The slideshow begins with a title slide that appeals to animal lovers with a photo of a dog and the title of the presentation hints at the conflict and final message of the presentation. My goal in this presentation is to emphasize that even though we do not meet a benchmark for a no-kill facility, we are heading towards a goal of 0’s animals euthanized. Special intention was paid to the slide headers to provide how we are making strides towards that goal. Consistent colors were used to represent live release (blue) and euthanasia (orange). Grey was used to make text or irrelevant data fall into the background.

Who Are We? – This slide highlights the efforts of the Louisiana SPCA to care for animals in the community. At this point in the presentation, I am setting up the story and the conflict in the first few paragraphs of the executive summary.

Who Do No-Kill Advocates Think we Are? – During this slide I am discussing the divide in the animal welfare community because of the no-kill stigma. I chose an image that depicted a sad dog in a cage and used an hourglass to signify that time is running out, which is what people think when they think of an open admission shelter.

Reality – This slide presents the statistics from 2019 in terms of overall outcomes and euthanasias. As you will see throughout this presentation, I use blue to indicate live release and orange to signify euthanasia. I used pie charts to start because my audience will more than likely be comfortable with them. They work for this data because there are few categories and the proportions are large enough to determine the sizes and angles in the slices. I used grey on the slices of the pie that were irrelevant to the point I was making. I’m emphasizing that 84% of animals in our care were placed via live release. For the euthanasia chart, I want to emphasize that 87% of animals euthanized were classified as Unhealthy and that healthy animals represent an almost unintelligible portion of the pie.

How are we Improving? – The next few slides present how the Louisiana SPCA is helping the animals in the community through visualizations.

* Overpopulation Interventions are Working: The reduction in intakes over the last five years demonstrates their overpopulation interventions are working. Grey was used to make the intake bars in 2015 and 2019 stand out. Those are also the only totals shown. The x axis was removed since the bars are labeled with the totals.
* Adoption is Becoming More Popular - The popularity of adoption is shown in the next slide as the adoption chunk of the area chart stays thick even through the reduction of intakes. Different shades of blue were used for each of the live release channels. Orange for the area for animals euthanized is a sharp contrast to the live release methods which emphasizes the narrowing
* Attacking the Problem from Both Sides – This shows not only that we are increasing the animals who are placed through live release methods but we are decreasing the number of animals euthanized. I wanted to show a negative axis to emphasize the magnitude of difference between our improvement in live release and reduction of euthanasia. I used grey for the other bars as they were not relevant in this chart. The only column headers included is the starting year of 2015 and end year of 2019. I used text blocks in coordinating colors to provide a legend and summarize the main points for each bar.
* Saving More Animals Per Year – This chart quantifies the increase in the number of animals saved each year. The only color in this chart is the line, number of animals saved, and percent increase to draw attention to those areas.
* Keeping up with Industry Standards – The final line chart shows the same figure for two other organizations, one a municipal shelter and the other no-kill organization. Each organization is in different colors with coordinating labels at the top of the chart.

Goal to 0 – The last slide is used to suggest a campaign strategy moving forward of emphasizing our Goal to 0 rather than using the divisive kill vs no-kill language. The white text stands out on the grey background emphasizing the message.