

# Nashville Cat Rescue

Allie Childers

# Nashville Cat Rescue



## Target Audience:

This campaign will target 50-65-year-old women in the upper middle class with high school level education.

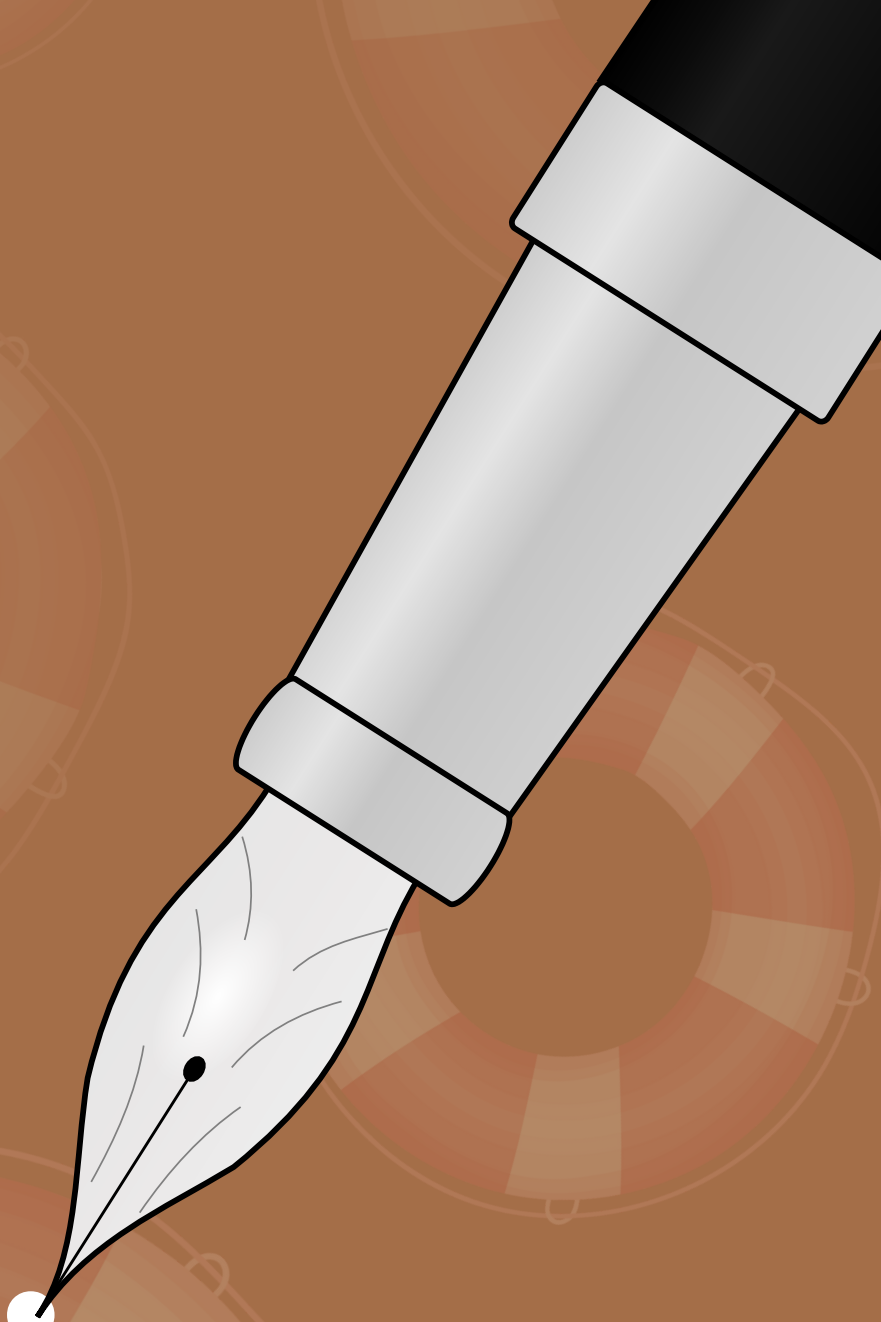


## Benefit:

The primary benefit of this campaign is the heartwarming feeling of giving a cat a new chance at life

Nashville  
Cat Rescue

# Rewrite Their Story Campaign.







# Nashville Cat Rescue

**Print Ads**

**Billboards**

**Social Media**



Nashville  
**Cat Rescue**

**Print Ads**



# Nashville Cat Rescue

## Print Ads



rewrite **her** story

We all have a story to tell.  
**Nashville Cat Rescue** rewrites thousands of  
cats' stories every year. When you donate, you  
become a part of their story! Check out  
[nashvillecatrescue.org/donate/](https://nashvillecatrescue.org/donate/)  
to rewrite a cat's life today.

DONATE | **NASHVILLE  
CAT RESCUE**



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# Nashville Cat Rescue

## Print Ads



A print advertisement for Nashville Cat Rescue. The background is a light gray, textured surface. In the top right corner, there is a decorative red scrollwork corner piece and a black fountain pen nib pointing towards the center. The main headline reads "rewrite **their** story" in a dark brown serif font. Below the headline, there is a watercolor illustration of two orange and white tabby kittens sitting side-by-side. To the right of the kittens, there is a block of text: "We all have a story to tell. **Nashville Cat Rescue** rewrites thousands of cats' stories every year. When you donate, you become a part of their story! Check out [nashvillecatrescue.org/donate/](https://nashvillecatrescue.org/donate/) to rewrite a cat's life today." In the bottom right corner, there is a decorative red scrollwork corner piece. The word "DONATE" is written in a large, dark brown serif font, followed by a vertical line and the words "NASHVILLE CAT RESCUE" in a smaller, bold, dark brown sans-serif font.

rewrite **their** story

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DONATE | NASHVILLE CAT RESCUE



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DONATE | **NASHVILLE  
CAT RESCUE**



Nashville  
**Cat Rescue**

**Billboards**



# Nashville Cat Rescue

## Billboards





# Nashville Cat Rescue

## Billboards



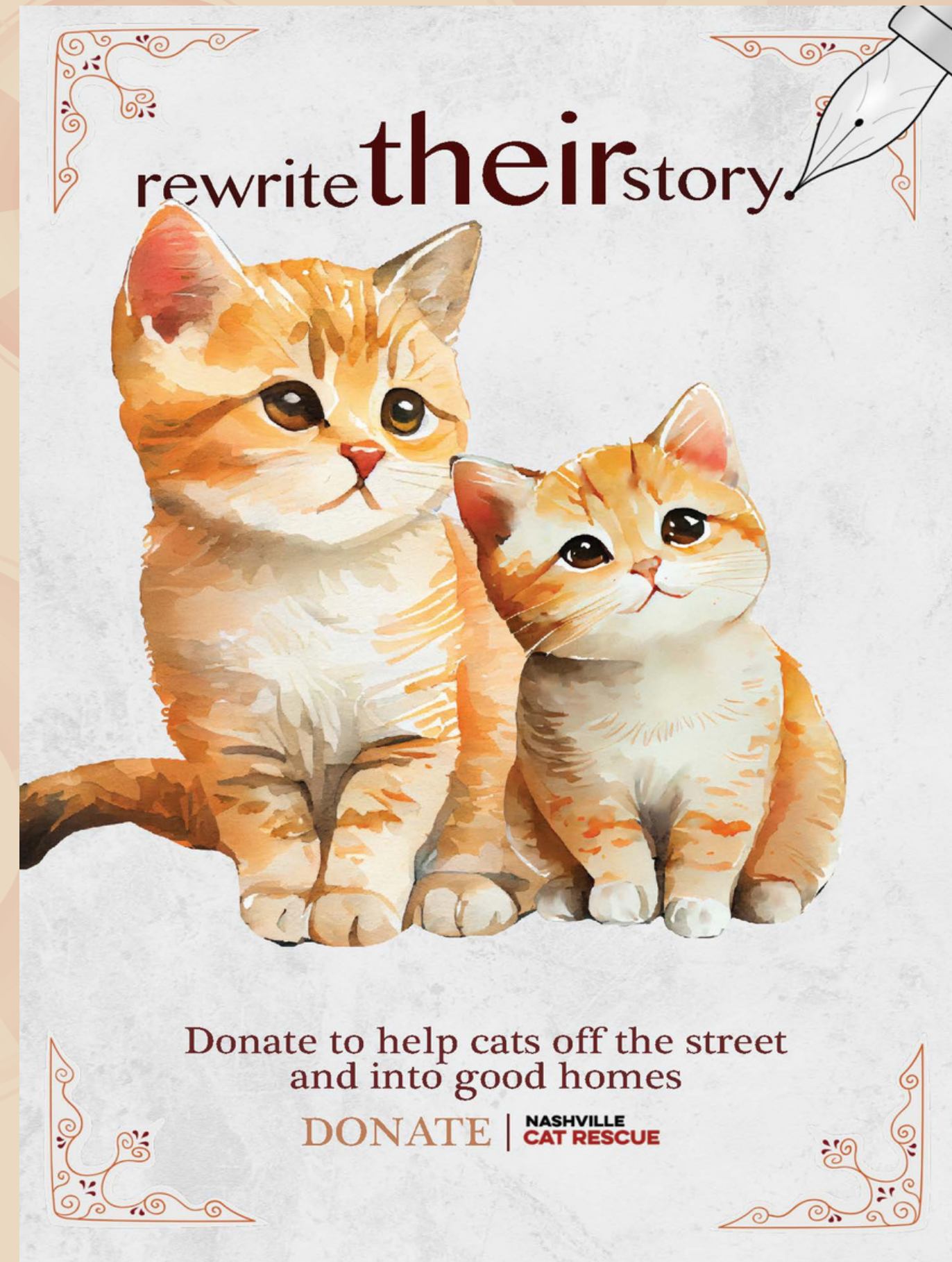
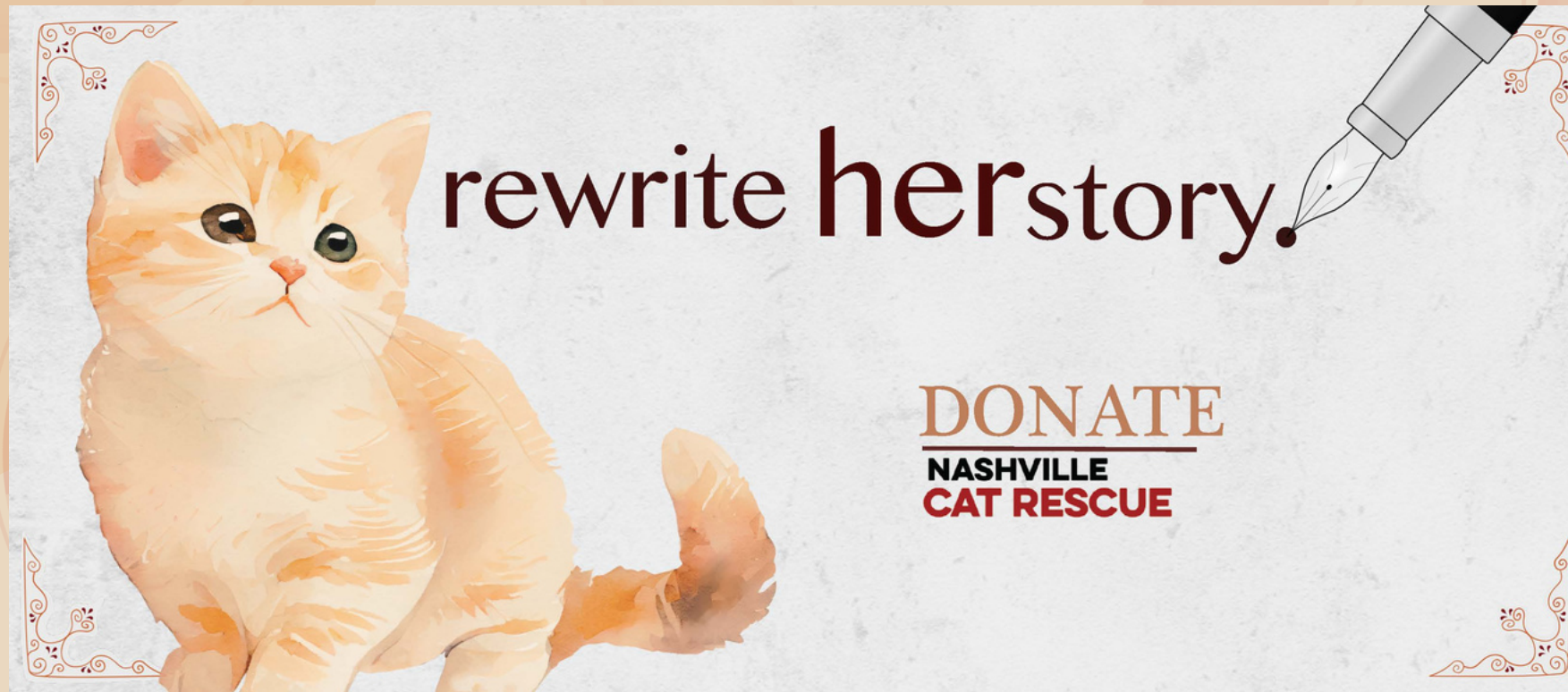


# Nashville Cat Rescue Billboards





# Nashville **Billboards** Cat Rescue





Nashville  
**Cat Rescue**

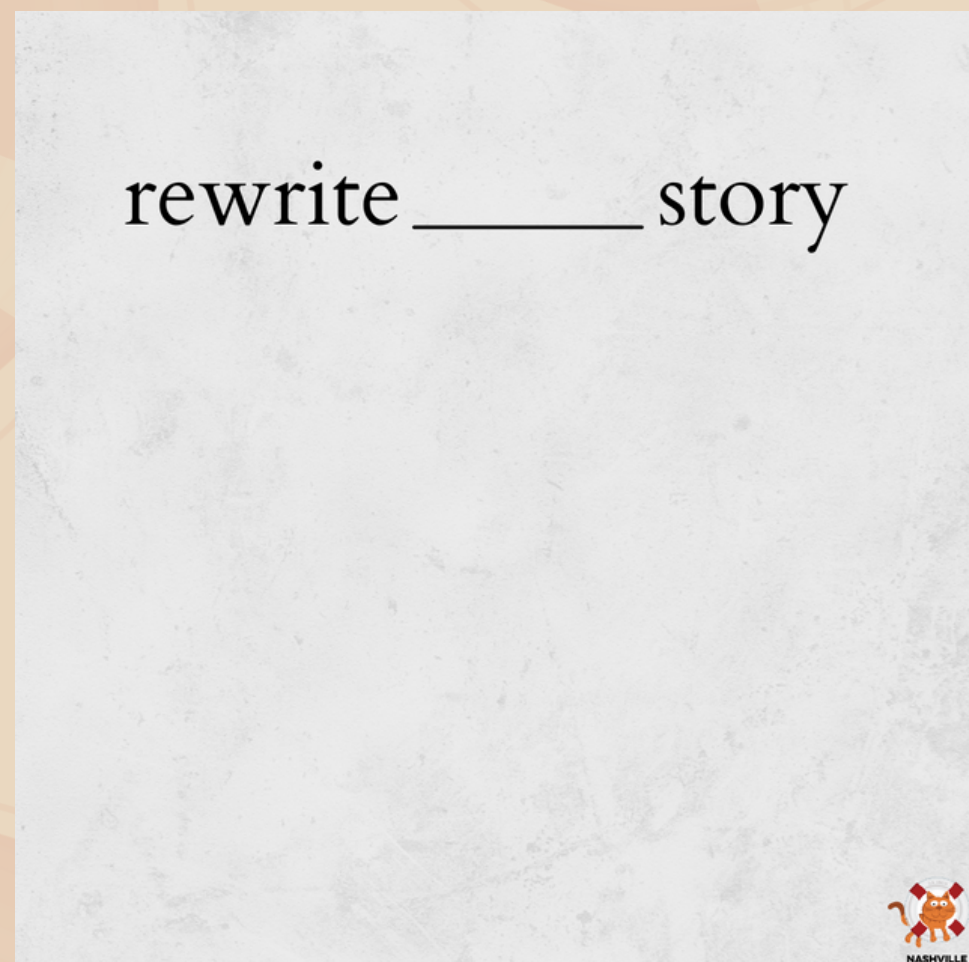
**Social Media**

# Nashville Social Media Cat Rescue

- 🐾 55% of people who engage with nonprofits on social media end up taking some sort of action.
- 🐾 59% of those people donate money.
- 🐾 52% donate clothing, food, or other personal items.



# Instagram Post



**30% of nonprofits use Instagram to raise money and awareness.**



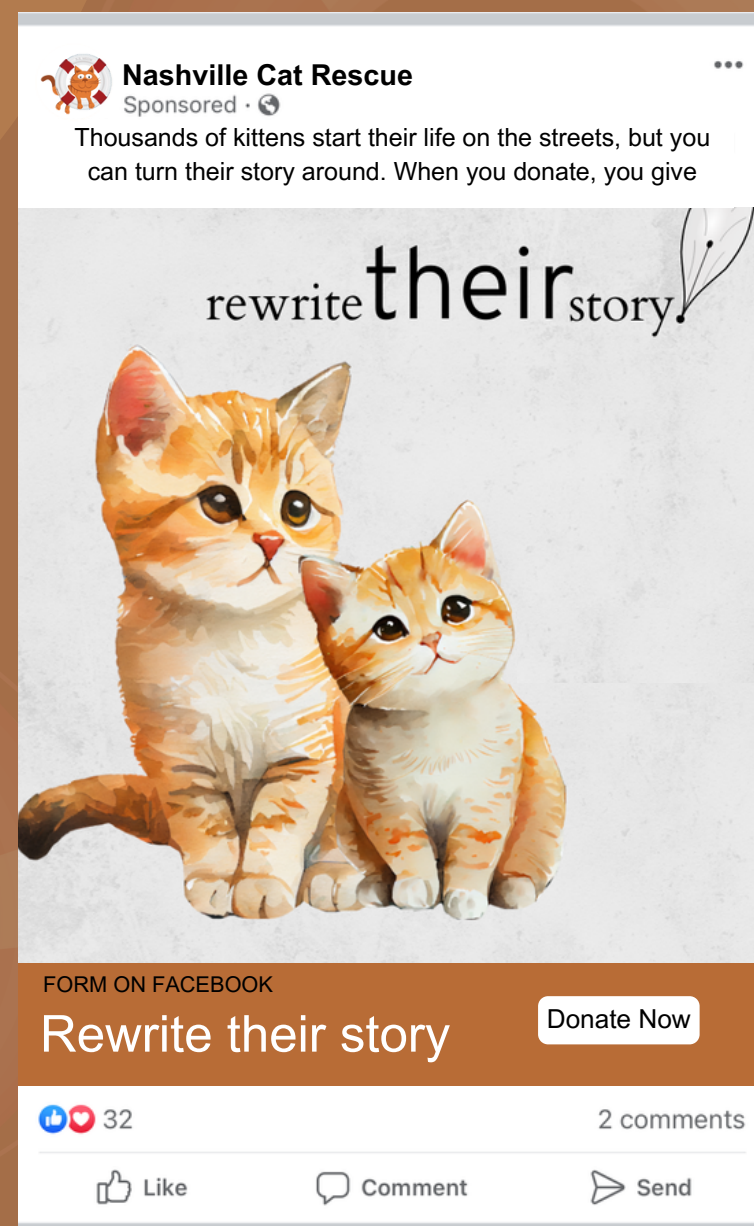
**75% of Instagram users take action, such as visiting a website or making a purchase after looking at an Instagram advertising post.**



# Nashville Cat Rescue

## Social Media

# Facebook Post



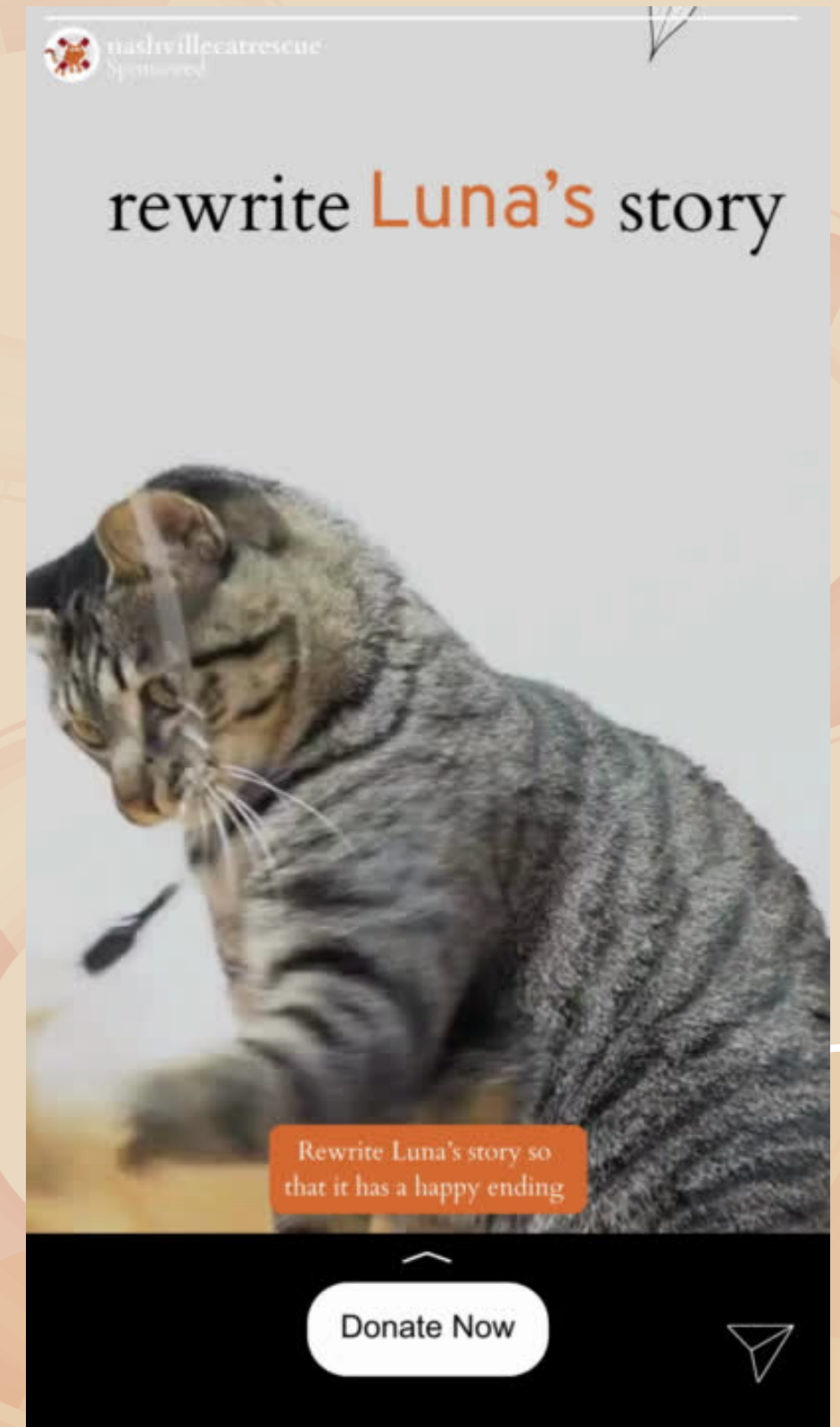
Thousands of kittens start their life on the streets, but you can turn their story around. When you donate, you give them more than a second chance; you give them a second life! Click below to see how you can make an impact on these sweet little cats. You do not have to adopt to make a difference!

-  18% of donors worldwide have given through Facebook fundraising tools.
-  Of those, 88% say they are likely to give through Facebook fundraising tools in the future.
-  42% of marketers report that Facebook is critical or important to their business.



# Instagram Story

- 🐾 Instagram stories are used by 500 million users every day (Instagram internal data, January 2019)
- 🐾 One-third (1/3) of the most viewed Instagram Stories are from businesses
- 🐾 **15% to 25% of people** swipe the links in branded stories.
- 🐾 **70% of Instagram users** watch stories daily.



Nashville  
**Cat Rescue**  
Social Media

**Thank You**  
questions?