

Executive Summary
Humane Society of West Alabama
“Unleash the Possibilities”

Purpose and Mission Alignment

The Humane Society of West Alabama (HSWA) exists to promote the humane treatment of animals through rescue, rehabilitation, and adoption. The “Unleash the Possibilities” communications campaign supports this mission by raising awareness for HSWA’s new 13-acre Animal Adoption Center in Cottontdale, featuring a cage-free Cat House and upgraded canine facilities, and by inspiring community involvement through donations, volunteerism, and adoption.

Campaign Objectives

1. Increase community awareness of the new campus by 30% within six months.
2. Boost volunteer sign-ups by 20% before and after the Cat House opening.
3. Increase donations toward the \$3.38 million campaign by 15% and grow adoptions by 10% in the first year.
4. Strengthen media partnerships and secure at least five local or regional feature stories.

Target Audiences

- Primary: Tuscaloosa residents, University of Alabama community, local animal lovers, potential adopters, and donors.
- Secondary: Media outlets, civic groups, animal welfare partners, and business leaders.
- Tertiary: Policymakers, philanthropic foundations, and statewide animal welfare networks.

Core Message and Strategy

The campaign's central message – *“A new home for hope, where every animal gets a second chance”* – highlights HSWA's long-standing impact and the transformational opening of the new consolidated campus. Through earned media, storytelling, events, and behind-the-scenes coverage, the campaign will emphasize the need for expanded animal care resources and demonstrate how HSWA directly addresses overcrowding and abandonment in Alabama.

Key Activities and Timeline

- November–February: Launch feature stories, social media content, and blog posts.
- March–June: Share news releases, media advisories, and video PSA.
- July–September: Promote the Annual 5K Run/Walk, measure media reach, volunteer growth, donations, adoptions, and prepare an impact report.
- October: Host the opening with tours, news releases, and a blog announcement.

Budget and Resources

The campaign aligns with HSWA's \$3.38 million fundraising initiative. As an all-volunteer organization, staffing resources come from volunteers. The costs focus on promotional materials, media outreach, events, and digital communication tools.

Expected Outcomes and Evaluation

- Media placements, interviews, and feature coverage.
- Social reach, website traffic, and blog engagement.
- Volunteer growth, donation increases, and progress toward the fundraising goal.
- Adoption increases for cats and dogs.
- Survey or media indicators of improved community awareness.

Call to Action and Next Steps

Leadership approval is requested to launch the campaign ahead of the Cat House opening. This initiative will strengthen HSWA's visibility and inspire the community to donate, volunteer, adopt, and help every animal "unleash the possibilities" for a healthier and more hopeful future.