

CHAPMAN AND FRIENDS CAMPAIGN

RESEARCH REPORT

NATALIE SPENCER

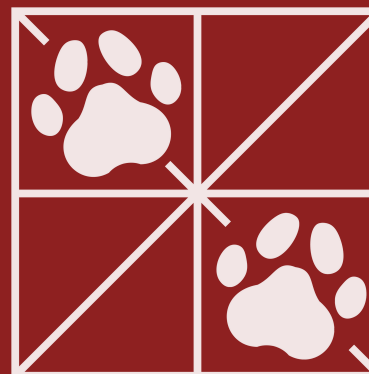


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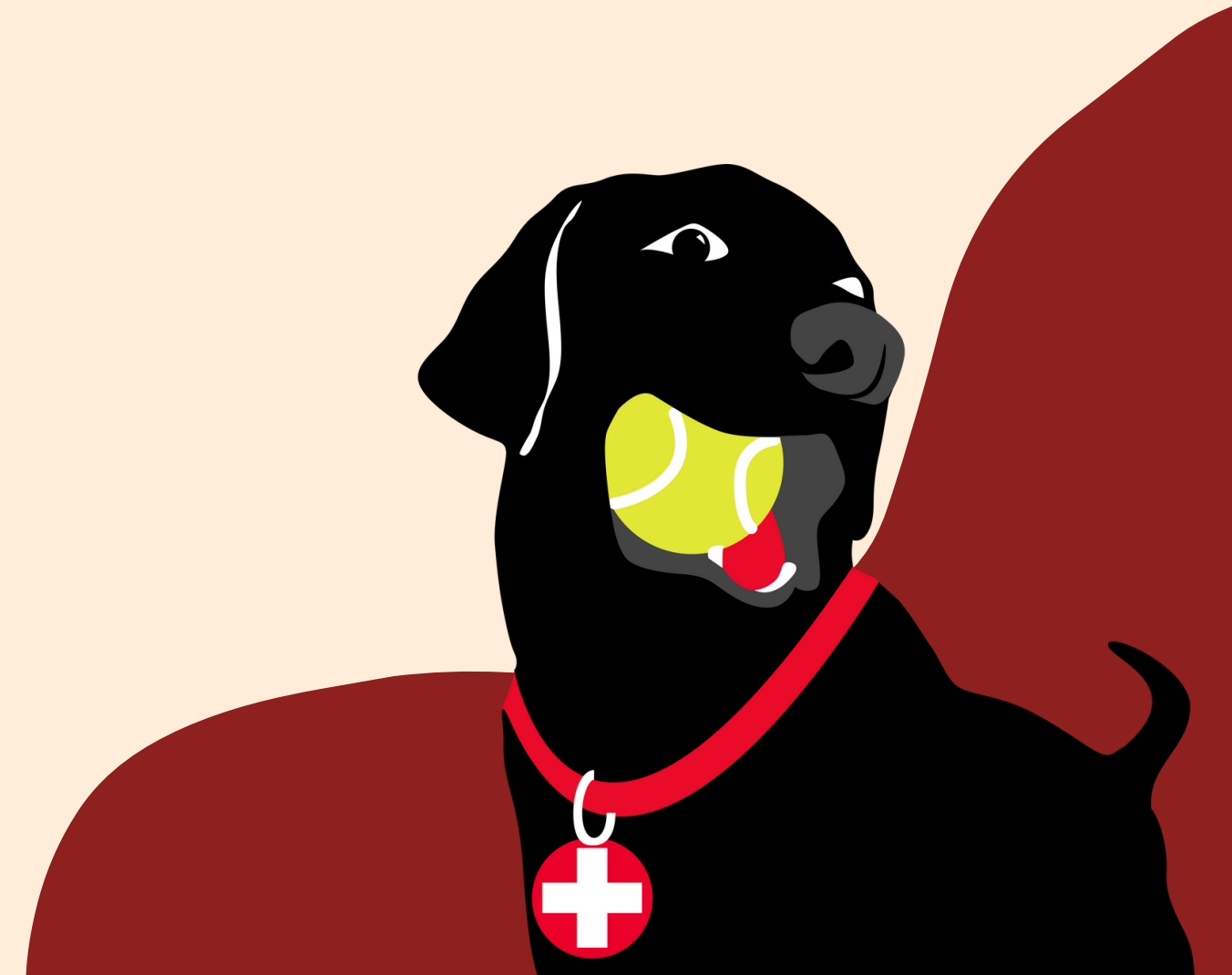
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BACKGROUND INFORMATION

Dogs being placed in shelters is an ongoing problem in the world that often goes unrecognized. Rescue dogs commonly face the challenge of finding forever homes due to numerous reasons such as abandonment, neglect, or unforeseen circumstances. Many of these dogs may have experienced trauma, requiring additional care and support to overcome behavioral issues and rebuild trust, making compassionate intervention crucial for their well-being and adoption prospects.

Labrador Retrievers and other Lab mixes often face challenges in adoption, particularly black dogs, due to the phenomenon known as "black dog syndrome." Black dogs are often perceived as less photogenic in online listings and may be overlooked in shelters. This visual bias can hurt their chances of adoption, despite their friendly and loving nature. This emphasizes the importance of eliminating such misconceptions and promoting the adoption of Labs and Lab mixes in need.

Labs and Friends is an animal rescue group in Southern California who's mission is to "help save the lives of homeless Labradors, Labrador-mixes, and Labrador "friends" from kill-shelters". They are an all volunteer group founded in 2007 and since then have found homes for over 5,500 dogs.



OBJECTIVES OF CHAPMAN AND FRIENDS

Chapman and Friends share a common mission with Labs and Friends, both driven by the primary goal of raising awareness about dogs in shelters and actively working towards securing permanent and loving homes for these animals.

Recognizing that a significant portion of our audience on a college campus may not be financially prepared or in a position to adopt a dog, our campaign aims to raise awareness about rescue dogs in need. We encourage our audience to contribute by both donating and sharing the stories of these dogs with friends and family.

Along with raising awareness, Chapman and Friends also set a goal of raising \$2000 in donations for these rescue dogs. This goal was not only met but exceeded along with several volunteer applications to help.



Chapman & Friends

CHAPMAN AND FRIENDS FALL 2023 CAMPAIGN

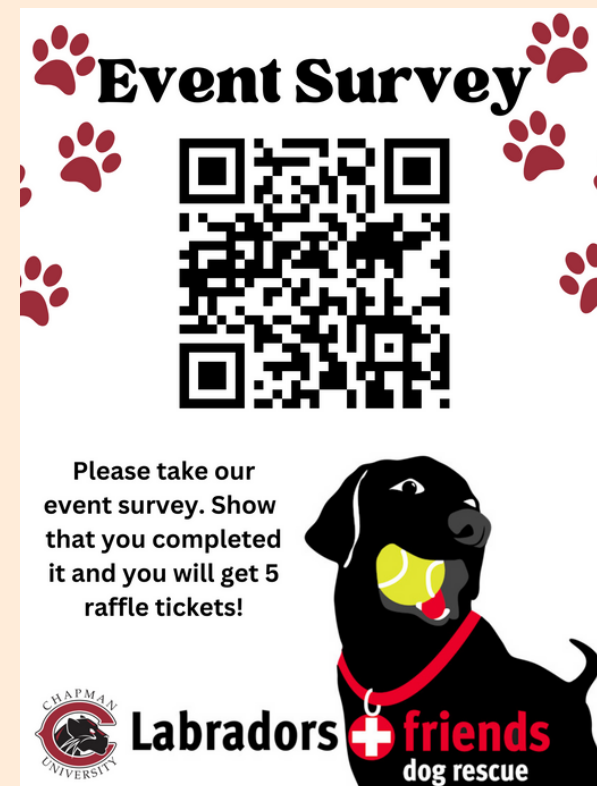


Events



The Chapman and Friends tabling event took place in the Chapman University Piazza, where people could meet and interact with the rescue dogs. T-Shirts and raffle tickets were available for purchase, along with the opportunity to pet some of our campaign members in the face. This campaign raised a total of \$2032, all of which went directly to Labs and Friends.

Messages



To ensure a successful event it was important to reach a wide audience. This was achieved through fliers spread across Chapman Universities campus, as well as online. This allowed us to spread information about our upcoming events and adoption/donation opportunities.

Collaborations



Chapman and Friends took advantage of Old Towne Orange's circle and collaborated with the company Pizza Press to help raise additional money for this campaign.

Campaign



Overall this campaign utilized messaging, collaboration, and events to raise awareness about the rescue dogs at Labs and Friends.

DATA COLLECTION PROCESS

PRETEST

Before our campaign a pretest was conducted via survey to gather data and information. This was to get baseline data from participants and best understand our audience to ensure a successful campaign. The survey included questions such as:

- Where do you spend the most time on campus?
- When you are looking for a dog to adopt or buy, what characteristics are you looking for?

POSTTEST

After our campaign, a posttest was sent to the majority of people who participated in the pretest or event survey. The purpose of our posttest was to analyze what impact our campaign made on people. We asked the same questions from the pretest survey to compare results. Our data came from questions such as:

- What comes to your mind when you think of the phrase rescue dog?
- I am willing to adopt a rescue dog in the future (not likely to very likely)

EVENT

During the Chapman and Friends event, data was collected through an in event survey. This was to gather data on our event including questions such as:

- Is there anything about this event that could have been improved?
- Have you heard of Labradors and Friends before?

RESEARCH PARTICIPANTS

PRETEST & POSTTEST SURVEY

A total of 366 people took our pretest and posttest survey with the majority of them taking the pretest ($n=225$, 61.5%). Most of our sample was female ($n=268$, 73.2%), along with 91 males ($n=91$, 24.9%), and 3 people who identify as non-binary / third gender ($n=3$, .8%). 4 people chose not to respond to this question ($n=4$, 1.1%). Our target audience consisted of Chapman University students, staff, and faculty, along with those not affiliated with Chapman. 298 people who took our survey were affiliated with Chapman University ($n=289$, 81.4%), and 64 individuals were not affiliated ($n=64$, 17.5%). 4 participants chose not to answer ($n=4$, 1.1%). Most of our responses came from Chapman students as 260 of the 366 responses were students of Chapman ($n=260$, 71%). In our posttest we asked participants if they had previously taken our pretest survey in which 62 people reported yes ($n=62$, 47.7%), 52 responded no ($n=52$, 40%), and 16 participants were unsure if they had or not ($n=16$, 12.3%). The average age of our sample was 22.94. ($M=22.94$) ($SD=8.39$).

EVENT SURVEY

51 people completed the Labs and Friends Event Survey. The majority of these surveys took place on October 19th with 22 people, ($n=22$, 43.1%) just one response more than October 17th with 21 people ($n=21$, 41.1%). 50 of the 51 people who took this survey were affiliated with Chapman ($n=50$, 98.03%).

RESULT REPORT

The data collected from our pre and post test surveys allows us to analyze this campaigns success. Many of our questions used a Likert scale (how likely someone is to do something on a scale of 1 to 5, 1 being strongly agree, 5 being strongly disagree). This scale measures intangible things such as attitudes and opinions.

One of the goals of this campaign was to positively influence peoples opinions on rescue dogs. A Likert scale was used to collect this data with 1 being very likely and 5 being very unlikely. Looking at our data, the average response was a 1.5 when asked how likely they would adopt rescue dog in the future ($M=1.5$). This data tells us that our campaign was successful in influencing our target audience's attitude on rescue dogs.

Another goal of this campaign was raising awareness about Labs and Friends. A paired-samples t-test was conducted to compare pre-test and post-test scores of whether participants has heard of Labs and Friends before. The t -value was $t(346) = 5.19, p < 0.001$, indicating a statistically significant improvement in scores after our event. These results suggest that our campaign had a meaningful impact participants when informing them about Lab's and Friends.

RESULT REPORT

A Pearson chi-square test was conducted to examine the association between attitudes before and after our campaign (Pretest/Posttest) towards willingness to donate to a non-profit in the future. The results revealed a low association, $\chi^2(3) = 2.32, p > 0.05$. These findings suggest that many of our participants were already eager and willing to donate prior to our campaign.

A one-way ANOVA was conducted to examine the differences in responses between students, staff, and faculty when asked “have you volunteered for a non-profit before?”. The F-value was $F(1, 261) = 6.22, p = 0.43$, indicating no statistically significant differences in responses among participants. These findings suggest there is no impact on volunteer history regarding staff, student, or faculty. Analyzing this data allows us to learn that many Chapman students come with volunteer history, knowledge, and experience.

A Pearson chi-square test was conducted to analyze the association between Chapman and non-Chapman affiliated individuals and whether they own a dog or not. The results revealed a low association, $\chi^2(1) = .72, p > 0.05$. These findings suggest that affiliation with Chapman does not impact ownership of dogs. This is important to recognize as we want to understand our audience and avoid factors that prevent from owning/adopting a dog.

CAMPAIGN DISCUSSION

STRENGTHS AND SUCCESS

The objective of the Chapman and Friends campaign was to raise awareness and increase positive attitudes toward rescue dogs. By meticulously collecting and analyzing data, creating tailored messages for our audience, and hard work running events, we not only achieved but exceeded our goal of raising \$2000. This success was shown through our pretest and posttest data comparison.

LIMITATIONS AND WEAKNESSES

As successful as the campaign was, there is always room to grow and learn. One limitation to this campaign was our lack of diversity in sample due to our demographic being mainly college students. This consists of people around the same age with similar goals and financial limitations when it comes to actually adopting a dog. One way to overcome this could be tabling in various locations such as the Orange circle to get a wider age demographic.

References

Labradores and friends dog rescue. Labradores and Friends dog rescue, site banner with black dog. (n.d.). <https://www.labradoresandfriends.org/>



Thank you!