

narrative

OVERVIEW

AAFNEA is proud to be located in the heart of Northeast Arkansas, a region known for a generous spirit and love of neighbor. From our rural areas rich in farmland to our urban areas that boast international industries and world-class medical facilities, we strive to make sure our community is taken care of. As such, it only makes sense that our club would want to contribute to these types of initiatives. The question was: “How and who can we help?”

THE BEGINNING

The “how” was easy to answer: we are an organization of marketing and advertising professionals... we would undertake the task of re-branding and promoting a non-profit in our area. We wanted to use our talents to bring light to the work of those who spend their time in the care of those who need help. The “who” wasn’t quite as easy to decide. Therefore, in the spirit of community-building and outreach, we felt that the best way to find out who needed help would be to ask our membership and followers to nominate local non-profits that needed a hand. Once we determined our course of action, AAFNEA ADvocacy 2021 was born.

THE SEARCH

In order to launch the AAFNEA ADvocacy 2021 initiative, we went to our social media to begin our search. For efficiency, we outlined the steps so that everyone would know what was needed. We listed specific instructions so that members and followers could volunteer help for one or more aspects of the initiative. **(Exhibit A)** In step one, we asked for nominations for a charity or non-profit in need of advertising

& marketing assistance. Step two stated that we needed volunteers with skills in advertising & marketing who could offer a small portion of their time and services to help out. In step three, we looked for those who would work together with AAFNEA as we helped the selected organization spread their work across our community. We even provided a questionnaire so that potential volunteers could decide how much time they could give to the project. All three steps were met with great enthusiasm, and we proudly announced that our chosen non-profit would be The Arkansas Pet Savers (TAPS). **(Exhibit B)**

THE REASON

There were numerous non-profit organizations that we could have selected. So why The Arkansas Pet Savers? In short, networking. We had multiple members and potential AAF members who were passionate about the TAPS mission. If they weren't actively volunteering already, they had expressed interest in doing so. When we saw an opportunity to help a cause that had so many of our members and friends of members passionately on fire to help, we jumped.

The Arkansas Pet Savers is the definition of a grass-roots organization desperately doing what they can to help save animal lives. The challenge they faced was barely having enough volunteers to simply save dogs, much less worry about advertising and marketing to find more volunteers and funds.

IMPLEMENTATION

Our first step was to get the marketing and advertising volunteers to work on the re-branding efforts. In order to streamline communications, we set up a Slack workspace and invited everyone involved to participate in conversations. Channels were created for each team, such as graphic design, event planning, sponsorships, etc. **(Exhibit C)** Zoom meetings were also conducted to connect team members, update on status of projects, and keep momentum going. Discussions were lively and very enthusiastic. TAPS board members often expressed their gratitude for AAFNEA's involvement and leadership.

Through great collaboration, a mood board and logo were designed for TAPS to review. **(Exhibit D)** These were well-received, and we were given approval to move on with additional collateral.

While our volunteers were busy creating the brand, we next shifted our focus to another aspect of the project: sponsorships. Once again, we utilized our social media channels to share the ADvocacy initiative and invite the community to join in supporting such a necessary organization as TAPS. By sharing posts that included the newly-created branding, we were able to reach several sponsors who wanted to help. **(Exhibit E)** With the amount of funds raised by sponsor donations, we were able to move forward with designing and purchasing marketing collateral.

RESULTS

With the work of AAFNEA design and marketing volunteers, TAPS Board Members and volunteers, and generous sponsors, we successfully gave The Arkansas Pet Savers an entire advertising overhaul. The brand is fresh and inviting, and gives TAPS a marketing foundation on which to stand as they share their vitally important work. This project gave them a social media post library, and a new look for their website. Printable informational collateral - such as fliers and brochures - were designed, as well as business cards, letterhead and thank you notes. A concept was also given for billboard advertising.

The sponsorship efforts helped fund the purchase of their newly-branded trade show booth items (banner, retractable banner stands, and table throw), many printed items, and graphics for their rescue van. **(Exhibit F)** This way, they have a professional image whether they are driving the van, attending events around the area, or meeting potential new supporters.

Additionally, our local television affiliate KAIT-8 graciously joined us in our efforts. They not only gave air time to TAPS for a thirty-second spot, but they also filmed and edited the video. It can be found here: [Meet The Arkansas Pet Savers](#). **(Exhibit G)**

CONCLUSION

The Arkansas Pet Savers mission is to, “strive to find every stray dog or pound pup in our area a safe loving home! We can’t change the world but we can change a dogs world, one dog at a time!” They work primarily on pulling death row dogs from small rural pounds in Northeast Arkansas, and take in strays



on a case by case basis. They are also working to educate dog owners on proper pet care. This is what they want and need to focus on. It was AAFNEA's mission to help them increase their efforts by creating eye-catching, inviting, and effective branding that would attract more volunteers and financial supporters. In the months since the brand launch, they have continued to use the new branding, and interactions on their social media continue to thrive.

AAFNEA gained a great deal from this experience. Not only did we have the privilege of assisting a group who works tirelessly in the care of those in need, but we were able to grow as a club. This was our first time to undertake a project of this scope and we were thrilled to be able to coordinate with students, design and marketing professionals, and members of the community to make this project a reality. Not only were we able to gain new members through this outreach, but we also strengthened our presence in our region. We look forward to continuing in upcoming public service endeavors.

Exhibit B

 **AAF Northeast Arkansas**
July 15, 2021 · 🌐

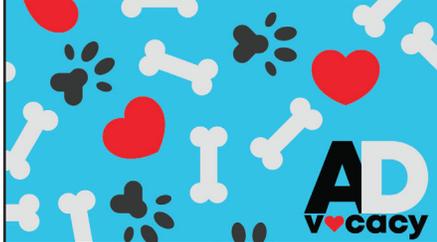
The results are in! After assessing all nominations, the charity's needs, wants, and our available resources, AAF NEA is proud to announce that we will be working together with [The Arkansas Pet Savers](#) for our 2021 ADvocacy Initiative!

Earlier this year AAF helped The Arkansas Pet Savers (T.A.P.S) financially by donating a portion of our AAwards Gala proceeds to their cause. They expressed their needs for a ground-up marketing and advertising overhaul to get their message out to the community and gain volunteers.

Interested in volunteering your ADvertising skills for this cause? Leave us a comment, send us a message, or email us at aafnea@gmail.com.

Volunteer your skills to help
The Arkansas Pet Savers

Sign Up Today



C  **MING**
SOON



 **AAF Northeast Arkansas**
August 3, 2021 · 🌐

ADvocacy Announcement!

We are working with [The Arkansas Pet Savers](#) to establish an initial meeting to discuss marketing, branding, and advertising initiatives and will be sending out emails this week to arrange for our first meeting! SO EXCITING!

We are so thankful for all the volunteers that have offered their marketing and advertising expertise to this cause. You are literally saving lives!

Want to last-minute volunteer? Sign up here >> <https://forms.gle/VDd4jwHwz58UbHjK8>

 **AAF Northeast Arkansas**
July 23, 2021 · 🌐

AAF NEA and [The Arkansas Pet Savers](#) are on a mission to help some puppies and older puppies (some call these dogs, but we all know they're just big puppies) find their forever homes.

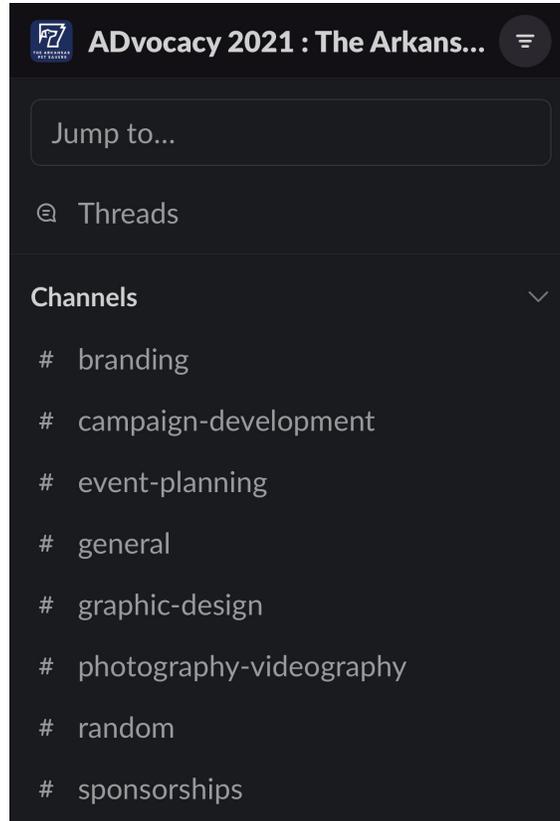
If you're a person who has a beating heart, we want you and your marketing, design, and/or advertising expertise. Join AAF NEA's [#ADvocacy](#) Initiative as we develop a campaign to help The Arkansas Pet Savers save more adorable, loving puppy lives this year.

Worried about the time commitment? Contribute as much or as little time as you can. We need all the help we can get!

Volunteer or ask questions here >> <https://forms.gle/XcRTpay2oHMCi4fy5>

[#charity](#) [#giveback](#) [#nonprofit](#) [#marketforgoo](#)

Exhibit C



collateral

Exhibit D

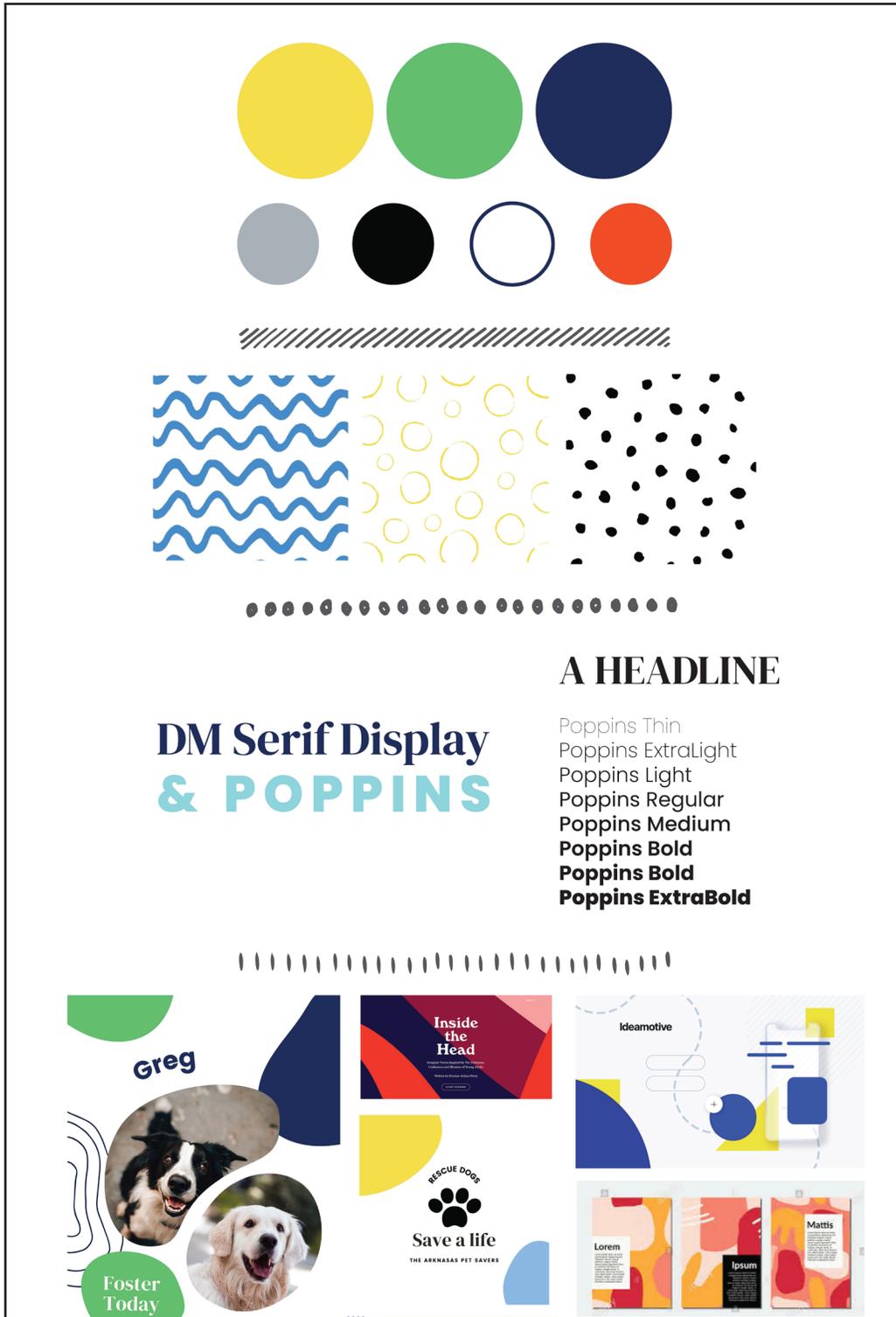


Exhibit D



collateral

Exhibit E

AAF Northeast Arkansas
September 3, 2021 · 🌐

AAF NEA's [#ADvocacy](#) initiative benefiting [The Arkansas Pet Savers](#) is starting out strong! In just a few short weeks, our team of advertising and marketing volunteers has:

1. Created a new logo
2. Developed a whole new brand, along with standard colors, fonts, patterns, and overall mood
3. Brainstormed and began implementation on social media & email campaigns, copywriting materials, planning meet & greet events, & print, radio, & tv advertisements
4. Designing new print marketing materials
5. Started building an entirely new website from the ground up

and we're just getting started!

A massive thank you to all of those who have volunteered their expertise for this project. Below you'll see the STUNNING new logo that Trystan Dorton volunteered to create! What a facelift!

To make all our goals to create an awareness campaign for the TAPS cause, we are asking for [#sponsorships](#) to help pay for things such as van wraps, banner stands, printed materials, swag, booths, program subscriptions, etc. If you are interested in donating and becoming a sponsor of this initiative, please send us a message or comment below! Any amount helps!

To you, they're another dog
To them, you're their hero
Become a Sponsor

Corporate Sponsors Needed!

Become a TAPS sponsor today!

Your sponsorship can help hundreds of dogs in need.
Become a Sponsor

Exhibit E

AAF Northeast Arkansas
September 21, 2021 · 🌐

Want to be a hero? Sponsor The Arkansas Pet Savers and help with our [#ADvocacy](#) initiative to provide marketing and advertising materials to TAPS! Become a sponsor, get some cool stuff, and save puppies. Check out the tiers below! Donate here >> https://aafnea.org/ADvocacy_Sponsorships

Tier 1 - \$25
Shout out on social media & listed as a sponsor on website & entered into a drawing for an Amazon Gift Card

Tier 2 - \$50
Free T-shirt & shout out on social media & listed as a sponsor on Website & entered into a drawing for an Amazon Gift Card

Tier 3 - \$75
Tote bag & stickers from VanScoy Art & free T-shirt & shout out on social media & listed as a sponsor on website & entered into drawing for an Amazon Gift Card

Tier 4 - \$100
A rescue dog named in your honor, mug & tote bag & stickers from VanScoy Art & Free T-shirt & shout out on social media & listed as a sponsor on website & entered into a drawing for an Amazon Gift Card

Comment below, send us a message, or email us if you're interested in sponsoring The Arkansas Pet Savers and the ADvocacy Initiative! Do you have a business that would like to be a TOP DAWG sponsor and be included in our promotional materials? Please send us a message for our corporate tiers.

https://aafnea.org/ADvocacy_Sponsorships << Donation Link

[#marketingforgood](#) [#marketing](#) [#advertising](#)

AAF Northeast Arkansas
October 12, 2021 · 🌐

Just a few weeks left until AAF NEA's first-ever [#ADvocacy](#) Initiative benefiting The Arkansas Pet Savers comes to an end! Our volunteers are working tirelessly to develop marketing materials and we need sponsorships to take them from concept into reality.

Individual and Corporate Sponsorship packages are available here >> https://aafnea.org/ADvocacy_Sponsorships. Check out all the perks that come with each level and save some puppies at the same time!



THE ARKANSAS PET SAVERS

ADvocacy
2021

**The
Arkansas
Pet Savers**
Branding



LOGO



LETTERHEAD & BUSINESS CARDS

ADOPTION APPLICATION

PERSONAL INFORMATION

First and Last Name: _____ Phone Number: _____
 Address: _____ City: _____ State: _____
 Email: _____ Are you over 18 years old? Yes No
 Number of children in your household and ages: _____

Do you own or rent the place you live? Yes No
 If you rent, are animals allowed? Any restrictions on type of animals? (breed, weight, etc) _____

Do you have yard? Yes No Is the yard completely fenced in? Yes No
 Indicate pets currently living with you (include breed): _____

OWNER INFORMATION

Are your pets- Indoor Outdoor Both N/A
 Are your pets current on their vaccinations? Yes No
 Are all of your pets spayed/neutered? Yes No
 If no, please explain: _____
 What type of heartworm prevention is your dog on? _____
 Name of your veterinarian _____

ADOPTION INFORMATION

What kind of animal/dog do you want to adopt (include breed): _____
 Any pet you adopt needs to get along with: _____
 Where will the pet be kept during the daytime? _____
 Where will the pet be kept during the night? _____
 How will your pet receive exercise? _____



FOSTER APPLICATION

PERSONAL INFORMATION

First and Last Name: _____ Phone Number: _____
 Address: _____ City: _____ State: _____
 Email: _____ Are you over 18 years old? Yes No
 Number of children in your household and ages: _____

Do you own or rent the place you live? Yes No
 If you rent, are animals allowed? Any restrictions on type of animals? (breed, weight, etc) _____

Do you have yard? Yes No Is the yard completely fenced in? Yes No
 Indicate pets currently living with you (include breed): _____

OWNER INFORMATION

Have you fostered an animal before? Yes No
 If yes, what organization did you foster for? _____
 Are your pets- Indoor Outdoor Both N/A
 Are your pets current on their vaccinations? Yes No
 Are all of your pets spayed/neutered? Yes No
 If no, please explain: _____
 What type of heartworm prevention is your dog on? _____
 Name of your veterinarian _____

FOSTER INFORMATION

What type of dogs/animals would you like to foster? _____
 How long are you willing to foster at one time? _____
 Are you willing to foster more than one animal at a time? Yes No
 Are you able to travel to Jonesboro for possible vet appointments if needed? Yes No
 Have you ever given medicine to a sick animal before? Yes No
 If yes, please explain: _____



FORMS

10 TIPS FOR VOLUNTEERING WITH AN ANIMAL RESCUE ORGANIZATION

As a volunteer-powered non-profit organization, The Arkansas Pet Savers (TAPS) would not exist without the hard work and dedication of the kind-hearted individuals within our community. The number of pets we can save largely depends upon the number of people we have helping us. As such, we're always looking for new volunteers.

There are many ways you can volunteer with TAPS. From cleaning to transport to event coordination—and everything in between, every little act of care matters. Here are a few things to consider when thinking about volunteering with us or any animal rescue organization.

Consider Volunteering as a Family

Volunteering with an animal shelter or rescue organization is a great activity for the whole family. Not only are you helping animals in need, but you're also giving a lesson in compassion and helping your kids to see the value of giving back. Next time you're looking for a family activity, consider signing up to volunteer with your local animal shelter or rescue organization.

A Little Goes a Long Way

Seriously, even 30 minutes of volunteering can go a long way. If you're short on time, consider working with your local rescue organization to find an activity that fits your schedule. At TAPS, we appreciate any amount of time you can contribute to our pet-saving mission.

Check with Your Employer

Oftentimes, companies have programs in place to encourage community outreach. Ask your current employer if they offer volunteer hours; this is a great way to give back to your community and represent your business in a worthwhile endeavor.

Make Room on Your Resume

Volunteering is a great resume-building activity. Donating your time and talent to a worthy community initiative not only helps those in need but also provides great content for your resume or college application. Businesses and universities are always looking for well-rounded individuals with a healthy amount of extracurricular activities.

Handle with Care

Just like people, animals possess individual personalities. When signing up to volunteer with a rescue organization, it's helpful to be prepared for all scenarios. Sometimes, animals really won't your attention, and other times they struggle to connect. Don't take it personally, and don't give up. The shy ones need you the most.

Choose Your Own Adventure

The term "volunteering" can encapsulate so many different activities. If you're just starting out, think about the types of work you enjoy—where you excel and what individual contributions you can bring to the group. Do you prefer to socialize or clean? Do you like group or individual projects? Reflect on your individual preferences and share them with your rescue organization. This will ensure you find work that's beneficial for the animals and meaningful for you.

You Can't Keep Them All

As a rescue volunteer, you will quickly discover an unrelenting desire to simply adopt them all. Problem solved, right? We can close up shop and go home—except that's not really how it works. Though we may love every rescue, it isn't feasible to take home every single one. We can, however, channel that energy into finding them the perfect home.

It's Free Therapy

Volunteering isn't just beneficial to the animals; it's healing for the humans as well. Many volunteers cite the therapeutic benefits as a key reason for their contributions. Helping animals is a great way to find joy in the small moments. Sometimes, being covered in dog hair really is the best medicine.

Listen to Your Fellow Volunteers

Some of our volunteers have been with us for years, and they know a lot about how to operate a rescue organization as well as how to expertly handle skittish abused animals. If you're looking for guidance, our veteran volunteers are a great place to start. They can provide a wealth of information and advice you during new situations.

Have Fun!

Remember that volunteering is meant to be an enjoyable and rewarding experience. Helping to save and care for our local rescue animals is a worthwhile and fulfilling activity that should bring joy to your life. Enjoy the experience, and know that the best you're doing is helping to save precious lives.



3-3-3 RULE WHEN ADOPTING A NEW DOG:

3 DAYS

- Feel overwhelmed
- Be scared and unsure of what is going on
- Not comfortable enough to be "themselves"
- Not want to eat or drink
- Shut down and want to hid
- Test the boundaries

3 WEEKS

- Start to settle in
- Feel more comfortable
- Figure out their environment
- Get into a routine
- Start showing their true personality
- Behavior issues may start showing up

3 MONTHS

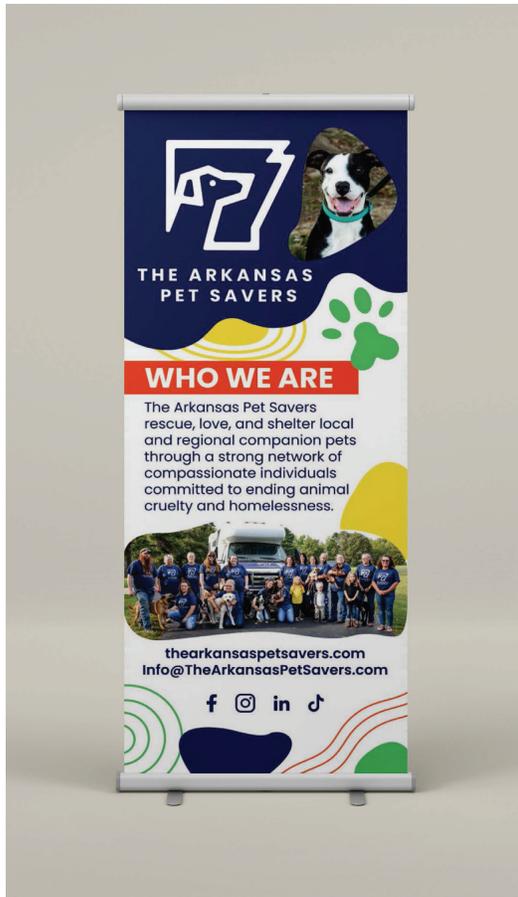
- May be completely comfortable in the home.
- Begin building trust and a true bond
- Gain a complete sense of security with their new family
- Be set in a routine



We're always looking for extra hands to help with the day-to-day tasks that come with operating a rescue organization. If you would like to volunteer with The Arkansas Pet Savers, please contact us today!

[SIGN UP TO VOLUNTEER HERE](#)

CONTENT



BANNER STAND



THANK YOU NOTES

Exhibit F



TABLECLOTH

collateral

Exhibit F



PRESENTATION TEMPLATE



SOCIAL MEDIA HEADERS

collateral

Exhibit F

Become a Hero
We're continually looking for extra hands to help with the day-to-day tasks that come with operating a rescue organization.

Come Join Us!
arkansaspet savers@gmail.com



THANK YOU!
to our newest Forever Friends of TAPS Sponsors

Dylan Wallis
Hannah Taylor
Loretta McKnight
Chloe Tyner
Beth Sanders
Jim Sanders



Listen to Your Fellow Volunteers
Some of our volunteers have been with us for years, and they know a lot about how to operate a rescue organization as well as how to expertly handle skittish abused animals.

TAPS 10 TIPS FOR VOLUNTEERING



Handle with Care
Just like people, animals possess individual personalities. When signing up to volunteer with a rescue organization, it's helpful to be prepared for all scenarios.

TAPS 10 TIPS FOR VOLUNTEERING



Find a vet
Once you've adopted your new best friend, be sure to take them to the vet for a full physical, shots, and of course, spaying or neutering.

TAPS 10 TIPS FOR ADOPTING



SOCIAL MEDIA CONTENT

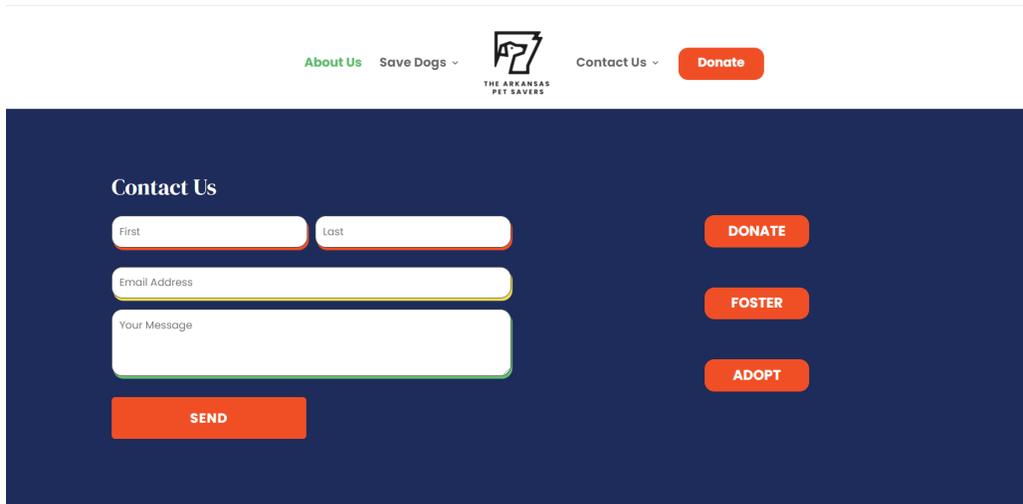
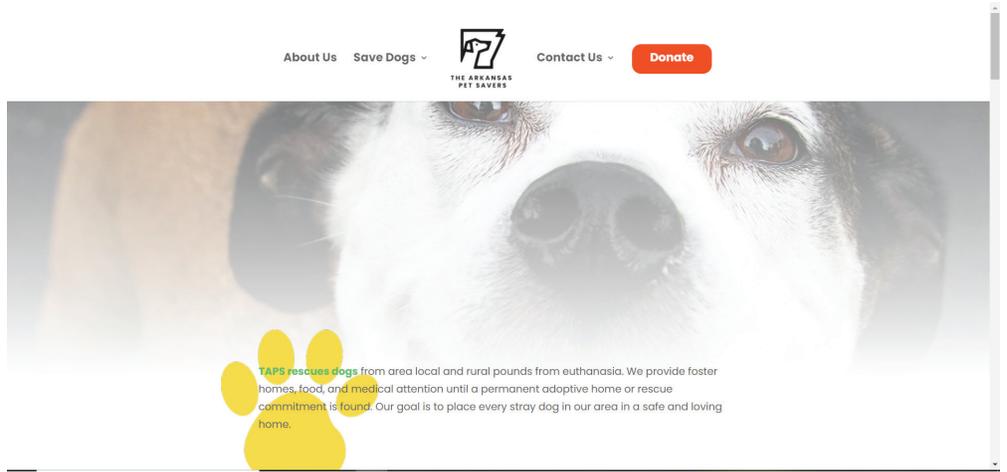
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Exhibit F



SOCIAL MEDIA CONTENT

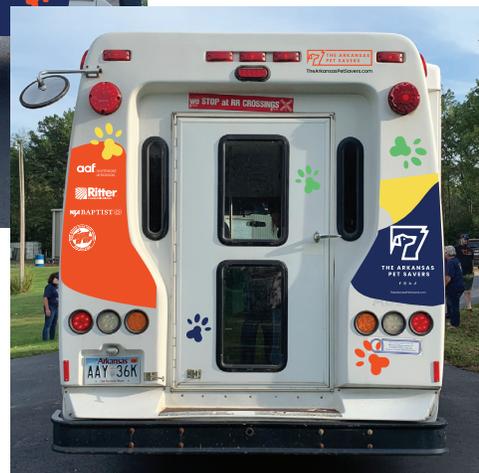
Exhibit F



WEBSITE

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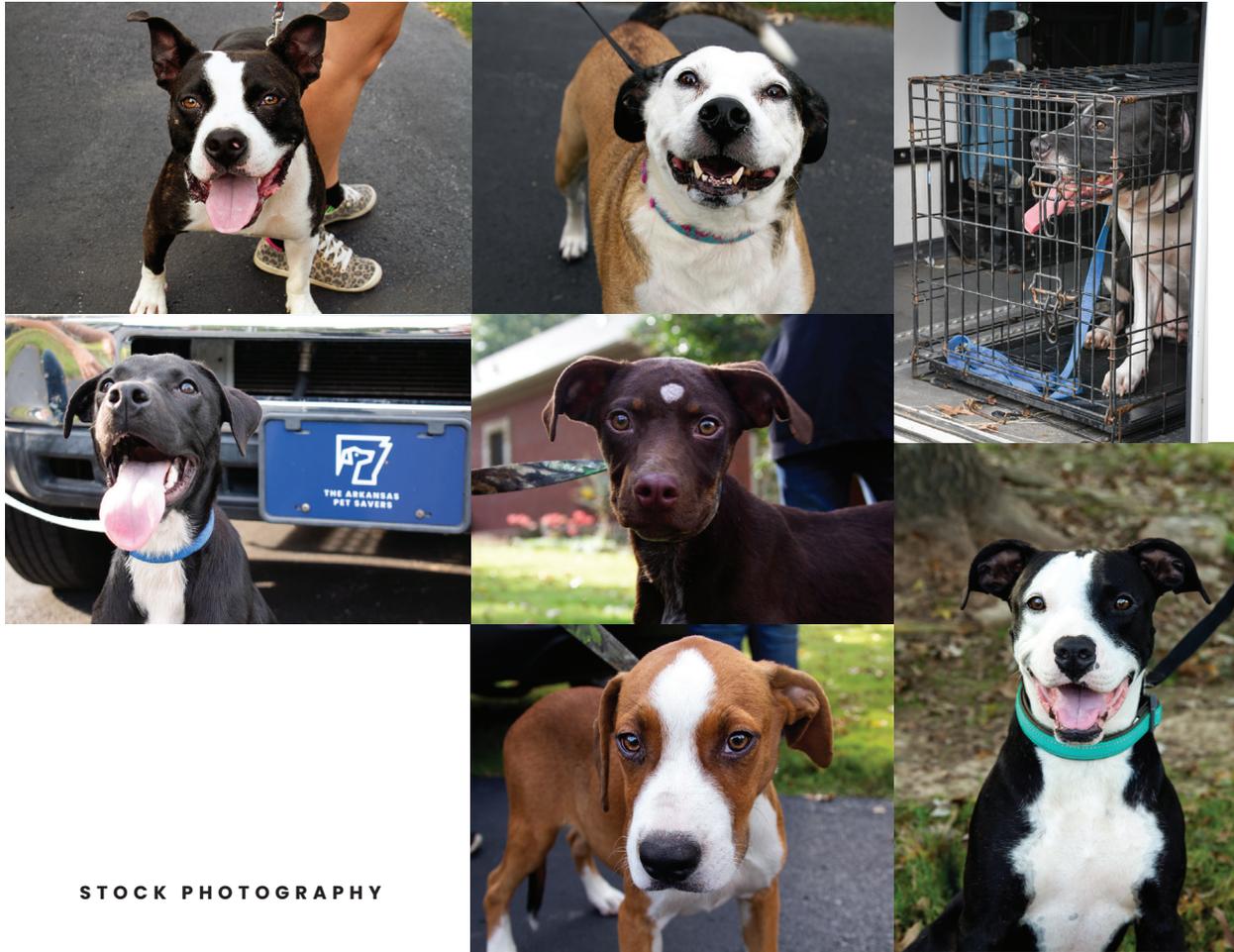
Exhibit F



BUS WRAP

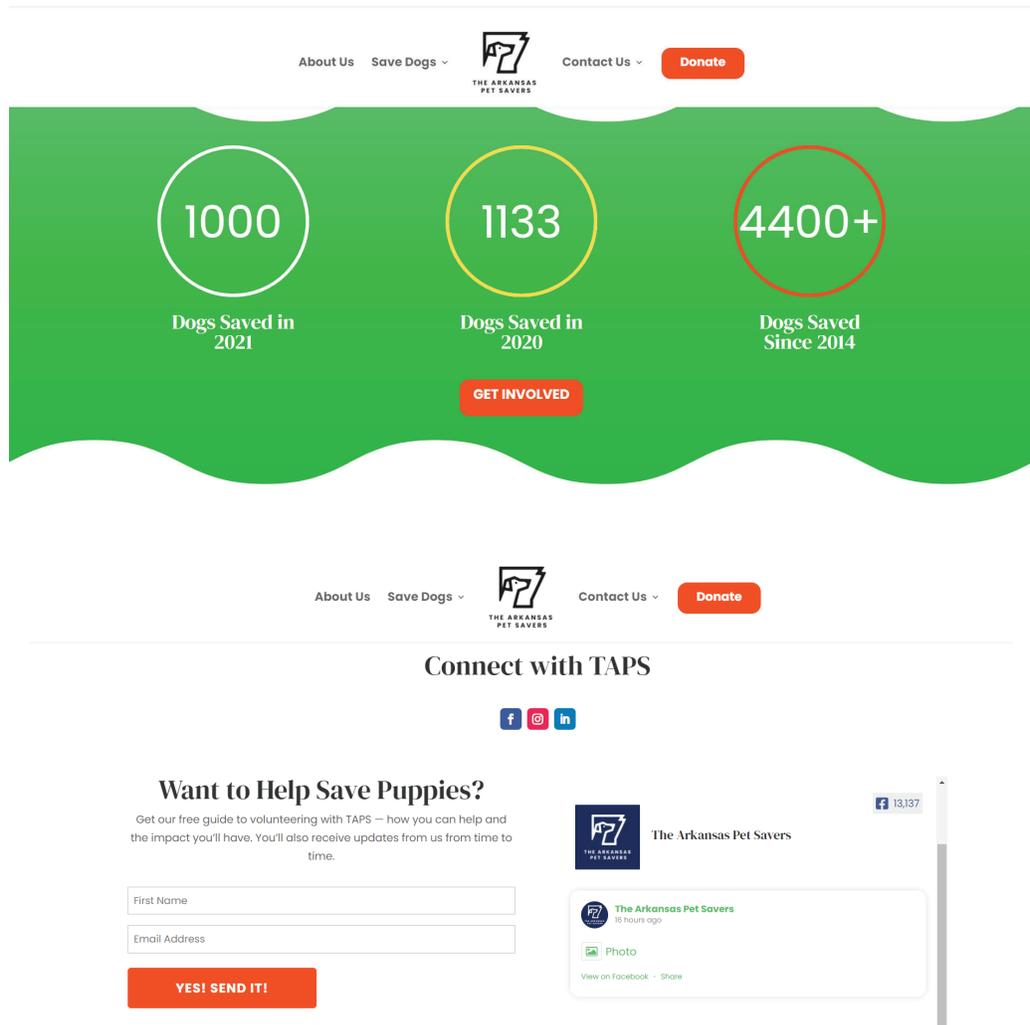
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Exhibit F



STOCK PHOTOGRAPHY

Exhibit F



WEBSITE

Exhibit F



VOLUNTEER SHIRTS

collateral

Exhibit F



BILLBOARDS



BROCHURE

collateral

Exhibit F



VINYL BANNER

collateral

Exhibit G

