors work collectively to show the quality visible to reach the target audience and make this campaign the simplest. I attempted to feature a layer to get the lowest nook of the emblem, I could not do edits to extra layers without shopping the top class Canva subscription.

### **Message**

- In this visual, the message need to reach the target market as an inspiration to volunteer, donate money, assist collect resources, adopting animals from these shelters, and spreading the phrase about the campaign. The statistics provided within the electronic mail should assist the target market see this message thru the elements of assessment and stability. The statistics may be absolutely visible and understood as its miles provided on this way.

### **Project Summary**

All Paws Shelter, a small nonprofit organization positioned in Miami, Florida is planning to keep a 30-day fundraising marketing campaign to assist nearby animal shelters after the latest typhoon, as some of the nearby shelters have been badly damaged and are in need of repairs. The location has a high percentage of retirees, and many own pets that had been adopted from the shelter. All Paws Shelter has asked that the expenses be kept as low as viable.

When making plans to create a virtual marketing campaign the first step is to decide the target market. In this situation, the target audience would be the retirees inside the region of Miami, Florida that already personal a rescue animal from the safe haven, the ones trying to adopt from the refuge, at the side of the surrounding communities that the safe haven serves. Targeting this target audience will permit the only, a hit campaign results, getting the message to the people with a right away relation to the shelter, whether or not through the adoption system or folks that are

acquainted with the shelter workforce. This target market have to reply associating the refuge with a fantastic enjoy and incentivizing the need to pay it again to the refuge.

Following the identity of the target market, the following priority is to outline the challenge goals. This marketing campaign wishes to function on a reasonably low finances and there is a short window of time for this marketing campaign to be a fulfillment. The aim is to attain the projected final results inside a 30-day duration. Reaching a fundraising intention with a low finances may be tough but with teamwork, innovation, and the right thoughts and goals. I would advise using social media structures that allows you to get the essential interest and visibility, which leads into hitting the fundraising purpose in the allotted amount of time, 30 days. Social media is a excellent toll to use on marketing, having enterprise accounts on multiple structures which includes Facebook, Instagram, and TikTok, can create as many opportunities as possible to be visible to the audience. I will measure and manage the venture's success by means of following target market participation, and reviewing feedback, making sure that we are nonetheless inside our price range and reaching our fundraising desires to be able to improve enough money to finish all of the repairs.

#### **Assess Message Content:**

- Cater to the target market of the retirees that won't use social media platforms
- Content of campaign must consciousness on the issue of family and/or community
- Create an environment of love, compassion, and pleasure for all cutting-edge and destiny pet proprietors.
- Content ought to attention on animals and the unfavorable outcomes from hurricanes.

#### **Delivery Method:**

- Reaching out to nearby companies who could donate both time or cash to our marketing campaign.
- Utilizing Facebook because the number one social media platform for campaign information and updates.
- Emails sent out would be the correct channel for the target market of this marketing campaign.
- Recording campaign promoting videos and posting them on YouTube.

- Making journeys to local retirement groups and passed out flyers.

## References:

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