

Our Add your wins/accomplishments/successes below!

Messaging

- Increased engagement from reels/video by 985 (891 followers & 94 non followers)
 - Pies & Pups Day 1 Recap video reached 4K views
- Increased follower count by 103
- Oct 12 - Oct 27 = reaches +37.8% (7,764) more accounts compared to Sep 26 - Oct 11

Event Planning`

- Sold out of t-shirts (25) and tote bags (50)
- First day of tabling raised \$523
- Second day of tabling raised \$238
- 3rd day of tabling raised \$318
- Last day of tabling raised \$950
- Got 6 new volunteers for Labs and Friends
- Sold 1,005 raffle tickets (Jar 6: 17 Jar 1: 53, Jar 12: 44, Jar 10: 70, Jar 13: 36, Jar 9: 97, Jar 11: 56, Jar 4: 51, Jar 7: 20, Jar 3: 61, Jar 8: 63, Jar 5: 271, Jar 2: 166)
- 6 volunteers signed up with LAF!

Research

- Successfully got 210 responses for pretest
- Got 51 event survey responses
- 142 responses for the post test

PR and Promotion

- Successfully set up a profit share with Pizza Press on 10/17, 10/19, 10/24, and 10/26 raising \$325
- Got a ton of raffle prizes: 6lb starbucks coffee, 20 mugs, candle basket (\$125), pit vipers (3 pairs), therapy session, bracelet
- Created flyers and posted and handed them out to students on campus about the pizza press profit share
- Communicated with animal care club and got a lot of their members to donate and sign up to be volunteers
- Set up a profile piece with a Dodge film student to highlight the volunteer experience (walking the dogs) and our class's campaign efforts