

IMC Plan



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Pack N' Pounce History

Pack 'N Pounce (PNP) is a locally run 501(c)-3 non-profit animal shelter that is in desperate need of some marketing help. Almost before we could finish the question asking them if we could help, both the president and the director of operations were agreeing to let us help them. The following is a detailed description of the business, its history, competitors, target markets, and an analysis of the business's strengths, weaknesses, opportunities, and threats. The last page includes a handwritten approval by the president of PNP for our group to give marketing assistance to the company.

PNP was officially founded by Brenda Gordon in 2008 after several years of running an informal rescue program out of her home. Brenda and her husband were watching the news one night in April of that year when a story about some puppies abandoned to die in a dumpster caused the couple to amplify their rescue efforts. Brenda quit her job, and with funding from her husband, she was able to secure a lease on a storefront and opened the PNP thrift store. The store relies on donations from the community for its products, and the function of the store is to fund the animal rescue, which can be expensive.

An animal rescue is different from a place like the Humane Society that takes in unwanted pets. PNP is a rescue that takes in almost any animal in almost any condition. The major services that PNP provide is access to veterinary care to those that cannot afford it. The company gives out vouchers for free or reduced spaying or neutering, and pays for veterinary care for abandoned animals. PNP is able to help more animals because they rely on foster care for the animals during the week.

The weekends are filled with adoption events at local events, pet food stores, festivals, and markets. Using foster parents allows the company to defray most of the costs associated with boarding and feeding a very diverse group of animals. Some foster families become so attached to the animals, they are willing to pay most of any bills associated with the animal's well-being. The only problem with the foster system is that it can be difficult to get the animals back, so the rescue often uses teenagers as foster parents. Teenagers make good foster parents because it teaches them responsibility, and parents never let the kids keep the animals.

Competitors

The biggest competitor for PNP in regards to the rescue is the Weber County Animal Shelter. The county shelter is a little bit more stringent in relation to the types of animals that they take in, and has the force and finances of the government behind it. The Humane Society is another local competitor for the rescue, although they have the least diverse animal intake policies, and are a national organization. Pet stores could also be considered competition because they sell animals, although mostly newborns or specialty breeds.

Most of the competition for the thrift store comes from two sources; Deseret Industries and Savers. Both of these organizations are huge and offer very little comparison to PNP in terms of scope and organizational goals. The Salvation Army is another local competitor in the thrift store market, although this is another large organization with different goals. The sheer size of these three organizations in an area the size of Ogden really limits the competition in this area.

Key owners, managers, employees Sponsors and Stakeholders

There are five members of the board at Pack N Pounce, who also make up most of the staff at the rescue, and run most of the adoption events. This truly is a very small, goal-orientated nonprofit. The members of the board and their titles are as follows:

- Brenda Gordon, President- started rescuing animals in 1980 by taking in some malnourished horses. Married Rick Gordon in 1999 and moved to Utah in 2002, and started Pack N Pounce in early 2008. Brenda is the coordinator of all the events Pack N Pounce puts on, and is the face of the company.
- Rick Gordon, Vice-President- married Brenda in 1999 and is the co-founder of Pack N Pounce. More of a silent partner in the rescue who does most of the financial work.
- Crystal Hatch, Secretary- is a friend of the Gordon family and helps out at the many events that Pack N Pounce puts on during the year. Crystal is also a key member of any marketing endeavors that Pack N Pounce undertakes.
- Rebecca Cousineau, Director of Operations- Becky is the sister of Brenda and runs most of the operations at the thrifts store. She is in charge of displaying all of the items, as well as the pricing.
- Steven Van Wagoner, Member- Steve is the newest member of the nonprofit and a clear role has not yet been defined. He has networking skills and is well-known in the community.

SWOT Analysis

Strengths: Pack N' Pounce has a small group of dedicated volunteers and owners who devote much of their time to the organization. This allows them to always have someone to help with fundraising, medical assistance and animal transportation. Because much of the organization is dependent upon volunteer help, having a group of dedicated individuals allows for a sense of security at all times.

They generate a substantial amount of their income from a thrift store that cohabitates their store front. Said thrift store also generates increased foot traffic and awareness. The combination of the thrift store and the animal service portions of the organization allow for a cross pollination of customers. Customers are made aware of one aspect from being involved with the other. Monetarily this allows each asset to be independent yet rely upon each other for financial support.

Operations have been ongoing for thirty-three years and a functional process has been curated during this time period. This allows Pack N' Pounce a streamlined mode of operation for all of its internal workings. There is no confusion as to how things are going to work or the process by which they should be done.

They are actively involved with the community through engaged learning and processes. They offer free and discounted spaying and neutering operations that are funded through public donations. Local veterinarians work in conjunction with Pack N' Pounce to perform said surgeries and establish a doctor patient relationship with the community at large. They provide tutorials and educational opportunities for the public. All of these aspects garner great public relations and establish Pack N' Pounce as a reliable asset in the community.

They provide adoption services for both feral and domesticated animals that have been abandoned or injured. There is a strong community involvement and sense of urgency to support the cause of Pack N' Pounce. It is socially acceptable and encouraged to support the ethical treatment of animals and abolish the monetary strain they inflict upon society.

They offer an annual petting zoo which garners much attention at the festivals and events where they are held. This allows Pack N' Pounce to interact with the community through non-traditional mediums that have been established over time and have a high regard with the target market.

Weaknesses: There are two distinct companies that operate under the same name which causes confusion to the public and target markets, thus decreasing the recognition and possible monetary gains associated with said recognition.

The official website for Pack N' Pounce is unmaintained and out of date, difficult to navigate and discover pertinent information. The information and mediums used appear unreliable resulting in a lack of trust. Subsequently this results in a diminished return on investment for their time, through donations, volunteers and animal adoptions.

The donations garnered are not properly tracked and relayed to the public. The psychographics of the target market include the desire to see exactly how they are helping and where their money is being distributed.

The remembrance of the logo is minimal and fails to portray the organization and its purpose. The name is confusing and when combined with the thrift store and creates confusion on the objective of the business. People are unaware of what exactly it is that they do. They do not understand if it is primarily a thrift store or an animal service.

The process is convoluted and perplexing as to the operations and what the public is supposed to. Internal inconsistencies result in a parlayed message that is hard to decipher. When people do not know who you are or what you stand for they tend to become noncommittal.

The brick-and-mortar location requires a substantial investment each month to keep operations functioning. With the profitability of the thrift store dependent upon the animal services and vice versa, there is an inherent codependency that could result in the demise of both aspects and Pack N' Pounce as a whole.

If there is not enough money to provide care for the animals they are then pawned off to other agencies which supply similar services. The plethora of animals that care is provided for requires unique skill sets that many of the volunteers and employees do not possess.

The following on various social media mediums is relatively small. The petting zoos that are held annually are too long and many young children injure themselves or get bitten. These liability issues in conjunction with poor brand recognition result in an unstable environment.

Opportunities: The social media outlets provide an immense prospect for engagement with the target market and community. Superior internet, social media and advertising techniques will attract a clientele base larger than is currently held.

The physical location is seeing an increase in foot traffic year over year, which allows an increased chance for recognition and engagement with the organization. With two aspects of the business, the thrift store and animal services, they often see people becoming aware of the other through their involvement with one.

There is not a widely held disposition towards Pack N' Pounce, which makes it easier to establish a rejuvenated brand identity and position.

Joint ventures with other organizations that provide similar animal services may result in an increased awareness of Pack N' Pounce and its mission. Through working with these "better" established organizations they can create a network that is more favorably viewed.

The use of technology to inform, persuade and remind people of Pack N' Pounce has multiple implications including; enhanced adoption form processes, pictures and videos of adoptable animals and the use of educational videos.

Contract with local businesses to have them donate food and supplies to aid in the endeavors of Pack N' Pounce. Currently they do not elicit many donations from organizations. Almost all of their donations are through individuals. Tapping into local businesses as a resource could enable them to curate more supplies to aid in their endeavors.

An enhanced petting zoo to increase awareness and adoption rates is available by featuring more exotic animals. This would draw in more people from the community, in particular families with children, who are more likely to adopt an animal in most regards.

Enhancing the overall industry perception of animal cruelty and adoption services could provide an increase in exposure. With many activist groups campaigning for better treatment of animals Pack N' Pounce could join in and get their message and brand exposed to people who truly care about said issues.

They can make their own animal related products such as dog leashes and beds to sell in their store. This would allow a different source of income to supplement the endeavors of both the thrift shop as well as the animal services department.

Purchase a bigger facility to increase the amount of animals cared for. Having a larger area to house all of the animals could result in an increase of overall production. Which would allow Pack N' Pounce to become more known and increase the amount of animals serviced through the system.

They could resurface the parking lot to make it more appealing to go there. Currently the parking lot and aesthetics of the building and surrounding areas are in disarray. By

enhancing the curb appeal of the brick and mortar location they could see an increase in foot traffic and perception of the organization.

Make traditional advertisements to promote their cause through local outlets. Currently Pack N' Pounce does not advertise or promote through traditional means of advertising. This would allow them to reach a more diverse clientele capable of rendering both time and money to the organization.

Threats: There are many other not for profit businesses that provide much of the same animal care and services as Pack N' Pounce. These other businesses are better established and have a greater recognition in the community. Many people will not visit Pack N' Pounce due to their evoked set of business that come to mind. They wish to go with a known entity.

People who breed animals offer one of the biggest threats to the establishments of animal services like Pack N' Pounce. Many people prefer to purchase a "genetically superior" animal instead of one at a shelter. This also results in more animals that are left homeless or untreated for vaccines or that have not been spayed or neutered.

An earth quake or other natural disaster could hit the building where Pack N' Pounce is located. This would cause damage to both the building and the animal inhabitants. Though they do have insurance in case an event such as this occurs, they would have to cease operations for a substantial amount of time.

Support from the community could diminish as they are seen as an inferior alternative to bigger organizations. The success of Pack N' Pounce is held solely on public support. If the support of their organization were to wane then they would not have the ability to continue operations.

Activist such as the people for the ethical treatment of animals could see Pack N' Pounce as an inhumane organization. This would result in boycotts and possible physical harm to volunteers and employees.

Government regulations could occur which would make the keeping of animals illegal in the capacity that Pack N' Pounce participates in. Should something as drastic as this occur then they would have to reimagine the capacity at which they could help animals.

The thrift shop could begin to lose money which would put a financial strain on the animal adoption side of the company resulting in a closure of both entities.

Targets

Pack N' Pounce operates in a niche market that targets individuals and organizations that adhere to a very specific classification of geographics, psychographics, and demographics. Pack N' Pounce relies heavily upon both repeat customers as well as first time customers. Through their two unique yet mutually symbiotic business endeavors, the adoption agency and the thrift store, they cater to two unique clienteles. Through this unique situation the target markets must be carefully analyzed to provide the most beneficial outcomes to both aspects of the business.

Geographic characteristic of the targeted markets includes a boundary relative to the physical location of Pack N' Pounce. Aforementioned boundaries include the Wasatch front region from the city of Layton to the city of Tremonton as well as east and west for twenty miles. This allows a centralized clientele to target that does not impede upon the desired results of similar organizations who cater to the same target market in terms of animal services. The thrift store side of the organization has the same geographic vicinities as the animal services. The thrift store will see a broader range of geographic customers relative to traditional brick and mortar locations due to the adoption services provided in conjunction with it. The thrift store also has a relatively smaller geographic range for its target market. This is due to the clientele and mission statement of the organization. They are looking for consumers in a closer geographic range. This is because they want to draw in more first time random foot traffic consumers who may be interested in purchasing the products they have available.

Psychographics of the targeted market include people with an affinity to helping animals in all regards. Religiously they are primarily Christian with strong family beliefs and a strong sense of community of which they are actively engaged. They are apt to helping others especially animals. Politically conservative and believe strongly in their beliefs. In regards to the thrift store the target market is frugal and actively looking for good deals. They are health conscious and are willing to pay a premium for quality foods, even though they are frugal in most other regards. The target market is "outdoorsy" which plays into their active involvement in the community in regards to environmental impact. They typically are accompanied by their canine companions on their outdoor activities which include; hiking, biking, snowboarding and swimming. They are often skeptical of not for profit organizations and where and how funds collected are used.

Demographics of the target market include males and females between the ages of thirty and fifty, who reside in the aforementioned geographic area. They have college degrees in any field of study. Their annual income is above thirty-five thousand dollars.

The culmination of these geographic, psychographic and demographic characteristics results in a well-defined target market. Which enables a deeper more emotional connection between Pack N' Pounce and its target market through both traditional and non-traditional advertising.

Segmenting Targeting and Positioning

Pack N' Pounce operates in a niche market that targets individuals and organizations that adhere to a very specific classification of geographics, psychographics, and demographics. It has positioned itself as an organization which melds two mutually symbiotic business endeavors, the adoption agency and the thrift store, as a refuge for both animals and animal enthusiasts alike. While its mission is to humanely protect animals of all species while simultaneously benefiting the community through its resuscitation of its displaced animal difficulties it must also make monetary gains to keep its mission alive.

Segmentation of the market for Pack N' Pounce includes of the intricacies associated with the individuals in terms of geographics, psychographics, and demographics. Carefully evaluating the public and partitioning them into unique segments will allow for an advanced degree of segmenting, targeting and positioning. The segments for the populous are described below with characteristics of the aforementioned terms. Each term consists of two features associated with said term and are categorized by segments one and two.

The leading segment of persons for which Pack N' Pounce categorizes its potential clients consist of; living in Ogden, affinity for animals and high annual income. The characteristics of this segment will provide an outline of whom to target with Pack N' Pounce messages.

The secondary segment of persons for which Pack N' Pounce categorizes its potential clients consist of; living in Northern Utah, affinity for animals and low annual income. The characteristics of this segment will provide an outline of whom to target with Pack N' Pounce messages.

With the aforementioned characteristics of the segments we have concluded that the most viable segment upon which targeting should commence is described below. This targeted segment also coincides with segment one.

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The positioning of Pack N’ Pounce based upon the targeted segment consists of establishing itself as a no kill rescue upon which the community can acquire knowledge, training, supplies and medical services in conjunction with its adoption processes. This will be attained through brand and product positioning along with competitive pricing and positioning.

Brand positioning for Pack N’ Pounce consist of the non euthanization of all animals it accommodates and by doing so voices the stance of the protection of all animals. Unlike many other animal service organizations which primarily or exclusively participate with cats and dogs, Pack N’ Pounce fosters all animals regardless of size or need. This has helped to establish them in the community as a leader in the progressive movement of animals. Unlike their competitors they frequently partner with veterinarians to help establish a greater doctor-patient relationship.

Product positioning for Pack N’ Pounce comprises of the aforementioned doctor-patient relationship which enables more services as it is a conglomerate of entities working to attain the same goal. Due to the nature of the services provided they are all relatively equal in terms

of quality. This generates an enhanced importance upon the relationship that is garnered through the interactions with the employees. This is the key characteristic that differentiates Pack N' Pounce from the other animal rescue organizations.

Competitive pricing for Pack N' Pounce entails having lower prices than its competitors. It has lower pricing due to its market reputation, relatively unknown. With competitors being in a potential customer's evoked set they must combat this with lower pricing in hopes of persuading customers to reevaluate their decisions. A lower price makes the opportunity cost associated with their services significantly lower.

Competitive positioning for Pack N' Pounce involves the pricing, availability and relationships that encompass the brand. Through the use of their mobile spaying and neutering truck, which frequent parking lots in major commercial areas, they eliminate much of the opportunity cost associated with the procedure. This combined with their relatively lower costs makes it easy for owners of animals to spay and neuter their pets. Positioning of convenience has allowed Pack N' Pounce to remain competitive in the marketplace.

Through this positioning based upon the targeted segment of the populous Pack N' Pounce will see continued success. Consequently establishing Pack N' Pounce as a top of mind business in a consumer's evoked set.

Brand Name

Pack N Pounce is a catchy name that implies an involvement with animals, but does not overtly state the business is an animal rescue. An argument could be made that the purpose of the business is implied in the name but research proves that theory incorrect. Results from a brief survey taken at three different locations revealed that not a single person would identify the name Pack N Pounce with an animal rescue. Several people thought that it might be a cat toy, while a couple others thought the name might be that of a child's playpen. A name change to something more overt would certainly draw a clearer picture of what the company is trying to accomplish.

Changing the name of the organization is a big step, and not one to be taken lightly because of the (even small amounts count) brand equity already earned with the current name. Keeping the same format and adding more descriptive terms would be the most useful tactic. Using words like; rescue, release, reward, revival, reborn, shelter, love, adoption, health, or many others would give potential donors more of a feel for what the organizations goals are. Making the goals of a nonprofit more transparent is especially important for the brand to be credible.

The spelling of the brand name is not consistent across all media that the company uses. The Facebook page and the blog both have the same spelling (packandpounce), but the website and most other media uses N between the words. Although unlikely, the different spellings may lead to some confusion on the part of consumers so a more consistent spelling should be used.

A quick Google search for packnpounce.com or packnpounce.org turned up an error message, so the desired address should be available. Services are available from GoDaddy.com that can locate the owner of the site and negotiate the price. Prices for this service vary on the amount of searching involved and the complexity of the negotiation process. There is most likely not a huge demand for either of the two addresses, and the cost should stay relatively low for both.

Of course if the organization decides to change their name, then a new address that fits with whatever name is chosen should be used. The current name does not have a lot of brand equity built up behind it, and a change in the name would make the business stand out more in a small market. Most everything else associated with the brand could stay relatively unchanged, including the mark and logo which will be discussed further in the proceeding paragraphs.

Mark

The mark that Pack N Pounce uses is perfect for the company and is a textbook example of the use of stimulus codability. In Figure 1 below, the cat and dog look like they are pouncing

toward the reader, while their shapes form a large heart in the center of the image. The image gives anyone who views it the impression that the focal point of the message is a love for animals. The mark uses mainly earth-tones for color which evoke a sense of warmth that helps convey the feeling of safety and comfort that the business is looking to provide. The love of animals is the core of Pack N Pounce, and if the company can get that point across just by using its mark, then the company gains instant credibility.



Figure 1

The only recommendation to be made in regards to the mark is the possibility of adding birds, goats, horses, pigs, or rabbits where the paws are currently. This would show that the shelter does not exclusively deal with the traditional house-pets. This change is not necessary but if larger changes take place, it would make sense to add the other images.

The same people that were interviewed regarding the name of the company were also shown the mark, and asked what that made them think the company was. Gone were the responses of children's toys, but still not a single person could tell that the organization was an animal rescue. This is not necessarily the fault of the mark, but runs deeper, back to the brand name. With a more congruent name to the organization's purpose, the mark would make more sense and be more powerful to consumers.

Logo

The logo for Pack N Pounce is not too serious yet not too whimsical. The company intentionally used a softer font in order to take away any of the severity that can be associated

with an animal rescue. Most people who have to give an animal to a rescue are not happy about it, and those that adopt from a rescue are typically in a very good mood, so a formal font would clearly not be appropriate. Conversely, an overly silly font could make the rescue look unprofessional, and incapable of providing quality care for abandoned animals.

The use of black to highlight the name helps to differentiate the logo from the rest of the mark. The company has chosen a perfect blend of both types of fonts and the logo is perfect for the organization. Having the N the same color as the dog has the potential to make the two images blend together, another color like green could be used to help with differentiation.

Tagline

The tagline for Pack N Pounce is “Working together to reward the unconditional love that animals provide”. The tagline does a good job when included with the logo and the mark to help describe what Pack N Pounce does. The tagline is a little longer and therefore a little harder to recall for consumers. Shortening the tagline to simply “Rewarding the unconditional love that animals provide” would make the tagline easier to remember and gets more to the heart of the Pack N Pounce’s purpose.

Another small change that could be made to the tagline, and more specifically, when used together with the mark and logo is to change the color of the words to blue. This would give more of a sense of a natural sky in relation to the rest of the image, and the color blue elicits a sense of trust, which is what an animal shelter is built on.

Summary

Any one part of the tagline, logo, and mark taken individually does not scream out that the organization is an animal rescue. When you combine all three elements together the picture becomes much clearer but still could use some focus. A few small changes could really help the brand to build some easy equity, just by changing a few colors and deleting a few words. The biggest help to the image of the brand would be to change the organization’s name entirely.

As was mentioned above, changing the name of the company is a big deal, and something that the board has to take seriously due to the many challenges that would follow. Both of the major competitors in the area have company names that tell what they do (The Animal Humane Society, and The Weber County Animal Shelter). By putting its purpose in the business name, Pack N Pounce would come a little closer to leveling the playing field.

Traditional Media

When it comes to deciding whether to use alternative or traditional advertisement there are more cons than pros for smaller firms. Examples of traditional advertisements included TV, radio, outdoor ads such as billboards, magazines, newspaper, mailers, and newsletters. Since Pack N' Pounce is a very small non-profit organization and does not bring in sufficient amount of monthly cash flow to buy radio or TV space. We plan to limit this kind of advertisement. It requires money that they don't have or could use on other aspects of their business such as creating a better environment for their pets. TV and Radio ads are better used for large businesses that can afford the heavy price tag that come along with purchasing and creating ads that are televised or broadcasted. In traditional advertisement a firm needs to measure the amount of money they will make vs. the amount of money they have to pay to create the ad. In this case TV, Radio, Outdoor, and magazine ads are out of the question because it would cost too much money to create. Pack N' Pounce does not have the experience to guess how much money they will gain or loss to create such ads.

However, if they were able to come up with an educated guess of how much money it would cost them to be seen on national television they would be able to increase their production and diversity. The more customers they have the more the company can bring on more pets to their shop. Their message of adoption would be heard loud and clear. Another, advantage of being seen on magazines or TV would be that their competition has not made their presents in this realm. This type of marketing would help more pets get adopted which is Pack and Pounce grand goal.

An important task the company has to do if they decide that they want to create traditional advertisements would be to survey a group of their customers or they can hold a focus group to see if it would be wise or not to go this route. They need to analyze the impact of an advertisement. Some ways that they can measure if creating traditional ads would impact viewers would be to test and play around with colors or music. Having good visuals will attract viewers and keep them wanting to watch. Having a peak moment in a commercial such as facts or a strong message is key when it comes to traditional advertisements. After the firm has surveyed or tested their customers they can create a budget for their ads that will go up on billboards or televised.

Pack n Pounce is not in the position to advertise on TV however, an alternative would be to air on radio. The advantages of radio are that you can narrow your target market. Pack n Pounce can choose what time they want to air or what station they want to be heard. Radio allows companies to be flexible when creating ads. You can modify ads to local environments. Although the disadvantages are the range of exposure time will be short. There is low attention

and a lot of noise. It will cost a lot of money for Pack n Pounce to buy air space to be heard at all times of the day. The commercial will be less than 30 seconds long which is not worth their time and money.

Magazines are also on the expensive side of marketing. Pack n Pounce will need to review the pros before they can go that route of adverting. When the company can afford buying ad space in magazines it will be able to reach a larger viewership. Magazines are usually on a subscription and monthly purchased which makes it have a long life because people hang on to them longer. People read the ads because they are produced so well and very colorful. The disadvantages are that there are a lot of ads and people can lose interest if your ad is not popping. Internet has stolen a lot of readers which makes magazines not a good option for Pack n Pounce.

Outdoor advertising may be expensive but could be an option Pack n Pounce can explore. The advantages are that they can select an area where there is a lot of traffic and run a billboard. Billboards are low in cost per impression; many people get the chance to view billboards on their way to work or school. The drawbacks are that the exposure time is short lived. The message is also brief because there is so much you can put on a billboard before it because too much clutter and noise for the viewers.

Newspaper advertising would be less expensive route to advertise but we need to consider the pros and cons. The pros are that newspapers are distributed daily so people will be able to see the ad run for a consecutive time. However on the flip side the life span can be short. Other disadvantages of newspaper advertising are that there is too much going on and it is easy for readers to slip or not notice the ad. There is a lot of clutter. That is a main reason why internet marketing has taken a lot of the readers, internet is more competitive. Pack n Pounce also has a different age market that newspaper ads don't attract. The readers are older and Pack n Pounce needs to focus on a younger population.

Newsletters and mailers would be the best options if Pack n pounce wants to do any sort of traditional advertising. These two tools of advertising methods are easier to target the consumers you want to target. Pack N Pounce can link the same ads to an email newsletter. This is a great way to get direct response. In the newsletter we propose Pack N' Pounce to send out every quarter. The newsletter or mailer must have information that would be benefit customers and or future pet owners. Below are some important points to add to the newsletter.

- Offer discounts and or coupon to bring customers to the store

- News about events or events that partner business is putting on
- There must be a link to the web site or social network
- Contact information and store and adoption hours
- Background on the store and what Pack N' Pounce does
- Pictures of pets up for adoption

This is also a great time to educate the customers of how they can help out and contribute to the fight against breeding and encourage the community to adopt. The purpose of this newsletter is going to be providing information to their target audience. This kind of mailer can be a great way to market other products such as free spays and or neutering. This will also help create credibility and it will build organization's identity among other businesses such as Utah Humane Society or PetsMart.

Before we begin to put this newsletter together we had to determine Pack N' Pounce target audience. Former adoption clients and non-clients can benefit from the information this newsletter will provide. We will compile a mailing list from Pack N' Pounce's former and current customers. We will also have to establish how much time and money we are willing to spend on this newsletter. We will want to keep cost down so the length will only be one page long and it will only be spent out four times a year. If we see that we are not getting any response from our clients or if we receive good feedback we will want to re-analysis the frequency and length.

As we have seen traditional marketing is expensive. Customers lose interest very fast because there is no interaction with companies. Pack n Pounce is better off putting their money and time in digital marketing. Newsletters and billboards are the way to go if they decide to advertise through traditional means.

Digital Media

The use of digital media in Pack N' Pounce's integrated marketing campaign will result in enhanced brand engagement through the use of several differing mediums. Due to the inherently visual characteristics of Pack N' Pounce in conjunction with its relatively high involvement of its products, digital media is an essential asset to convey their message.

Use of digital media will be operated through Facebook, YouTube, Twitter, Corporate website and e-mail. These mediums will work cohesively to ensure the adoption of Pack N' Pounce's messages. Reasoning for this selection of mediums is due to the aforementioned target market and their media consumption patterns and are explained in detail below.

Facebook will be implemented through various approaches centering around public relations as opposed to promotional pieces. This will engage the customers and establish a relationship that will endure for a great length of time. Posts will consist of which animals are available for adoption this month and ways you can adopt them, spotlighted families who are doing the fostering of animals and information on where adoption services will take place in the coming weeks. Primarily pictures will be posted due to the high level of emotion that is involved with the organization. This also elicits more positive and greater quantity feed-back and engagement for the customer base historically.

YouTube will be implemented through showcasing what the organization does in succinct videos as opposed to text articles. The nature of the target market is that they prefer videos over text based articles. YouTube will capitalize upon this providing them information and entertainment which will subsequently be superior for sharing on other social media channels. Videos created for this medium will also be capable of being shared on the aforementioned Facebook page as well.

Twitter provides a unique way of engaging with Pack N' Pounce's target audience through its real time updates and instant feedback characteristics. It will be utilized through the current updates of events that are unfolding inside the organization. For example when a local adoption event has commenced Twitter will be utilized to inform and remind people of the event. Twitter also has image capabilities which allow it to showcase animals that are at the event. This harkens back to the target market and how they appreciate visuals over text, allowing for an enhanced customer experience. Twitter will also be utilized to inform customers of the mobile spaying and neutering program which is discussed in detail latter under the alternative marketing section.

Pack N' Pounce's corporate website is the main medium both new and potential customers learn about the company through. It will be utilized through the adoption of both

historical and future events primarily through imagery. This will allow customers to engage with the brand and establish a relationship. Biographical information will also be available on all the animals up for adoption, permitting people to digitally browse through the companies' product offerings and making the decision making process easier. The corporate website will also contain message boards where people can comment and correspond with others on events, adoptions and other related items.

E-mail marketing for Pack N' Pounce will consist of an opt-in style opposed to opt-out. This will allow for a more engaged and subsequently less irritated group of individuals who desire to attain information about Pack N' Pounce and its events, promotions and information. The opt-in process will be available primarily through the previously mentioned corporate website in conjunction with local adoption and fund raising events. Content of e-mails sent to opted-in individuals will consist of spotlighted foster families, rescued animals and events sponsored by Pack N' Pounce. This form of digital media will ensure a deep connection with the customers who opt-in to this format.

The culmination of these digital media channels to disseminate Pack N' Pounce's messages will result in an enhanced brand engagement and circulation of their ideals. Due to the target market's current use and involvement with digital media these outlets will prove to be an effective means of communicating with them. Usage of these forms of digital media will also establish Pack N' Pounce as a leader in the animal rescue industry

Sales Promotions

Pack N Pounce gives away hundreds of vouchers for free or discounted spay/neuter services at local vet clinics every year. Neither Pack N Pounce nor the vet get much out of these vouchers because both parties are more interested in population control than profits. The winner in these transactions is the animals (sort of) because they get the treatment needed, which may not have been performed without the vouchers. Most of these animals are later adopted by families, many of whom are looking for a good vet to take their new pet to.

Here is where the opportunity lies for Pack N Pounce to earn some extra income. Pack N Pounce is looking to partner with just a few exclusive vets in Weber County, and offer vouchers primarily to those participating clinics. This would give the clinics a known partner to send customers to when they could no longer take care of an animal. The fact that Pack N Pounce is a no kill shelter is a major reason that most vets would recommend over the other shelters in the area. Even if most of the customers that Pack N Pounce sends to a clinic never return and only five or ten new customers stay, that is five or ten more than without the agreement without any additional advertising costs.

The benefit for Pack N Pounce is they would get a small percentage of any service work done to the animals brought into the clinic after the initial visit. Using a trade promotion like this is common in many service industries and is often referred to as a “birddog fee”. All Pack N Pounce would need to do to alert the clinic to its referral is to staple a business card to the voucher on the first visit. After that time, if the customer returns to the clinic, they will be on file with a note on who referred them.

Unfortunately there is no standardized voucher program in the county and there are multiple, competing programs available to the public. Some vouchers are offered only through certain organizations and are not transferable to others. Limiting what vouchers that it carries may hinder the effort to care for all animals given to the rescue.

The promotion does not simply have to revolve around the vouchers, and simply could be by word of mouth. The only problem using this method, which Pack N Pounce has already experienced, is that people will always forget to mention who referred them without being prompted.

Since many of the families adopting these pets are looking for a trustworthy vet, a recommendation from an animal rescue would go a long way towards credibility. Word of mouth advertising is most effective when given from someone the customer has faith in, and this type of endorsement would most likely drive many customers to the recommended clinics.

Tracking of the effects of this program would be on a monthly basis and would be easy to measure with a valid voucher program. The scope of the system would be a limited number

of clinics in the program and not every animal that was rescued would go to the recommended clinics, so total numbers would not be overwhelming.

Personal Selling

Pack N' Pounce may also want to research the benefits of personal selling. Personal selling consists of: spokesperson, telemarketing, door to door, and prospecting. The point of personal selling is to create relationships with new and potential customers. Pack N' Pounce will want to create a solid relationship with their clients so they can spread the word and support the goals of the company. The steps to personal selling are as follows:

- Referrals
- Database-generated leads
- Networking
- Directories
- Cold calls

Referrals are a great way to create solid relationships. Most referrals come from long time clients that support the company through highs and lows. This is a way to spread the word of what they think of you. It is much easier to talk to a client's friend or family member than it is to cold call. Besides receiving referrals from current customers, Pack N' Pounce has to create strong relationships with other businesses. This is also a good way to attract leads. Referrals can also come from customers that follow your blogs and other social networks like Facebook, Instagram and Twitter. Networking and directories also provide the same benefits to generating strong leads however it takes more time and can be a slow process. Database-generated leads and cold calls will not be pushed as hard for the time being because we will want to spend more time getting clients from through easier means.

Door-to-door selling is a form of creating leads but because we are dealing with a nonprofit organization this will not be a way to generate leads. Door to door selling is used more to sell products in for profit organizations. For informational purposes we will talk about the steps of prospecting and how we can overcome objections from customers that come to store. These tools help business in every situation; they will also help Pack N' Pounce when customers walk in.

Prospecting steps:

- Qualifying prospects: in a for profit organization businesses are concerned with how much each lead will bring in. For a non-profit organization this is not our main objection. We want to bring information to our clients and build a strong foundation. We will

welcome all leads but we made treat each client different because they are not all created equal. Some leads may need more of our time while other leads may want to help themselves.

- Knowledge acquisition: information that we will want to know about is what are our customer's needs? Are they looking for a pet that they can enjoy outdoor activities? Do they want a pet to keep them company? Are they looking for a new pet because they lost a pet recently? We will also want to get to know them as customers too. We will want to discuss the risk factors of adopting certain animals. The customers may need to know if the pets were abused or if they suffer from any illness.
- Sales presentation: in this step we will continue to gather information of our customers' needs and wants. We will transition to talking more about the benefits of owning a pet from our shop. The need satisfaction sales presentation we will give is geared towards the matching up the customer with the right animal.
- Handling objections: objections will arise and we will want to be prepared. The most important way to prepare is to be well educated about our services, our pets, and our mission. One of the best methods we can use is the feel, felt, found method. We will want to related to what the customers are worried about and give them information to keep their minds are ease. This kind of method is a soft approach to objections because we never want to be in a confrontation situation.
- Closing the sale: There are five different closing methods we can use once we have handled the customers objections. Direct close, trail close, summarization close, continuous "yes" close and assumptive close. Each situation will be different so we will want to know which close to use. In a direct close we will ask the customer direct questions such as are you ready to buy this product? We will want to use this form when we are confident that the customer is ready. In the trial close we will want to ask the customer a few questions to see if they are ready to move forward or the still have concerns about the adoption process. We can also use the summarize close by telling the customers all the benefits they will receive by adopting a pet or supporting our cause.
- Follow up: we may want to call the customer after a month or so to see how they are doing with their new pet. We can also ask them if they need help with training their dog or cat or if they need any products. We will also want to remind them to share the word on the street that we are a nonprofit organization and tell their friends how happy they are with our services. This is an important step because this will help us build a relationship with each pet owner. We do not want to be a transactional business.

When it comes to spokesperson or telemarketing Pack N' Pounce is not in the position to go this direction. Pack N' Pounce may want to go on a local news program to get the word out. Some programs may include: Good Things Utah, Fox 13, Studio 5 or channel 2 also offers community programs.

Public Relations

This is the area that Pack N Pounce needs the most help. As discussed in the digital media section, Pack N Pounce is not near the top results in the search for an animal shelter. Pack N Pounce must also compete with the large national chain of the Animal Humane Society and the government-funded Weber County Animal Shelter. Neither of these is a no-kill shelter, and that is the differentiation factor Pack N Pounce.

In order to win donations away from the two main rivals, Pack N Pounce must focus its efforts on making sure the public knows that it is a no-kill shelter. People bring animals to shelters to save their lives, not to end them. In the brochure that is handed out events, fear tactics are used by showing percentages of animals killed at all of the other shelters in Utah. Simply listing the statistic instead of showing a disturbing photo of dead animals makes sure that consumers do not tune out the message.

Pack N Pounce holds adoption every weekend at many different venues, and sometimes at multiple venues at the same time. This makes for many contact points with the organization and consumers. The primary way that Pack N Pounce conveys its message to the public is through a brochure handed out at the adoption events. This brochure tells about the rescue's mission, stories of successful rescues, information about the thrift store, and ways to donate money or goods. The brochure had not been updated for several years and the overall look was pretty bland.

The newly designed brochure uses brighter colors along with updated photos and stories of successful adoptions and rescues. The section about the thrift store is now separate from the donation section. The donation section is now more prominent and methods of payment are easier to identify. See the section on traditional media for more specific information on the brochure.

Event

On the night of November 15th, Pack N Pounce teamed up with Kamikaze's, the bands The Pillar, and From the Sun to put on a benefit concert for the rescue. The concert was on a Friday night, and the temperatures were really starting to drop as the sun went down. The music was set to start at 10 p.m., and the crowd started showing up about 9 p. m.

The event had been promoted by Pack N Pounce on its Facebook page, with the company inviting over 300 people. Each of the team members working on the IMC plan also promoted the event on their Facebook pages, inviting another 700 people. Both of the bands playing that night promoted the event on their Facebook pages, inviting over 1500 people between them. The IMC team also developed a flyer to post (Appendix C) at local businesses to

promote the event. Over 50 promotional posters were distributed to various businesses in the Ogden area, including five vet clinics, Weber State union building, employers of the three team members, Lucky Slice Pizza, and at Kamikaze's.

The union building, the pizza joint, and the bar were chosen to advertise at because they held the majority of the target market for the bands, and the other locations were chosen because they contained most of the target market for the rescue. Bringing in the market for the bands would give the rescue some additional coverage to a segment that they might not otherwise have been exposed to. By exposing this new group of consumers to the rescue the hope was that additional word-of-mouth advertising would take place after the concert. The hope for this newly exposed group was for them to go out among their peers and start talking about the things they learned about the rescue, and drive other new consumers to donate, volunteer, adopt, or foster an animal.

The demographics of both the bands playing and the target market for Pack N Pounce overlap significantly, so the team decided to use lifestyle marketing tactics to bring the nonprofit to the consumers. Pack N Pounce was given an area off to the side of the stage to set up a display so that the concert attendees could get all the information that they needed about the rescue. The goal of the event from the outset was more of an awareness campaign, as opposed to a money making campaign.

The director and the secretary of the rescue showed up that night, along with the IMC team in order to help get the word out about the rescue. Pack N Pounce supplied a display with several pictures and stories of the animals that they have rescued. Several different prizes were being raffled off that night, and to be registered a consumer only needed to sign up for more information by giving their name and email address.

The attendance for the event was less than anticipated, but the members of the rescue that attended were satisfied with the modest beginnings. The weather may have had some effect on the turnout because this was the first really cold night of the season, and many folks probably decided to stay in and try to keep warm. Overall the event only raised \$40 in cash for the rescue, and 10 names on the email sign-up sheet. Brenda stated that every event they have ever done has started small and later turned into something much bigger, so she was not disappointed by the results.

The event was not a huge success, but gave the primary stakeholders in the rescue several different ideas about other ways to use alternative marketing to promote the shelter. The idea of using music as a forum for getting donations and volunteers is something that Pack N Pounce had never used before, and they were already making plans to add bands to future events like the Renaissance Festival in the spring. In fact, the whole concept of alternative

marketing is brand-new to the shelter, and several different ideas have been introduced in order to increase awareness.

Alternative Marketing

A great compliment to both traditional and digital media is the utilization of alternative marketing. Alternative marketing allows for low cost forms of targeting local segments of a market. This is ideal for Pack N' Pounce due to its limited resources and local community reach. The distribution and implementation processes of alternative marketing must be taken under careful consideration so as to adhere to the characteristics of the business and the target market as well as community.

Alternative marketing will be implemented through the deployment of mobile spaying and neutering trucks, adoption events and pet health and nutritional information seminars. The execution of these alternative marketing forms will ensure an enhanced brand engagement and knowledge of Pack N' Pounce in general.

Pack N' Pounce currently operates a few mobile spaying and neutering trucks which visit public locations and offer their services. These vehicles are equipped with all the necessary instruments to perform the operations as well as the required personnel to adequately assess and perform the procedures.

The mission of these vehicles, as well as Pack N' Pounce, is to eliminate the abundance of animals who require attention due to overpopulation stemming from said animals not being spayed or neutered. By reducing the opportunity cost associated with spaying or neutering animals Pack N' Pounce hopes to register more animals which will not aid in the overpopulation problem.

All the mobile spaying and neutering vehicles are adorned with the Pack N' Pounce logo so customers can easily identify it. This helps to create better brand recognition and brand association with animal services.

Adoption events are held nearly every month and take place in public locations such as parks and parking lots as well as in animal associated business such as Pet's Mart and Pet Co. These areas provide a great atmosphere for people to engage and learn about Pack N' Pounce and its service offerings. These events are also the primary method of adopting out animals to local individuals in the community.

Since the events are coupled with animal associated businesses it creates an environment which lends to people being pre-dispositioned to favor the ethical treatment of animals and subsequently the adoption of them. Adoption events also provide a great way of informing the public of who and what Pack N' Pounce is. Through this they can elicit donations and support through both monetary means and donated time.

Pet health and nutritional information seminars will be held throughout the year at local community locations. These Pack N' Pounce sponsored events will allow for people in the community to learn about animal safety, spaying, neutering and services offered by Pack N' Pounce. At these events there will be experts in their respective animal fields which will allow for the community to learn about different topics and unite on pertinent subjects.

These aforementioned alternative marketing strategies in conjunction with both traditional and digital media channels will conclude in an increased awareness and engagement with the Pack N' Pounce brand. Alternative marketing is often extremely successful due to its unconventional styles which elicit people's attention. One of Pack N' Pounces main areas of concern is to increase awareness of their brand. Alternative marketing through mobile spaying and neutering vehicles, adoption events and pet health and nutritional information seminars will increase brand awareness.

Database and Direct Response

Database marketing includes collecting data to improve connections with customers and developing customer loyalty. We identified our customers and build relationships with them through database marketing. At the event we held at Kamikaze's we were able to get email addresses from the audience. We used their emails to send out our quarterly email newsletter. In the book it states the tasks that are associated with building a database marking system. The following are the tasks; building a data warehouse, database coding and analysis, data mining, data driven marketing communications and data driven marketing programs.

In building a data warehouse we had to collect customer's names and addresses, email address, analytical records from the hits we get online, donation history, customer's preferences and profiles. We knew that email addresses were really important to start building a database for Pack n Pounce. In the long run it will help them with their cost and have a strong list of customers they can go to.

Direct response marketing connects with database marketing. It includes targeting products to customers without the use of other station member. The most common forms of direct response marketing are: direct mail to customers and prospects, catalogs, promotions, email etc. Since direct mail is the most common form of direct response marketing we chose to use this as part of our promotion for Pack n Pounce. What is very important is to create a list of active customers so we don't send people information that they are not interested. We have created a newsletter that can be sent out electronically or by direct mail. Some customers did not have email addresses so we got their names and home addresses to send the direct mail. We found that the advantages of direct mail were that it helps drive customers to the company's website and it is a tool that we can measure. We were also able to customize the newsletter to the customer.

Internet is also a form of direct response marketing. We used the Internet a lot in promoting the event and information about the pets. We talked about placing Google ads but at the time we have not finalized anything for the company. In the book it states that 60 percent of the direct marketing is targeted to new customers the rest is to keep the current customers. When it comes to spokesperson or telemarketing Pack N' Pounce is not in the position to go this direction. Pack N' Pounce may want to go on a local news program to get the word out. Some programs may include: Good Things Utah, Fox 13, Studio 5 or channel 2 also offers community programs.

Test Marketing and Evaluation Metrics

Evaluation for the aforementioned elements which consist of social media, event marketing and the corporate website will be evaluated to see their effectiveness. Much of the evaluation metrics will be evaluated through intangible elements such as awareness societal inception.

In the realm of social media the offerings were minimal, the only portions Pack N' Pounce had were a Facebook page which currently has four hundred and thirty seven likes. We hope to increase that number to over one thousand. This number will be obtained by April of 2014. The YouTube channel that will be created will have three hundred subscribers by April as well. This channel will be complete with information videos and various content to drive traffic to the website and promote awareness.

The event had been promoted by Pack N Pounce on its Facebook page, with the company inviting over 300 people. Each of the team members working on the IMC plan also promoted the event on their Facebook pages, inviting another 700 people. Both of the bands playing that night promoted the event on their Facebook pages, inviting over 1500 people between them.

The event was not a huge success, but gave the primary stakeholders in the rescue several different ideas about other ways to use alternative marketing to promote the shelter. The idea of using music as a forum for getting donations and volunteers is something that Pack N Pounce had never used before, and they were already making plans to add bands to future events like the Renaissance Festival in the spring. In fact, the whole concept of alternative marketing is brand-new to the shelter, and several different ideas have been introduced in order to increase awareness.

The corporate website has now been equipped with Google Analytics which will allow for the tracking of visitors to the site along with what content is most engaging to consumers. This new information will allow the owners of Pack N' Pounce to attain the knowledge they need to make the correct decisions on how to grow their organization to its full potential.

Spay and Neuter voucher returns will also be measured to see how many people within the community are utilizing the service. These will counted through the automated system already in place at the veterinary clinics where the services are provided. These clinics will then report how many vouchers were redeemed to Pack N' Pounce.

Appendix

October 25, 2013



PACK N' POUNCE

Animal Newsletter

In this issue:

- Kamikaze's
- Goals
- Donate
- Coupons
- Products

Why Donate?

By using profits from our thrift store we help pay for free spaying/neutering of all local pets. We try and educate people on the health benefits of altering their pets. We want to be able to turn out kill animal shelters into non-kill shelters by reducing the number of animals being born every year. Most of the animals turned in to our local shelter are under two years of age.

Our Goals:

Visit Pack n Pounce

- find treasures from the past:
- Non-profit & No kill
- Low cost
- Neuter Information
- Adopt a pet

Give a loving animal a second chance.

Come in and donate items you have no use for anymore also. Or if you want to further help donate to the animals themselves. Bring in dog or cat food or even beds for them. Check out the Volunteer page to see how much more you can help!

We also want to establish a feral feline TNR (Trap Neuter Return) program for free roaming cats. Our ideas are proven, we just need a grant to make it a reality. So, come down to our store and give what you can, we do a name your own price here, so our prices are always reasonable.



Our Goals:

- Stop the euthanasia of unwanted animals.
 - Save innocent animals from cruelty and suffering.
 - Educate the public of the importance of training, neutering, vaccinations, proper housing, dental care and medical care so pets can live a healthy and longer life.
 - Convert all Utah shelters to no kill by reducing the number of unwanted animals.
 - Rescue: re-home adoptable pets.
- Adopt pets to caring and loving homes.

Our rescue takes in many different breeds, sizes and types of adoptable pets. We depend on foster homes to do this.

Volunteers wanted
Foster homes needed

Weekly adoptions held at
PETCO Harrisville, Ut

Upcoming adoption events:

Utah Pirtate Festival
Marriott/ Slaterville Sept 13-15 2014

Utah Renaissance Festival May 2014

Help Save Lives

End the unnecessary killing of local adoptable homeless dogs and cats.

Free or Low cost spay/neuter for dogs and cats

There are many health benefits to spaying or neutering your pet.

- Your pet will never get certain types of cancers if they are spayed or neutered.
- Fixed pets live longer and are less likely to roam.
- Sadly Utah shelters are forced to euthanize thousands of unwanted pets across our state each year due to lack of homes.
- Over 30,000 shelter pets were killed in 2012.
- 50% fewer animals are killed every year in Utah shelters because of spaying and neutering.
- Help end the unnecessary euthanasia of homeless dogs and cats.



Help Rescued Animals

Visit Our Thrift Store

Mon - Sat 10:00am - 6:00pm

- Treasures from the past
- Quality Collectibles
- Quality Clothing
- Books
- Furniture
- House hold items

Donate quality items to help rescue animals. Thrift store profit is used to care for rescued animals.



Save a Life Adopt a Pet

332 2nd Street #8 Ogden UT 84404
801-710-6440 Adoptions
801-317-2969 Thrift Store
www.packandpounce.com



Animals We Help

All animals are welcome in our organization from cats and dogs to birds and horses. None of our animals are ever killed. They are either adopted out or cared for in our facility until they receive the treatment they need.



Many of our animals have special needs and require surgery and medication to survive. If you have the time or money to provide assistance please feel free to contact us. Every bit helps.



How can you help?

We accept donations on our website www.packandpounce.com

Online donations are made through PayPal and are completely secure. Even a \$5 or \$10 donation helps us meet our weekly food bills. \$35 - \$100 a spay



Weekly pet adoptions are held at the Harrisville PetCo. We have many loving animals looking for a decent home.

Help adoption pets get ready for their loving lifelong homes.

Have extra time and space?
Become a foster home volunteer and help us save one more.





PACK 'N' POUNCE

BENEFIT SHOW

THE PILLAR

FROM THE SUN

NOV 15

KAMIKAZE'S

bands start 10PM

Any Donation or volunteer signup gets you a raffle ticket. Sweet Prizes. All proceeds benefit Pack and Pounce of Ogden.

Pack 'n' Pounce is a volunteer organization created to promote shelter adoption. To be effective our efforts are focused on shelter animals indanger of being euthanized in Utah.

Pack 'n Pounce
Animal Rescue & Thrift Store
333 E. 2nd Street #8
Ogden, Utah 84404
www.packandpounce.com

\$5