

Minnesota Pit Bull Rescue

Company Profile & Market Review

History Of The Organization

Minnesota Pit Bull Rescue was founded in 2009. This is a non-profit organization that is completely run by volunteers out of Andover, MN. Minnesota Pit Bull Rescue is a rescue for Pit Bulls around Minnesota, all the dogs involved with this organization are residing in foster homes. Minnesota Pit Bull Rescue does not have a physical location due to the fact they are not a shelter, they rescue these dogs and put them into foster homes until they are adopted by a family. Families interested in adoption or fostering can fill out an adoption or foster application form online or email adopt@mn-pitbull.com with any additional questions. There are plenty of opportunities to donate to this organization, whether it be through their Monthly Fundraiser, Adoption Events or Sponsoring a Pit.

Timeline Of Important Events

- Founded in 2009 by Laura Gray-Haug
- Pit Stop Events at Chuck & Dons in 2012
- Fundraisers and Pittie Parties in 2013 & 2014
- Puppy Social and Adoption Days in 2015
- Tricks Class, Fundraisers and Adoption Days in 2016 & 2017
- Adoption Events in 2018

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Major Changes Or News On The Organization

There have been no major changes to the Minnesota Pit Bull Rescue since they opened in 2009, they have however had a significant increase in events. As for being mentioned in the news, Minnesota Pit Bull Rescue was just featured on QCTV on the pilot episode of “An Evening with Jimmy Good” One of the volunteers for the organization, Natalie was interviewed with her fur companions Cosmo and Parcheesi.

Information On Current Ad Campaigns

Most of the advertising for Minnesota Pit Bull Rescue is done over social media. Because they do not have a physical location or even a phone number they must use an avenue that will reach a lot of people.

This is a current campaign they have going on, Pints for Pups, which is held at The Howe Daily Kitchen and Bar. Not too impressed with this advertisement, could’ve been directed more towards the bar and Pit Bulls.



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Here is another advertisement, again just over social media platforms. This is promoting a meet and greet event at MN Nice Cream.



Information On Previous Ad Campaigns

Here is a previous advertisement put out by Minnesota Pit Bull Rescue, this was over Valentines Day, giving visitors the opportunity to get a kiss from an adorable Pit Bull. I think using an image of a Pit Bull could've been more efficient, considering that is the main focus of their organization.



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This is a previous advertisement promoting Pit Bull Awareness Month, featuring a police officer with his adopted dog Mazzy.



2013 PIT BULL AWARENESS MONTH

This was a previous advertisement for an adoption event held in Minneapolis. I like the fact they used their logo within the advertisement bringing attention to their organization.



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Review Of Social Media Presence If Applicable

Minnesota Pit Bull Rescue is all over social media promoting their organization. They can be found on Facebook, Instagram and Twitter. Because this organization does not have a physical location or phone, social media is their means of advertising, promoting, communication and awareness.

Facebook: <https://www.facebook.com/mnpitbullrescue>

Minnesota Pit Bull Rescue has a Facebook page with tons of information regarding the organization. Within their Facebook page they have places to learn about the organization, see adoptable dogs, look for upcoming events and of course adorable pictures and videos of all the adoptable or foster Pit Bulls. There is also an option to sign up for their newsletter or even donate to the organization.



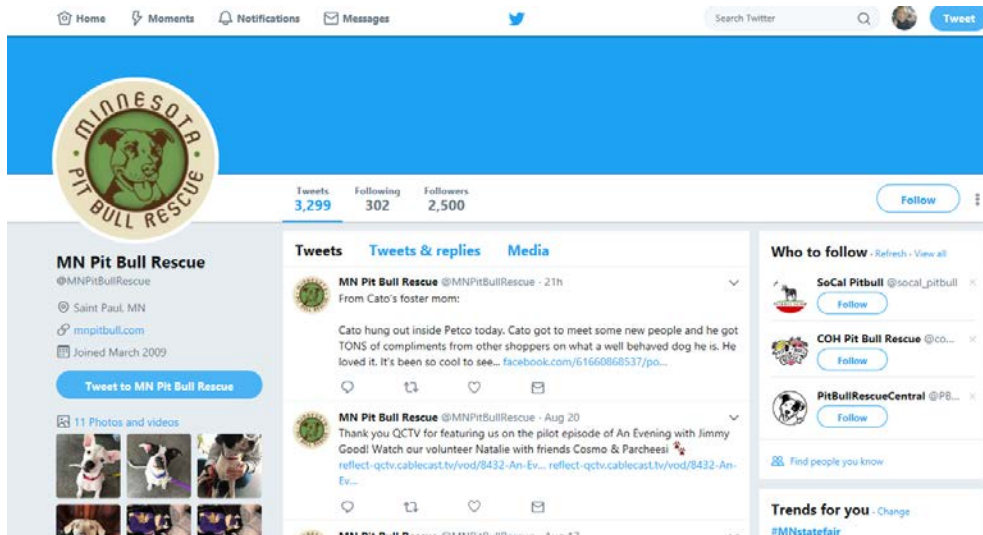
Instagram: <https://instagram.com/mnpitbull/>

Minnesota Pit Bull Rescue has an Instagram page which features adoptable dogs, upcoming events, volunteer opportunities and of course those darn cute pictures and videos

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of the Pit Bulls.

Twitter: <https://twitter.com/MNPitBullRescue>

Minnesota Pit Bull Rescue has a Twitter page as well, I am VERY unfamiliar with Twitter so I am uncertain what should be on there, however they have tons of posts discussing upcoming events, adoptable animals, information and fun facts from foster parents and links to other sites. There are not many pictures on their Twitter site, this could be normal, again I am unfamiliar.



Review Of The Groups Or Market The Nonprofit Organization Serves

Minnesota Pit Bull Rescue serves families and Pit Bulls all over Minnesota. Although this organization is based out of Minnesota, they also take in Pit Bulls from across the US having some recent come in from Texas and Washington. This organization is for anyone interested in adopting not only a dog, but a Pit Bull. Minnesota Pit Bull Rescue wants to put Pit Bulls back on the map and get rid of their bad reputation, only series inquiries are accepted, whether it be for adopting or fostering.

Information On How The Company Serves That Market's Needs

Minnesota Pit Bull Rescue serves a few different groups. First off, they serve the Pit Bulls who need homes, they do this by providing them with foster homes and any veterinary appointments they need until they are adopted. Second, they serve the families who are willing to foster these dogs, they do this by providing the dogs and some equipment for the foster families. Lastly this organization serves the families out there who want to adopt. They do this by providing tons of information on the organization and holding events, giving these families the opportunity to meet some of the adoptable dogs. However, there is an extensive, almost interview process families go through before they are accepted to adopt one of the Pit Bulls. They must read through required training, fill out an application, attend a meet and greet event with the dog and then do the final home check where a volunteer visits the family's home with the dog.

Data And Statistics Relevant To The Needs Of The Market The Nonprofit Serves

- 24 different breeds have been involved in fatal dog attacks, confirming these issues are not breed-specific.
- There are 4 unique AKC/UKC breeds that are considered "PitBull Types", American Pit Bull Terrier, Staffordshire Terrier, American Bully and Staffordshire Bull Terrier.
- 20% of dogs in the US are Pit Bulls, with an estimated population of 18,000,000.
- 3rd most popular dog type adopted, 5th most popular dog type registered by vets.
- Pit Bulls achieve excellent temperament scores, successful as service and therapy dogs and have become more accepted as a K9 dog and family pet.

- 3 top myths about Pit Bulls- 1. They are more dangerous, 2. They have a locking jaw, 3. They have bad temperament.

Breed Risk Table

Breed	Population %	Population Total	Dog Bite-Related Fatalities (DBRFs)	DBRF Risk Rate (per 100K dogs)
Malamute	0.34%	221,000	15	6.79
Chow Chow	0.73%	474,500	11	2.32
Saint Bernard	0.60%	390,000	8	2.05
Husky-Type	1.87%	1,215,500	21	1.73
Great Dane	0.91%	591,500	7	1.18
Rottweiler	5.77%	3,750,500	44	1.17
Doberman Pinscher	1.33%	864,500	10	1.16
Mastiff	0.40%	260,000	3	1.15
Pitbull-Type (all pitbull-type breeds combined)	12%*	7,800,000	76	0.97
Akita	0.77%	500,500	4	0.80
German Shepherd	5.75%	3,737,500	27	0.72
Bulldog	1.05%	682,500	3	0.44
Pitbull-Type (using alternative 6% population estimate)	6%*	3,900,000	76	1.95

Target Market Analysis

Due to the fact Minnesota Pit Bull rescue is a non-profit organization, they have a couple different target markets they need to reach. The first target market group would be the people who want to be involved with the organization first hand by fostering or sponsoring incoming Pits. The second target market group would be the individuals or families looking to adopt a Pit or donate to the organization. Although there are two different groups, the target market is very similar in most areas, making it easy to reach both groups by overlapping some target market information. However the main focus for Minnesota Pit Bull Rescue is adoption, they want to find all dogs their forever homes, and although the foster are a huge part in this process, the final goal for the rescue is adoption.

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8/30/2018
Target Market Group 1-Fosters/Sponsors

Age Range- 25-40

Gender- Female

Education- Highschool graduate or higher

Income Range- 45,000-65,000

Marital Status- Married or Single, no children.

Lifestyle- Passion for dogs, time to spend with the dog, committed, knowledgeable about caring for a dog, average sized home, must be able to pass home inspection, doesn't want a dog for life, against euthanizing, wants to give back to the community.

Location- Urban areas within the state of Minnesota (although sponsors are excepted from everywhere).

Target Market Group 2-Adopters/Donators

Age Range- 18-34

Gender- Female

Education- Highschool graduate or higher

Income Range- 30,000-50,000

Marital Status- Married with children/couple with children

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Lifestyle- Passion for dogs, time to spend with the dog, committed, knowledgeable about caring for a dog, average sized home, must be able to pass home inspection, wants the dog to be a member of the family.

Location- Within the state of Minnesota (although donations are excepted from everywhere).

Campaign Objectives

The campaign Minnesota Pit Bull Rescue is working on currently is The Fast and Furriest. This campaign is for an event taking place the end of September, consisting of a 5k run/walk that is obviously pet friendly. This campaign consists of social media posts, event information on the website, flyers around the Rosemount, MN area (where the physical event will be held). The objectives for The Fast and Furriest campaign are as follows:

1. Promote the available dogs Minnesota Pit Bull Rescue currently has for adoption, while increasing adoption rates by 10% over a 6-month period.
 - a. By constantly promoting the available dogs for adoption and keeping the website up to date, people who are interested in adoption will always have the most current information on the available dogs and the adoption process. With adoption events and promoting on social media, Minnesota Pit Bull Rescue hopes to increase their adoption rates.
2. Inform the public about Pit Bulls and the ways they can help non-profit organizations like Minnesota Pit Bull Rescue, while increasing volunteer rates by 15% over a 6-month period.

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- a. By informing the public with truthful statistics and resources on Pit Bulls and information on volunteer opportunities, Minnesota Pit Bull Rescue hopes to increase their volunteer rates.

Partnership

Minnesota Pit Bull Rescue currently partners with two companies, the first is PetSmart and the second is Blackberry Veterinary Center.

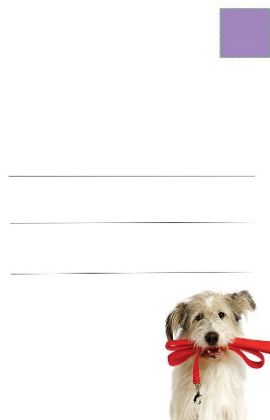
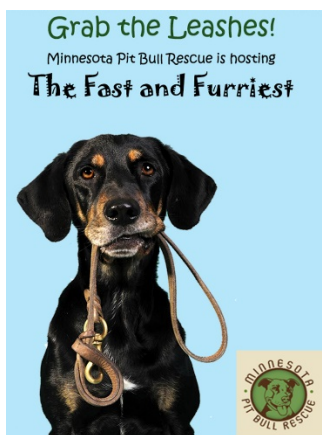
- PetSmart
 - What its primary business is: This company is a pet supply store. PetSmart carries everything from pet food, pet carriers, pet toys, pet accessories and even pets themselves.
 - How the partnership will benefit your client: Partnering with a pet supply store is a very smart idea for both sides. PetSmart gets recognized for working with a non-profit organization and provides them with a lot of their supplies used at the foster houses. Minnesota Pit Bull Rescue benefits by getting discounted supplies and a lifetime resource to take care of their dogs.
 - How the two companies' services align: Both companies are focused on pets and their families and providing the supplies and resources they need to create a forever home for these pets.

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- Blackberry Veterinary Center
 - What its primary business is: This company is a veterinary clinic; Blackberry Veterinary Center focuses on keeping pets healthy. This company provides checkups, surgeries, and medicine any pet would need.
 - How the partnership will benefit your client: Partnering with a veterinary clinic will benefit the rescue a lot. Not all the dogs the rescue gets are healthy, some may need medicines or special care, this is where having a vet that is trustworthy and reliable would come into play.
 - How the two companies' services align: Both companies have the best interest of pets in mind. These two companies work together to make sure the dogs are as healthy as possible and get any care they need.

Marketing Materials

Post Card (Front and Back)



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Flyer and Facebook Post

Grab the Leashes!

Minnesota Pit Bull Rescue is hosting
The Fast and Furriest

Come join Minnesota Pit Bull Rescue for the FURRIEST event in town.
Walk your pets to support your local animal rescue and have the opportunity
to meet the available dogs Minnesota Pit Bull Rescue has for adoption.

September 29th, 2018
Rosemount Park
123 Ruff Ave.
Rosemount, MN 55555

Register at www.mnpitbull.com/fastfurriest



Minnesota Pit Bull Rescue
Sponsored

Like Page

Come join Minnesota Pit Bull Rescue for the FURRIEST event in town.
Walk your pets to support your local animal rescue and have the
opportunity to meet the available dogs Minnesota Pit Bull Rescue has for
adoption.



www.mnpitbull.com/fastfurriest
The Fast and Furriest Event

SEPTEMBER 29TH, 2018 ROSEMOUNT PARK 123 RUFF AVE. ROSEMOUNT, MN 55555

Sign Up

502 35 Comments 310 Shares

Like Comment Share

Budget/Costs







Minnesota Pit Bull Rescue Media Plan			
Print Media			
Option 1		Option 2	
Publication	Flyer (no publication)	Publication	Flyer (no publication)
Issue dates	September 12018	Issue dates	September 12018
Ad size	8 1/2" x 11"	Ad size	8 1/2" x 11"
Cost per Flyer	\$0.27	Cost per Flyer	\$0.19
Total cost for publication (1000 flyers)	\$270	Total cost for publication (1000 flyers)	\$190
TOTAL COST FOR PRINT		TOTAL COST FOR PRINT	
	\$270		\$190
Online/Social Media		Average Price	
		\$230	
Website/Social media		Facebook	
Run dates	August 20th-September 23th 2018		
Cost per click/ad	NA		
Ad size	Facebook post (1 image)		
Total cost for site	\$300.00		
TOTAL COST FOR ONLINE/SOCIAL MEDIA			
	\$300.00		
Direct Mail			
Direct mail distribution (location, zip code, et Rosemount, MN and surrounding areas			
Total printed pieces	Post Card 4" x 6" front and back 1000		
Cost for postage	\$460		
Cost for printing	\$124.00		
Direct mail dates	September 12018		
TOTAL COST FOR DIRECT MAIL			
	\$584		
TOTAL COST FOR MEDIA PLAN			
	\$1,113.98		

Grab the Leashes!
Minnesota Pit Bull Rescue is hosting
The Fast and Furiest

Check out Minnesota Pit Bull Rescue for the 1000000th anniversary!
Sign up now to support our local animal rescue and have the chance to win prizes!
We are now accepting applications for the Minnesota Pit Bull Rescue for the adoption.

September 29th, 2018
Rosemount Park
133 Ruff Ave.
Rosemount, MN 55065

Register at www.mprbui.com/fastandfuriest




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The Fast and Furiest Event

POSTED: 07/11/2018 10:00 AM. 1000000TH ANNIVERSARY. 1000000TH ANNIVERSARY. 1000000TH ANNIVERSARY.

0 0

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Minnesota Pit Bull Rescue



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Intermediate Advertising Campaigns
Final Campaign Presentation





Company Profile and Market Review

- History
- Important Events
- News Coverage





Current Campaigns

We're pit bull people.



Sean Sean is a police officer with a local police department.

Mazzy Sean rescued Mazzy from an owner who couldn't take proper care of her. Mazzy lives with three dachshunds, and when Sean is at work, Mazzy spends the day at Nana & Poppa's and hangs out with their two dogs.

2013 PIT BULL AWARENESS MONTH

SOCIABLE CIDER WERKS & **MINNESOTA PIT BULL RESCUE**


with special guest *Honeys Hats*



Puppy Kissing Booth
with MN Pit Bull Rescue

\$1

Valentine's Day
February 14th 10am - 6pm
Carver Junk Company Minneapolis
4748 Chicago Ave S



www.mnpitbull.com
www.carverjunkcompany.com



COSMO



MN NICE CREAM
TODAY 1-3 PM!



SILAS



ARYA

Pints For Pups





Social Media Presence





Data and Statistics of Pit Bulls

- 24 different breeds have been involved in fatal dog attacks,
- There are 4 AKC/UKC breeds that are considered “PitBull Types”, American Pit Bull Terrier, Staffordshire Terrier, American Bully and Staffordshire Bull Terrier.
- 20% of dogs in the US are Pit Bulls, with an estimated population of 18,000,000.
- 3rd most popular dog type adopted, 5th most popular dog type registered by vets.
- Pit Bulls achieve excellent temperament scores, successful as service and therapy dogs and have become more accepted as a K9 dog and family pet.





Target Market

- Overview
- Target Market 1- Fosters/Sponsors
- Target Market 2- Adopters/Donators





Campaign Objectives

- Overview
- Promote available, adoptable dogs
- Inform the public about Pit Bulls



AUGUST 2018 ADOPTIONS





Finn, Cosmo, & Miles



DOG OF THE MONTH

1.5 YEARS OLD
CAT FRIENDLY

WWW.MNPITBULL.COM

LOVES TO CUDDLE
DOG FRIENDLY

CATO





Partnerships

- Pet Smart
- Blackberry Veterinary Center





Marketing/Advertising



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The Fast and Furriest

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**Minnesota Pit Bull Rescue**
Sponsored

Like Page

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www.mnpitbull.com/fastfurriest
The Fast and Furriest Event

SEPTEMBER 29TH, 2018 ROSEMOUNT PARK 123 RUFF AVE. ROSEMOUNT, ...

Sign Up



502

35 Comments 310 Shares

Like

Comment

Share



Budget/Costs

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Post Campaign Review

Campaign Process

Minnesota Pit Bull Rescue started a new campaign this year, The Fast and Furriest. This campaign was meant to promote a 5K run/walk that is pet friendly, members of Minnesota Pit Bull Rescue would be present and promoting the adoptable dogs and informing the public about Pit Bulls and volunteer opportunities. After Minnesota Pit Bull Rescue finalized their campaign objectives they were able to make a detailed plan to meet those objectives.

1. Finalize campaign objectives
2. Review the target market of previous campaigns and tweak it to fit this one if needed.
3. Inform any partnerships about the campaign, see if they would like to be involved.
4. Design and distribute marketing materials/post information on social media.

The process for this campaign was fairly simple with no negative aspects. The only thing that may help Minnesota Pit Bull Rescue is if they had a small physical location. This would allow anyone interested in any of the opportunities to speak with the members face to face.

Results to Evaluate

After the campaign has ran its course and the event has taken place, Minnesota Pit Bull Rescue will be evaluating the results from the campaign. Although some of these results will not be able to be measured until some time after the campaign is finished.

- Review and compare the target market plan and the demographics of the people who attended the event or showed interest in the organization.
- Review the total cost for marketing materials and event needs to see if they stayed under budget or went over.
- Review the look and design of the campaign to ensure all marketing materials were consistent.
- Review the message the campaign put out, was it clear? Could it improve?

Data to Determine Campaign Success

In order to tell if the campaign was a success, Minnesota Pit Bull Rescue must review the data that was collected after the campaign was finished, along with the event. Minnesota Pit Bull Rescue decided to wait 3 months to collect data, the data they were collecting is as follows:

- Was there a change in any volunteer opportunities?
- Was there a change in the amount of foster or adoption applications?
- Was there an increase in adoptions?
- Were there more people sponsoring dogs?
- How many people attended the event?
- How many people viewed, liked or commented on the social media posts?