

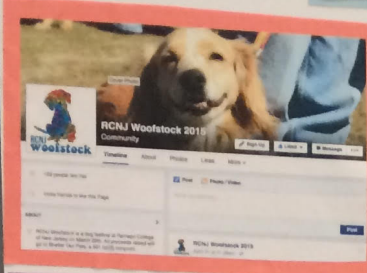


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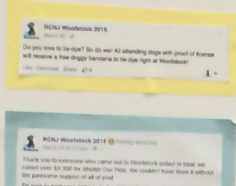


Social Media

Samm Eichmann & Elena Rubinetti



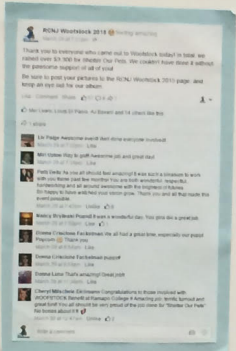
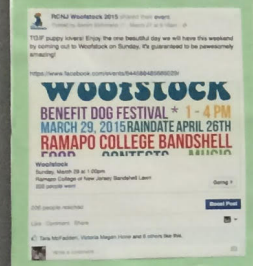
BENEFIT DOG FESTIVAL * 1-4 PM
MARCH 29, 2015 RAINDATE APRIL 26TH
RAMAPO COLLEGE BANDSHELL
FOOD CONTESTS MUSIC
FREE DOGGY BANDANAS & TIE-DYE



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(ADULTS \$5)
(STUDENTS/CHILDREN \$3)
FACEBOOK.COM/RCNJWOOFSTOCK

SHelter Our Pets
RAMAPO COLLEGE



Success Markers

Research

- Quantitative**
- 150 attendees will attend RCNJ Woofstock with 75-100 Ramapo students, faculty and staff, and 50-75 from the outside Bergen County community.
 - Over 400 attendees.
 - Kappa Sigma will actively participate during Woofstock by running the entire tie-dye station. A goal of tie-dyeing 75-100 bandanas is set.
 - A goal of selling 50 T-shirts, with the option to tie-dye, is set.
 - A total of about 20 new volunteers from on-campus clubs/organizations will attend and assist in the event.
 - A total of \$2,000 will be raised during the entire campaign, all proceeds will go to Shelter Our Pets.
 - a. \$3,400 raised for Shelter Our Pets
 - Five (5) new potential foster families will sign up to consider fostering pets for Shelter Our Pets.
 - Informational kits about Shelter Our Pets will be distributed to 10 facilities.
 - 100 flyers will be posted to the Ramapo and outside Bergen County community to publicize the event.
 - At least three (3) online local news websites will publicize the event.
 - At least two local newspapers, possibly including The Ramapo News, will publish an article about the event.
 - Five (5) outside vendors/informational booths will participate in the event: Spay and neuter, Shelter Our Pets, Carolan at Mary Kay (friend of Shelter Our Pets to support SOS), Diamonds in the Ruff Rescue, Meadowlands Dog Training.
 - Information will be provided from Pet to Go promoting "ready-to-go kits" for families for their pets.

Preliminary

Focus group research

Out of ten respondents, only two could correctly define the word "fostering"

Nine out of ten respondents never considered the link between domestic violence and animal abuse

RCNJ woofstock BENEFIT DOG FESTIVAL

DID YOU KNOW...?



Your donation can provide a temporary safe haven for the pets of domestic violence victims. Give today.



- Qualitative**
- Post-event survey responses from 75% of event attendees will be reviewed providing feedback about the event.
 - Positive feedback from most attendees as measured by on informal interviews, post event surveys, and Facebook comments/pictures posted/direct.
 - Feedback on surveys, informal interviews with participants, and Facebook feedback will also document increased awareness and knowledge about the social issue among attendees.
 - All promotional and design materials will be well articulated, visually appealing, and timely as documented by an outside design professional.
 - Advertisements will be distributed in large part electronically as to support the sustainable goals of the campaign. Quantitative measurements for this success marker are also detailed above.
 - Outside evaluation letters by representatives of the non-profit partner and up to two on-campus resources will document the effectiveness of the overall campaign and campaign materials.

Post-event

12. Would you participate in a pet-related contest?

Response	Count	Percentage
Yes	37	33%
No	76	67%
Total	113	100%

13. How much money would you pay to attend a pet event if you knew the profits went to a non-profit that protects animals of domestic abuse-victims?

Amount	Count	Percentage
\$0	12	11%
\$1-\$5	58	52%
\$6-\$10	36	32%
Over \$10	16	14%
Total	122	100%

9. After Woofstock, are you more aware of the link between domestic violence and animal abuse?

Response	Count	Percentage
Yes	47	81%
No	11	19%
Total	58	100%

SHelter Our Pets
HELPING ABUSE VICTIMS BY HELPING THEIR PETS

88% of battered women reported violence towards their animals.

Call 875.936.9036
ShelterOurPets.org

