

Animal Services Partnership Communications & Outreach Workgroup

March 12, 2014

6:05-7:30pm, 490 Mendocino Ave, Santa Rosa

Present: Sara Bunyard, Norma Bunyard, Darryl Roberts, Erin Casteel, Nancy King, Sandra Lupien & Becky Lunders (facilitator)

Topic	Discussion	Action / Decision
Spring Fling	<p>Spring Fling campaign is an adoption campaign that will run anytime between April 1 and May 31.</p> <p>Nancy put together some Spring Fling theme idea graphics. Like the 60's theme & drop Adopt Local logo into the flower.</p> <p>Design Tips: website called <i>What The Font</i> to ID font. Google fonts – collection of free fonts.</p> <p>Charlotte contacted rescues and shelters and has a lot of them on board to do something during the Spring Fling campaign.</p>	<p>By 3/20: Erin will develop font and logo for use on materials by any agency that wants it. She will do one horizontal, one vertical, and one transparent.</p> <p>By 3/21: Sandra to send out final versions to all partners and shelters. Also ask them to let us know how they plan to use it during the campaign.</p> <p>Offerings:</p> <ol style="list-style-type: none"> 1. Spring Fling font - 2. Drop Adopt Local logo into art 3. Entire art 4. Transparent background
Summer Campaign	<p>We brainstormed ideas – Summer Splash seems to be the best idea.</p>	<p>Think about theme and come up with more ideas for next month's meeting.</p>
Adopt Local Campaign	<p>We previewed the revised flier from Melissa. Everyone likes it... a couple minor changes __></p> <p>Postcards: two options.</p> <ul style="list-style-type: none"> • The group would like the blue behind the logo version when we go to print. • We will print Spanish on the backside of the postcard. 	<p>Feedback: We like Option 1 – full color.</p> <ul style="list-style-type: none"> • Increase contrast between logo and blue sky (heavier on the blue). • Drop the “www” from the web address. • Also, move QR code to corner, placing it after adoptlocalsonoma.org. • In text, “support” should not be hyphenated. <p>Nancy will check in with Brenda to see if she is able to translate the flier into Spanish.</p> <p>Sandra will provide feedback to Melissa and hope to get approval before next meeting.</p>

<p>Printer Quote & Funding Source</p>	<p>Norma called a local printer and got costs. Post cards runs 1,000 for \$160. Fliers – 1,000 is \$200. Window clings – have white background 3” inside 4 color = 1,000 = \$420. & add website to the underside of logo!</p> <p>Funding source: Sandra wants to ask Pet Care for a donation to fund printing of materials.</p> <p>Suggested quantities:</p> <ul style="list-style-type: none"> • 5,000 postcards • 1,000 fliers • 200 window clings 	<p>Possible funding sources:</p> <ul style="list-style-type: none"> • Pet Care – Sandra will approach them and see if they would underwrite the printing of the materials. <p>If they aren’t interested, other possible sources:</p> <ul style="list-style-type: none"> • Paws For Love would be a good funding source • VCA <p>Norma will check with printer on magnets & pricing (see quantities to left).</p> <p>Sandra to contact Go Local so window cling will be the same size. Let Norma know.</p>
<p>Website</p>	<p>Tested click through from adoptlocalsonoma.org – it works!</p>	<p>Sandra will ask Angela to put Adopt Local logo on socoanimals website.</p>
<p>Next meeting</p>	<p>Agenda:</p> <ul style="list-style-type: none"> ■ Outreach for promotion (social media) ■ Develop a simple campaign to make people aware of Adopt Local 	<p>April 9th, 6-7:30pm @ HPPEE Manzanitas Conference Room. 490 Mendocino Ave, Santa Rosa</p>