

# ADVERTISING CAMPAIGN PROPOSAL

Unleash Happiness... and Go Home

Prepared by:

**creactive.** studio

Christina Horner

Wai Yi Shum

Yunuen Morfin

Presented to:

Animal Welfare League Queensland (AWLQ)

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# Executive Summary

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The "Unleash Happiness... and Then Go Home" campaign aims to attract volunteers by highlighting the personal and community benefits. Targeting university students, young professionals, and retirees, the campaign emphasises the satisfaction of helping animals while communicating that volunteering removes the significant responsibility of pet ownership. The campaign seeks to increase volunteer sign-ups through community marketing, social media, and local advertising, fostering a strong connection between the community and the animals under AWLQ's care.




# Situational Analysis

## ● Brand Positioning

Animal Welfare League Queensland (AWLQ) positions itself as a compassionate and innovative leader in animal welfare, dedicated to providing a second chance at life for abandoned, stray, and surrendered animals. Their approach includes rehoming, desexing, community vet clinics, and educational programs.

## ● Brand Community

AWLQ has a strong and supportive community that is highly engaged in the following social media platforms:

Platform	Followers	Average Likes per Publication
 Instagram	53,00	345
 Facebook	254,000	181
 X	4,725	5

## ● Unique Selling Proposition

AWLQ offers a compassionate and professional approach to animal welfare, providing a safe haven for animals in need while promoting responsible pet ownership and community education, ensuring a full-circle approach to animal welfare.

# COMPASSIONATE TRUSTWORTHY EMPATHETIC

## ● *Brand Personality*

The Animal Welfare League Queensland (AWLQ) has a brand personality marked by compassion, trustworthiness, and empathy. They show deep care for every animal in their care. This compassion also extends to the community, building trust among supporters, volunteers, and donors. AWLQ's trustworthiness is evident through its transparent and ethical practices, ensuring all actions benefit the animals. With empathy, AWLQ creates genuine connections with animals and people, fostering a supportive and understanding environment for everyone involved in their mission.

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## Strengths

AWLQ's clear brand positioning and strong community engagement are key strengths, as it is the only community veterinary clinic in Queensland to provide essential veterinary care to all pet owners, regardless of their financial situation. Their strong social media presence extends their reach and influence (Instagram with 53, 000 followers; Facebook with 254,000 followers). In addition, their welcoming volunteer process ensures enthusiastic participation, fostering a supportive and committed team.

## Weaknesses

However, AWLQ faces some internal challenges regarding volunteer retention and has a limited number of volunteers. There needs to be more rewarding programmes for volunteers, which affects motivation and long-term commitment. In addition, the organisation needs more resources, which hampers its ability to expand and improve its services. These weaknesses affect their overall effectiveness and ability to support their mission fully.

## Opportunities

There are several promising opportunities for AWLQ, such as collaborations and partnerships with schools, community centres and health centres that offer pet therapy programmes. These alliances can increase community engagement and the reach of the service. In addition, the Government's commitment to renewing the Australian Animal Welfare Strategy (AAWS) offers the potential for grants and funding that can provide essential financial support. These opportunities can strengthen the organisation's impact and expand its services, fostering greater community support and improved animal welfare.

## Threats

AWLQ also faces several threats, including challenges to its financial stability due to its not-for-profit nature and a talent/volunteer shortage. Competition from similar organisations further complicates fundraising. Changes in donor preferences can lead to unpredictable funding, affecting long-term planning. In addition, public health issues such as animal disease outbreaks or pandemics can disrupt services and significantly increase operating costs. These threats pose serious risks to AWLQ's sustainability and ability to fulfil its mission.

## ● Competitive Analysis

RSPCA Queensland has strong brand recognition and a diverse funding model including significant government funding, corporate support and individual donations. RSPCA Queensland provides a wide range of services including rescue and rehabilitation, wildlife rescue, veterinary services, advocacy, education programs and law enforcement through inspectors (About Us | Animal Welfare | RSPCA Queensland, n.d.). Possibly due to the large number of volunteers, RSPCA Queensland has more stringent volunteer recruitment requirements.

Happy Tails, with its community-based approach and intense focus on fostering, offers personal attention to each animal (Happy Tails Animal Rescue Inc., 2021). They also emphasise personal involvement in the community through a fostering programme and regular fundraising activities. The agility and flexibility of its smaller size allow it to respond quickly to community needs. Volunteer positions include causal dog walkers, transporting and events/fundraising helpers.

## Cultural Trends

The following table shows useful background information about current trends in society that can be leveraged to approach the challenge of gaining volunteers:

Animal Rights and Welfare	Mental Health and Pets	Community Service and Volunteering
<p>Awareness and advocacy for animal rights have significantly increased due to documentaries, social media, and non-profit efforts, highlighting issues like factory farming and animal testing. This shift reflects a proactive approach to animal welfare, with 9 in 10 Australians supporting government protection through legislation (Saeri &amp; Grundy, 2023). Legislative changes, such as Australia’s ban on live sheep exports (Animals Australia, 2024), underscore the growing importance of animal welfare. Consumers are making ethical choices, such as adopting pets, buying cruelty-free products, and embracing plant-based diets driven by animal welfare concerns (Kopplin &amp; Rausch, 2022).</p>	<p>Pets offer emotional support and companionship, beneficial for those facing loneliness, depression, or anxiety. They improve mood and overall emotional well-being and help manage energy effectively during work (Junça-Silva, 2022). Physical health benefits include increased physical activity, lower blood pressure, reduced stress hormones, and higher levels of serotonin and dopamine, all contributing to better cardiovascular health and stress reduction (Maréchal &amp; van der Zee, 2024). However, especially studies during the Covid-19 pandemic showed that having pets can also contribute to the negative impacts of already stressful times in one’s life, as they are adding another layer of responsibility, taking away from the positive effects that animals have on humans (Phillipou, 2021).</p>	<p>Volunteering builds social connections and community, fostering a sense of belonging and inclusivity. It offers personal benefits like skill development, enhanced self-esteem, and broader perspectives on societal issues (see ‘Volunteering’ section). Corporate Social Responsibility (CSR) initiatives encourage employee participation in volunteer activities, benefiting communities and enhancing corporate reputations.</p>

## ● What makes people want to volunteer?

AWLQ does not only provide a place for volunteers to go to give back to society, but the volunteering activities also provide...

... meaningful work.

... relationships.

... an expression of personal values.

... personal growth.

According to research, those are the main internal motivations for volunteering (Dwyer et al., 2013; Aun et al., 2021), and tapping into these can inspire greater involvement with AWLQ.

*But how do we portray those aspects of our work to potential volunteers?*

Let us introduce you to another finding we have found in our scientific research:

### **Nudge Theory.**

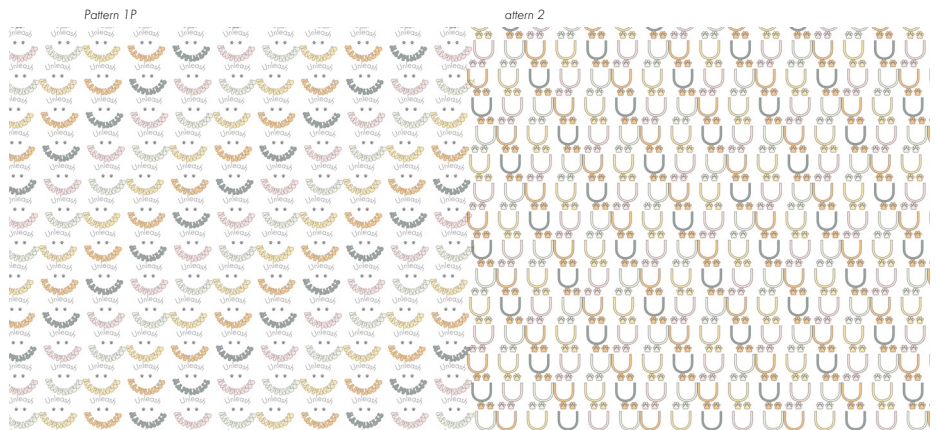
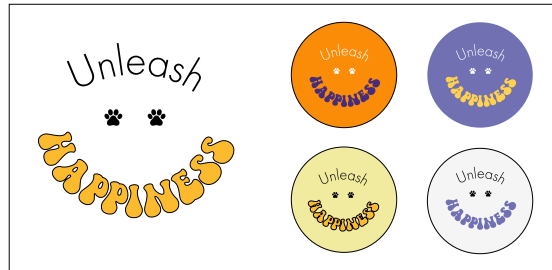
Nudge theory can promote volunteering by designing choice architectures that make volunteering more convenient and socially desirable. Simple tweaks, like highlighting the personal and social benefits, can make a big difference in increasing registration rates (Dickens & Dickens, 2021; Chenjin & Hasrina, 2022).





Unleash **HAPPINESS**

COLOR PALETTE



# The Campaign

Introducing our “Unleash Happiness... and Go Home” campaign, designed to attract dedicated volunteers to the Animal Welfare League Queensland. This initiative emphasizes the immediate joy and fulfillment of helping animals, offering the opportunity to make a significant impact without long-term responsibility.

Fonts

Title/Copy  
Futura PT Light  
H2 Unlock

Bodytext

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Title

Retro Groovy

H1 HAPPINESS

Header

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## ● Goals & Objectives

### **Problem Definition:**

The Animal Welfare League of Queensland relies on volunteers who make a huge contribution to their work. However, the number of volunteers across organisations in Australia has declined significantly over recent years, also impacting AWLQ.

### Goal

1

Reach a broad range of people and get them to register for induction at AWLQ.

### Objectives

1

Raise awareness among Gold Coast residents about AWLQ and its volunteer opportunities by 50% by December 2024.

2

Generate 20 new volunteer sign-ups by December 2024.

## ● Target Audience

The target audience for the “Unleash Happiness... and Then Go Home” campaign includes compassionate, community-minded individuals who are passionate about animal welfare and are seeking meaningful, flexible volunteer opportunities. This audience comprises diverse groups, including busy professionals looking for fulfilling activities outside of work, retirees wanting to give back to the community, students needing volunteer hours, and families eager to teach their children the value of compassion and responsibility.

### Persona 1



**Samantha**  
Animal Lover  
Student

”  
Be Kind and You'll see  
the world

Age : 23  
Gender : Female  
Location Gold Coast

Book Music  
Design Food

#### Background

Studying courses related to veterinary science or animal behavior.  
Living in university accommodations or shared apartments.

#### Challenges

Balancing academic workload with volunteer commitments.  
Limited transportation options.

#### Personality

Enthusiastic



Adaptable



#### Motivations

Passion for animals and their welfare.  
Desire to improve their resume with volunteer experience.

#### Goals

Gain practical experience with animals.  
Make a positive impact on the local community.  
Build a network.



Persona 2



**James**  
Young  
Professional

”  
Making a difference,  
even briefly

Age 33  
Gender Male  
Location Gold Coast

Book Music

Yoga Food

**Background**

Working full-time, possibly in a high-stress environment.  
Earning a stable income, possibly with disposable income for hobbies and volunteering.

**Challenges**

Managing time effectively between work and volunteering.  
Committing to regular volunteer hours due to busy work schedules.

**Personality**

Efficient



Driven



**Motivations**

Seeking a sense of purpose outside their professional life.  
Interested in team-building and corporate social responsibility (CSR) opportunities.

**Goals**

Find stress relief through fulfilling activities.  
Make a positive social impact.  
Meet like-minded individuals and expand social circles.



Persona 3



**Margaret**  
Retiree

”  
Giving love, one day  
at a time

Age 64  
Gender Female  
Location Gold Coast

Book Knitting

Painting Food

**Background**

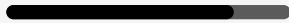
Recently retired and looking for ways to stay active and engaged.  
Possibly a long-term resident of the Gold Coast with a strong sense of community.

**Challenges**

Physical limitations that may restrict certain types of volunteer activities.  
Transportation or mobility issues.

**Personality**

Patient



Generous



**Motivations**

Deep love and appreciation for animals.  
Desire to leave a lasting positive impact on her community.  
Seeking companionship and social interaction.

**Goals**

Stay physically and mentally active.  
Contribute to a cause she cares about.



## CORE CAMPAIGN

## THE STRATEGY

The following section aims to give you an overview of the media channels that the **UNLEASH** campaign can be adapted to.

To align with different budget adaptations, the campaign is split into two parts – the ‘core campaign’, which contains the basic ideas and channels, as well as ‘add-ons’, which contain further media opportunities that can be leveraged with additional budget. The campaign was created to enable the achievement of the objectives with only the core components; however, the add-ons provide an opportunity to accelerate and improve the results.

### 1.- Community Marketing

#### Component 1: Street Interviews

Conducting street interviews at public places around the Gold Coast and on university campuses

For example: showing two pictures of cats in the AWLQ facilities and asking participants to guess which of those pictures shows the animal before vs after cuddling-time with their favourite volunteer / before vs after getting the news of being adopted etc.

#### Benefits:

Face-to-face interactions create memorable experiences and foster deep connections.  
*For street interviews execution, please refer to Appendix C.*

#### Component 2: Merchandise

New volunteers receive merchandise with the campaign logo.

The volunteers conducting the street interviews are wearing the merchandise  
The heart of the merchandise are stickers, which are adapted each year (e.g. “Unleash Happiness” in 2024 and “Unleash Friendship” in 2025) so that they can be collected.

#### Benefits:

Through attractive merchandise that volunteers can wear in their free time, as well, conversations among peers about their volunteer activities might be sparked  
The yearly changing stickers can be collected and displayed, e.g. on laptops, which subconsciously strengthens the community and creates an incentive to collect as many stickers as possible

## MERCHANDISE OVERVIEW

### Stickers



### Caps



### Tote Bag



### T-shirt



## 2.- Social Media

### Component 1: Street Interviews

Share content from the street interviews as short-form video content on Instagram (Reels), TikTok, and YouTube (Shorts) including a call-to-action that informs about volunteer opportunities (see Appendix D).

### Component 2: Further campaign-related content

For example carousel posts on Instagram and TikTok with the before and after pictures of ALWQ animals, including the campaign logo and a call-to-action that informs about volunteer opportunities

### Benefits:

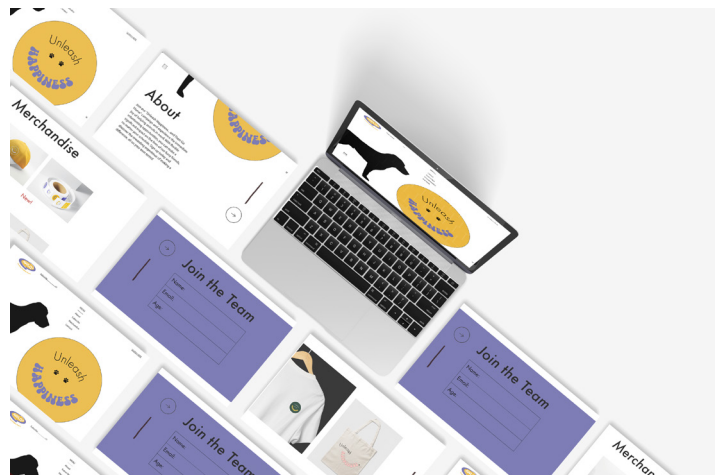
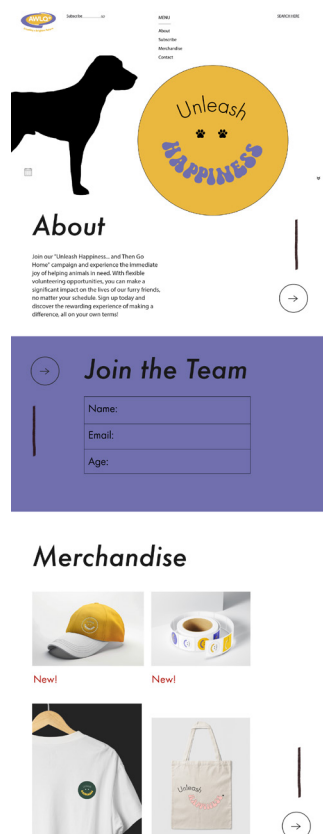
Ideal for compelling visual content that captures the audience's attention

People who are already following AWLQ but might not be aware of volunteer opportunities can be reached, as well as new audiences who stumble upon the video content

Gold Coast residents can be especially targeted through location tags.

## 3.- Website & Magazine

As the main touchpoint with AWLQ, the campaign is included in the website, as well. Regular visitors of the website are hereby reached, as well as new audiences coming from the street interviews or social media. It is important that they recognize through the campaign logo that they have reached the correct place.





#### 4.- Google Ads & Social Media Ads

Through ads, the target audience can be precisely targeted with ad copy that will appeal to them. Especially Google Search Ads can capture high-intent users searching for volunteering opportunities. While the volume of searchers might not be very high, the conversion rate is likely to be, so that high impact can be achieved with a relatively low budget (you pay only for searches who clicked on your link).

#### 5.- Print Advertising

Flyers and posters with the campaign logo and before/after pictures of the animals

##### Benefits:

*Local Visibility:* can capture the attention of people in the target area, particularly those who might not be as active online

*Constant Presence:* provide continuous exposure & reinforce the campaign message over time, it can serve as constant prompts for action



[Editable Files](#)

#### 6.- Influencer Marketing

Partnership with a local Gold Coast influencer known for caring about the environment or having a similar reputation.

##### Key Benefit:

*Reach:* Influencers have dedicated follower bases that share their values and trust their recommendations, increasing the likelihood of engagement and action.

# Budget

The budget for the core Unleash Happiness campaign is \$3,218.66 (AUD). If the budget allows, an additional campaign can be added for \$4,750 (AUD), bringing the total to **\$7,968.66 (AUD)**. Given the importance of volunteer time, human resources will be allocated to staff and volunteers involved in the campaign strategies.

## Campaign

Core Campaign			
Budget Item		Number of items	Budget (\$)
Volunteer Merchandise  (*Note 1)	Stickers	500	\$35.66
	Caps	100	\$1,249
	T-shirts	100	\$1,934
Total			\$3,218.66
Add-on Campaign			
Budget Item		Number of items	Budget (\$)
Google Ads (Google Ad Grants) *Note1		-	\$0
Social Media Ads	Instagram	AUD\$ 50/month for 3 months for posts about the campaign	\$150
	YouTube		\$150
	Facebook		\$150
	Tik Tok		\$150
Print Advertising (*Note 1)	Fryer (*Note 2)	100	-
	Posters (16x20")	50	\$ 1150
		Number of posts	Estimated Cost per Post (*Note 3)
Influencer Marketing	Mirco Influencer A	2	\$1000
	Mid-Tier Influencer B	1	\$1000
	Mid-Tier Influencer C	1	\$1000
Total			\$4,750
Grand Total			\$7,968.66

- Note:
- Details for Quotation for Volunteer Merchandise and Google Ad's Google Grant will be provided in Appendix F and Appendix E.
  - Fryers will be printed in-house, therefore there is zero for it.
  - The "Estimated Cost per Post" for influencers is determined by market rates, adjusted for nonprofit discounts and the influencer's affinity for the cause (Kazakova, 2024).



## Human Resource

Street interview					
When	Task	Who	How much Time Needed	Duration	Total Time
2 weeks before the first Interview Day	Preparational Meeting: - Choosing photos - Role planning - Admin work (permit to enter Universities etc)	SM Officer (staff) x1  Volunteer x 2	3 hours	One-off	3 hours/ person
Interview Day 1	Interview 1 – Beach	SM Officer (staff) x1  Volunteer x 2	3 hours	One-off	3 hours/ person
Interview Day 2	Interview 2 - University	SM Officer (staff) x1  Volunteer x 2	3 hours	One-off	3 hours/ person

## Merchandise Making

Merchandise Making					
When	Task	Who	How much Time Needed	Duration	Total Time
1.5 months before Campaign Day	Contact manufactory for merchandise  -Follow up with manufactory	Volumeter x 3	2 hours	Fortnight for 6 weeks	6 hours/ person

## Social Media

Social Media					
When	Task	Who	How much Time Needed	Duration	Total Time
One week before Campaign Date	Editing the interviews to fit for SM.	SM Officer (Staff) x1	4 hours	One-off	4 hours/ person
Campaign Date	Creating posts for the street interview content	Volunteer x 2	1 hours	Twice a week for 3 weeks	3 hours/ person

## Website and Magazine

Website & Magazine					
When	Task	Who	How much Time Needed	Duration	Total Time
One week before the Campaign Day	-Design and create a page for website and magazine and upload on the website  -Website setting setup	Volunteer x 1	3 hours	On-off	3 hours/ person

## Add-ons

Google Ads & Social Media Ads					
When	Task	Who	How much Time Needed	Duration	Total Time
A week before the campaign day	Setting from key words for Google Ads and Social media ads	Volunteer x 1	2 hours	Once a week for 4 weeks	2 hours/ person

Print Advertising					
When	Task	Who	How much Time Needed	Duration	Total Time
One month before the campaign Day	Design and finalize the design of the poster and flyers	Volunteer x 2	3 hours / week	For 2 weeks	6 hours/ person
Two weeks before the campaign	Distribution and media contact	Volunteer 1	3 hours	One-off	3 hours
Influencer Marketing					
When	Task	Who	How much Time Needed	Duration	Total Time
6 weeks before campaign day	Meeting 1 – decide Influencers, and draft content for influencers to posts  -contact influencers	SM officer (staff) x 1  Volunteer x 2	2 hours/ week	2 weeks	4 hours/ person
One month before campaign Day	Meeting 2 - Finalize influencers and content	SM officer (staff) x 1  Volunteer x 2	2 hours/ week	2 weeks	4 hours/ person
A week Campaign Day	Confirm content and date of post with influencers	Volunteer x 2	2 hours	One-off	2 hours/ persons

# Campaign Evaluation

Component	Objective	Metric	Target	Method	Frequency
Community Marketing					
Street Interviews	Raise awareness in the God Coast	Number of interviews conducted	100	Count and track the number of street interviews	Weekly Review
Merchandise	Increase visibility and engagement	Number of items distributed	300 (caps, t-shirts, stickers)	Inventory Tracking	Monthly Review
Social Media					
Street Interview Content	Increase social media engagement	Number of views, likes, shares, and comments on posts	10,000 views, 1,000 likes	Social Media analytics tools	Weekly Review
Website					
Campaign Page	Drive traffic to the AWLQ website and volunteer section	Number of page visits	5,000 visits	Website analytics tools	Monthly Review
Add-ons					
Google and Social Media Ads	Target high-intent users searching for volunteer	Click-through rate (CTR) and conversion rate	CTR: 5% Conversion Rate: 10%	Google Ads and Social Media ads analytics	Monthly Review
Print Advertising	Increase local visibility	Number of flyers distributed	200 flyers 100 inquiries	Distribution records	Monthly Review
Influencer Marketing	Expand reach through trusted	Number of influencer posts and	5 posts, 3,000	Social Media analytics and influencer reports	Post-campaign review

Overall Campaign					
Volunteer Sign-Ups	Generate new volunteer registrations	Number of new volunteer sign-ups	20 new sign ups by December 2024	Registration Records	Monthly Review
Awareness Increase	Raise awareness among Gold Coast residents about AWLQ volunteer opportunities	Percentage increase in awareness	50% increase by December	Pre and post-campaign numbers	Pre and post-campaign numbers

# Conclusion

The “Unleash Happiness... and Then Go Home” campaign by AWLQ is strategically designed to attract and retain volunteers by emphasizing the immediate joys and benefits of volunteering without the long-term responsibility of pet ownership. By targeting university students, young professionals, and retirees, the campaign aims to provide stress relief, valuable CV experience, and an active lifestyle, respectively. Through effective use of social media, community marketing, and local advertising, this initiative seeks to foster a strong community connection, ultimately increasing volunteer sign-ups and enhancing AWLQ’s impact on animal welfare.

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## Appendix

## Appendix A- Competitive Analysis

Competitive Analysis		AWLQ	RSPCA Queensland	Happy Tails
	Mission	To provide homeless animals with a safe environment through innovative rehoming strategies, ensure veterinary care regardless of owner	Together We Change Lives	To re-write dogs, cats, kittens and puppies' tails into ones with a happily ever after.
	Vision	Every companion animal has a safe and caring environment where their	A world where all animals are respected and treated with kindness	A community where every pet has a loving home.
	Funding	Grant: Australia Post Queensland Government - Gambling Community Benefit Fund  Workplace Giving  Corporate Supporters	18.1% Social Enterprise 7.3% Other Revenue (Includes some vet fees, sundry income, interest, etc) 4.3% Adoptions 0.7% Court Fines and Costs 1.1%* Our Corporate Supporters 4.5% Government Funds 6.3% Council Contracts	100 % Donation
Service		Animal adoptions, Veterinary services, Community programs	Animal rescue and rehabilitation, Wildlife rescue, Veterinary services,	Animal adoptions, Foster care programs, Education and
Community Engagement		Runs comprehensive volunteer programs and community events	Engages in educational programs and advocacy campaigns, alongside	Focuses on personalized community involvement through
Strengths		Long-standing reputation and established presence in Queensland, Comprehensive range of services including vet clinics and pet	High brand recognition and strong reputation, Wide range of services including wildlife rescue and legal advocacy, Significant resources	Strong focus on foster care, providing personalized attention to each animal, Community-driven with passionate volunteers
Weaknesses		Competition from other large animal welfare organizations, Reliance on	Large organizational structure can lead to bureaucratic challenges,	Limited resources compared to larger organizations, Less
Type of animals		Dogs, cats, kittens, puppies, and pocket pets (e.g., birds, rats, guinea	Dogs, cats, puppies, kittens, horses, farm animals (such as goats and	Primarily dogs and cats
Memeber fee		Individual adult membership – Annual subscription \$50 – Lifetime subscription \$500 Individual junior membership –	Adult membership (\$45) Joint adult membership (\$80) Concession membership (\$30) Joint concession membership (\$50)	Not publicly specified.
Adoption Fee		Depending on the age and breed Dogs from \$400~ - Cats: \$29~ Other animals: Vary by species.	Depending on the age and breed Dog: from	Depending on the age and breed Dogs: from \$300~ Cats: From \$150~
	Volunteers Requirement	18+ To commit to a minimum 3-month period with a 4-hour shift	The minimum age to volunteer is 16 years. We ask that volunteers make a minimum commitment of	Not publicly specified.
	Volunteer Training and	Comprehensive orientation and ongoing training, support from staff	Thorough induction process, regular training sessions, specialized wildlife	Initial orientation, ongoing support from experienced
	Volunteer Benefits	Skills development, community service hours, discounts on services,	Volunteer recognition awards, skills development, opportunities for	Community service hours, personal fulfillment, recognition
	Community	Regular events and workshops,	Active involvement in advocacy and	Fundraising and adoption events,
	Fee	The Induction Fee is \$35 which helps cover the costs of the induction training, equipment, resources & your Volunteer T-shirt.	Not publicly specified.	Not publicly specified.



## Appendix B- SWOT

STRENGTHS	WEAKNESSES
Brand and positioning are clear	Retention of Volunteers/ limited number of volunteers
Strong community Engagement - The only organization in Queensland with a community veterinary clinic that offers essential vet care to all pet owners, no matter their financial situation.	Lack of volunteers rewarding programmes
Strong social media presence	Limited resources
Wellcoming Volunteer process	

EXTERNAL FACTORS	
OPPORTUNITIES	THREATS
Collaborations and partnerships with schools, community centers, or healthcare centers with pet therapies.	Financial stability due to the NPO nature.
Government commitment to renewal of an Australian Animal Welfare Strategy (AAWS), may lead to possible grants and funding.	Talent/volunteer Shortages
	Competition from similar organizations
	Shifts in donor preferences
	Public Health Issues: Chances of outbreaks of animal diseases or pandemics can disrupt services and increase operational costs.

## Appendix C- Street Interviews Execution

Planning Example for Street interview

10-15 interviews per place (total 3 hours a session)

### **Manpower:**

Camera Man x 1: In charge of recording

Interviewer x 1: In charge of asking questions

Assistant x 1: In charge of holding props (printouts or iPad and any assisting tasks)

\*Three roles maybe rotated each interview or each place

### **Interview Places:**

(Please be aware that there may be application needed for entry for the places below)

Griffith University

Bond University

Local Parks (eg Broadwater Parklands, beaches)

**Target:** Pet owners (Young Seniors), university student, young professionals

### **Time:**

a+b: 11am to 1pm- this is targeting student and university staff's lunch hour.

c: 4pm- 7pm- this is targeting the young professionals exercising after work.

### **Equipment:**

Cellphone x 2 (make sure there is memory for long video)

External Microphone x1

To Prepare/ bring on Interview Day:

30 different waiting-to-be adopted animals' before and after photo

iPad / Print outs of the animals' photos for interviews to view

Campaign Stickers x 100

### **Tip:**

The interviewer should stay cheerful and ask follow-up questions based on the interviewees' responses.

Main camera setting:

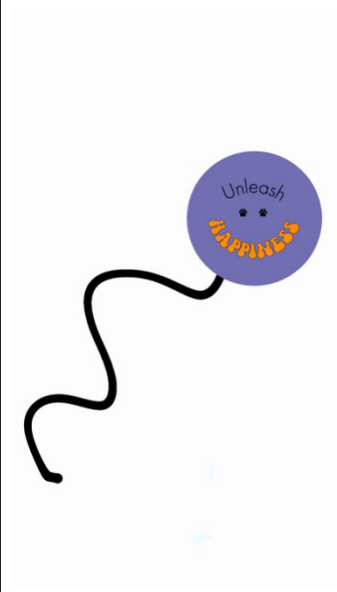
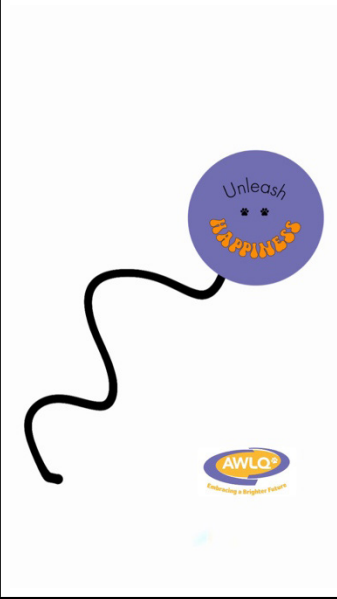
Portrait mode








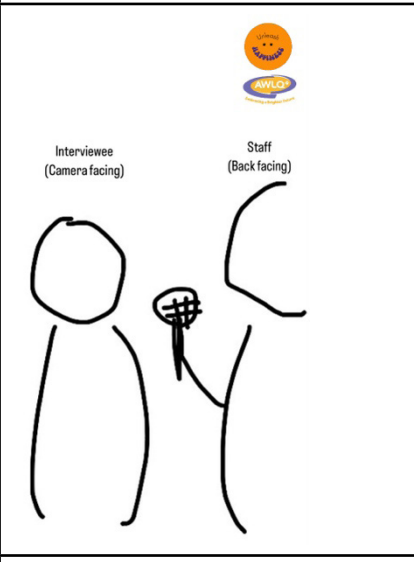
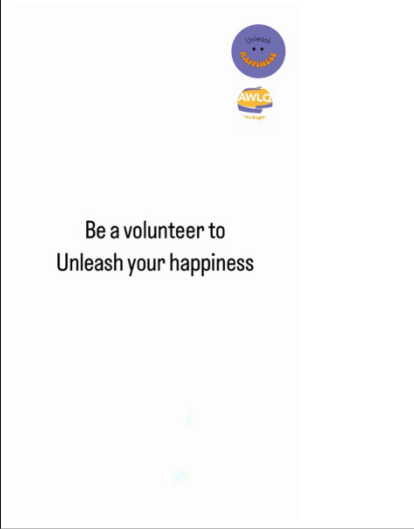
Appendix D- Street Interviews Execution


The short videos can be used on Instagram (Reels), TikTok, and YouTube (Shorts).

Total Duration: Max 90s

Scene/ Description		Duration
1 [Animation] Logo rolling in with a leash trail		2 seconds
2 AWLQ logo added in		2 seconds

<p>3</p> <p>insert the "Before Photo" with voiceover and subtitles "We are interviewing the GC locals to see if they can tell the difference before and after our animals had cuddle time with volunteer"</p>	 <p>[insert the Before Photo]</p>	<p>3 seconds</p>
<p>4</p> <p>insert the "After Photo" with voiceover and subtitles "Let's see how we did! "</p>	 <p>[insert the After Photo]</p>	<p>3 seconds</p>
<p>5</p> <p><b>Interview 1</b> with the same animal with interesting bites</p> <p>[insert] subtitles</p>	 <p>Interviewee (Camera facing)</p> <p>Staff (Back facing)</p> 	<p>20 –5 seconds</p>

6 <b>Interview 2</b> with the same animal with interesting bites  [insert] subtitles		20-5 seconds
7 <b>Interview 3</b> with the same animal with interesting bites  [insert] subtitles		20-5 seconds
8 Insert text with animation "Be a volunteer to Unleash your happiness"		5 seconds

9 Insert AWLQ website	 <p>Visit: <a href="http://www.awlqld.com.au">www.awlqld.com.au</a></p>	5 seconds
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## Appendix E- Google Ads Grant

### Appendix E

#### Google Ads Grant

<https://www.google.com.au/grants/get-started/>

As one of the registered NPO with Australian Charities and Nonprofits Commission (ACNC), AWLQLD is eligible to apply for this service.

#### About Google Ad Grant

Google Ad Grants is a program by Google that provides free Google Ads advertising to eligible nonprofit organizations.

Eligible nonprofits receive up to \$10,000 per month in in-kind advertising on the Google Ads platform.

To Sign up:

<https://www.google.com/nonprofits/account/u/0/signup>

AWLQLD's profile on ACNC:

<https://www.acnc.gov.au/charity/charities/ea84bbd4-38af-e811-a962-000d3ad24a0d/profile>

## Appendix F- Volunteer Merchandise Quotation

### Stickers:

Link: [https://www.bizay.au/stickers?id=109247&spf0=128216&productGroupId=161&index-ManagementId=71&queryId=tod0357c8992779a0505a38eacb403d36f&objectId=P20\\_STICKERS\\_SP-F0AUTOCOLANTE\\_INDIVIDUAL\\_109247](https://www.bizay.au/stickers?id=109247&spf0=128216&productGroupId=161&index-ManagementId=71&queryId=tod0357c8992779a0505a38eacb403d36f&objectId=P20_STICKERS_SP-F0AUTOCOLANTE_INDIVIDUAL_109247)

Site Quoted	Vista Print
Product Name	Stickers
Type	Individual Stickers
Shape	Round
Size	85 x 85 mm
Material	Self-Adhesive Paper
Printing	Colors, Front Only
Options	No Finish
Others	Standard Shape
Quantity	500

### Caps:

Link: <https://www.vistaprint.com.au/clothing-bags/hats/embroidered-cap>

Site Quoted	Vista Print
Product Name	VistaPrint® Embroidered Cap
Type	Individual Stickers
Quantity	100

### T-Shirt:

Link: <https://www.vistaprint.com.au/clothing-bags/t-shirts/as-colour-men-s-staple-t-shirt-with-full-front-ink-print#overview>

Site Quoted	Vista Print
Product Name	AS Colour Men's Staple T-shirt with Full Front Ink Print
Quantity	100

### Poster:

Link: <https://www.officeworksphotos.com.au/collections/posters-panoramic-prints/products/16-x-20-poster-printing>

Site Quoted	Office Works
Product Name	16x20" (40.6x50.8cm) Poster Print
Quantity	50

### Tote Bags (if needed)

Link: <https://www.vistaprint.com.au/clothing-bags/bags/totes/sonnet-cotton-tote-bag>

Site Quoted	Vista Print
Product Name	Sonnet Cotton Tote Bag
Quantity	100