



# Second Chance for Pets Network

This report is for Second Chance 4 Pets Network to enhance the communication within its public and surrounding community by benchmarking similar organizations. The selected organizations are: Humane Indiana located in Munster, Ind., Alive Rescue located in Chicago and Erin's Farm located in Hobart, Ind. All three organizations are known as a non-kill shelters that are dedicated to rescue and take care of animals. In this report, we will compare the following:

## Mission Statement:

The Humane Indiana has the shortest mission statement between the chosen organizations. They pointed their pride of leadership within the area, the passion to educate the community about animals' treatment and the use of the name in the mission statement with a powerful meaning. The strength of the mission statement is that employees are identified as a part of the community. **"To lead the community in the humane treatment of all animals."**

The ALIVE Rescue has a decent length of mission statement that includes their identity, goals, beliefs and their responsibilities towards animals and what do they provide for the community. However, the mission statement failed to recognize their employees. **"ALIVE Rescue is an animal rescue that protects the lives and the welfare of animals. We believe every animal has the right to a well-balanced, socialized and fulfilled life. We take on the responsibility to save, rehabilitate and place abandoned, abused and stray animals. We provide medical, behavioral and physical support for animals despite their age, health and/or breed. ALIVE Rescue promotes sustainable living and caregiving within our communities by building awareness, appreciation and respect for all animals and the environment."**

Erin's Farm has a powerful mission statement by choosing the youth as their target publicity, which will indirectly bring the adults to become a public to the organization. In the mission statement, the organization has identified its identity, goals, history and what do they provide for the community and animals.

**"At Erin's Farm, we believe that it is important for our next generation to witness, experience and understand nature in all of its true forms to ensure that we all will become better stewards for the future. Our farm is the result of over 25 years of dedication & service towards animal awareness. We strive to provide an amazing home for our rescued animals as well as a unique opportunity for the public to get the needed exposure and education about animals in our food and farm industry as well as reptiles and other exotics found in nature. Inspired by Jane Goodall's foundation & message for peace, unity & understanding, we have molded our farm mission around rescue, education and exposure to all of the world's sentient beings."**



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## **Employee Newsletter:**

ALIVE Rescue has an online newsletter called ALIVE STORIES that shares different types of stories such as rescue, animal's birthdays, volunteers and adoptions. The online page is organized with a convenient coloring and pictures.

Erin's Farm has an online section named NEWS, where all press releases and stories go to, and there is no printed version of newsletter in the organization. The online page has stories about animals, rescues and events in the organization.

## **External Publics:**

All three organizations have the same primary publics, customers, shareholders, employees and the community. Customers are adopters, events visitors, fosters and donors. Shareholders are the sponsors and board members. Employees are volunteers and workers. The community are Northwest Indiana for Humane Society and Erin's Farm, where Chicago considered ALIVE Rescue community.

## **Community Involvement:**

It seems that all three organizations value community involvement to reach as much audience as they can by throwing out activities, pet shows, fundraising, online adoptions and volunteering opportunities.

The Humane Indiana has a number of monthly events where people can attend such as Humane Indiana Wildlife, which is an event for the public to explore wild animals. Another popular event in Humane Indiana is their annual GALA, where the community can interact with the employees and animals.

Erin's Farm welcomes visitors on scheduled "Open Farm" days, which allows people to experience feeding animals and play with them. This kind of events help to educate the public about animals and how to interact with them and take care of them plus the benefit of fees that visitors pay.

ALIVE Rescue has events such as open houses and fundraising for the public to help develop the awareness and to continue helping animals.



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## **Media Strategies:**

Humane Indiana and Erin's Farm organizations have a strategy with a heavy targeted media to publish press releases. The organizations have got published their events and stories in multi newspapers such as Chicago Tribune, NWI times and Indiana Gazette.

ALIVE Rescue on the other hand is focused more on their website to share its stories unless there is a media coverage on events that they are part of.

## **Analysis:**

The above report is serving Second Chance 4 Pets Network to improve its public relations practice to create opportunities to the organization. It will build a relationship with the media by sending more press releases including newsworthy content. Based on this report, it is better for the organization to change the mission statement to meet all the elements that make a mission statement stronger such as their identity, goals, history, and employees' appreciation. Moreover, the organization will have a crisis plan that help prevent any future problems. The organization will spread organization's publicity to cover more areas and help to expand their good reputation.