SNAP 1st Annual 5k Run/Walk to Help End Overpopulation

Sarah Meza

National University

Comm 610

Gayle Binney

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*Introductory Memo*

Millions of pets of all types, breeds, and ages are euthanized each year in the United States. Being purebred, young, friendly, or cute does not guarantee a ticket out of the shelter. Too many pets are born each year, and only by preventing these births can we reduce the number of animals dying needlessly. It really is that simple. It is downright senseless to let the lack of funds get in the way of spaying or neutering an animal. Unfortunately, it is not possible to prevent people who are financially unable to spay and neuter their animals from owing them, but there is a way to help them. The SNAP organization is dedicated to helping low income families spay and neuter their animals at little or no cost through fundraisers in which the public contributes to in many ways. The first annual SNAP 5k/run walk will be held the last Saturday of the month of October 2013. The goal is to recruit thirty-five volunteers to help with the production of the event and ultimately raise $10,000USD, which will go directly to the spaying and neutering of low-income family dogs and cats. The SNAP volunteer committee along with volunteers will work to create awareness and promote the upcoming 5k in an attempt to attract a minimum of 320 registered participants to compete in the run walk to reach our goal of raising $10,000 USD for San Diego county dogs and cats.

In an attempt to decrease the number of deaths, illness and overpopulation of dogs and cats associated with lack of funds and education to spay and neuter; a first annual 5k run/walk will be held to raise funds for this cause. One cat or dog who has puppies and kittens, and whose puppies or kittens in turn have puppies or kittens of their own, can be responsible for the birth of 50 to 200 kittens or puppies in one year. Most of these animals will end up homeless, dead, sick or abandoned. This does not have to be the future. There is a solution to the horrible problem of pet overpopulation: spay and neuter, and adopt a pet instead of buying one. Unfortunately, most people are unaware, misinformed, or simply cannot afford to spay or neuter their pet. The SNAP program is the first and only organization in San Diego County that provides comprehensive programs to solve the core causes of pet overpopulation and its tragic consequences. If the first annual 5k run/walk marketing plan is successful at raising a total of $10,000USD, the SNAP program can potentially neuter hundreds of dogs and cats and save them from a tragic destiny.

*Mission Statement and Marketing Objective*

The SNAP program and 5k fundraiser will successfully promote the health and well being of dogs and cats through assisting with financing a low cost spay and neuter service available to lower income families with animals in need of this service; in an attempt to lower the death rate of dogs and cats due to euthanasia, injuries, illnesses, and other causes as direct result of over population. As part of a successful campaign the SNAP volunteer committee is dedicated to reach the following marketing objectives:

* To raise funds to help with the cost of spaying and neutering dogs and cats who are in low- income households through a 5k run/walk.
* To raise awareness of the overpopulation of dogs and cats in San Diego County.
* To reduce the number of euthanized cats and dogs each year due to overcrowding in shelters.
* To reduce the number of dog and cat cruelty (starvation, injuries, illnesses due to overpopulation and not enough resources.)

*Assumptions*

As with any other marketing plan the SNAP 5k run walk will successfully combat assumptions and use them to help create a better more effective campaign plan. Assumptions of this marketing plan include the following assumptions based on factual information from the San Diego Humane society and from the Society for the Protection of Cruelty to Animals. As well as from the San Diego Association of Governments (SANDAG.)

* Millions of dogs and cats are euthanized each year due to over population.
* Spaying and neutering reduces the risk of “problematic animals” (soiling the home, roaming or running away, aggressiveness.)
* Spaying and neutering reduces the costs resulting from pet overpopulation such as those incurred by animal control agencies and law enforcement.
* San Diego is well known for its active, recreational lifestyle. Many people participate in outdoor activities such as 5k and 10ks.

*Marketing Overview and Target Audience*

SNAP 5k run/walk will promote awareness of the spay and neuter cause through collaboration with “pause for a cause” and community partnerships in an attempt to successfully endorse the fundraiser and reach our marketing goal. As art of effectively gaining participants SNAP 5k marketing committee will target people of all ages who are pet owners and also non pet owners who are active recreational seekers who regularly participate in 5k runs, out door activities and fitness enthusiast.

*Strategies of the Product*

Currently, SNAP already has some very successful fundraisers in the city of San Diego. Snap’s annual fundraisers include Bowling for the Animals in April, the La Jolla Pet Parade in May, the Rummage Sale (Encinitas) in September, and the Neuter Scooter Shoot Out Golf Tournament in the fall. Volunteers help with planning & preparation of these events, and of course they pitch in at the event! From planning, spreading the word, gathering donations, setting up, and helping with registration from serving food to simply making event visitors feel welcome, there are lots to do for volunteers of all ages & experience levels. **5k Run/Walk for SNAP:** In an attempt to raise more revenue and create more awareness of the SNAP program to meet the marketing objective. SNAP will initiate the first annual 5k run/walk for SNAP. SNAP will organize the 5k with help from volunteers for the fall season of each year on the last Saturday of the month in October. All proceeds will go to the spay, neuter and rescue of needy dogs and cats.

*Strategies of the Price*

A 5k run/walk is a somewhat time consuming event. The entire process (event day) will run approximately 4-5 hours. Volunteers will be needed from early morning set up (6am) to midday clean up (11am), and about an hour in between to man the course during the race.

SNAP welcomes volunteers of all ages. 12-18 year olds are able to volunteer but must check in with the event's lead volunteer or a staff member before getting started.

By allowing younger volunteers we are increasing the chance of having enough people to help out on the day of the event. The event entrance fee for participants of the 5k run/walk will be as follows: Early online registration $35. Day of event registration is $40.

The goal is to reach $10,000 USD in proceeds from the 5k.

Strategies of the Budget

The budget is crucial, considering SNAP is a non-profit organization and revenue is primarily dependent on donations and fundraising. The event location will be a cost of approximately $10.50 per hour of use. This will be total roughly $52.50

Water will be provided for runners. Cups will be provided and oranges and bananas for a grand total of $455.00.Course markings, cones, and flags start and finish signs, will be donated for use only by the San Diego City College Cross Team. There will also be printing costs associated with bib numbers for runners and walkers. There will be costs for renting speakers and generator for audio necessities such as announcements from emcee, as well as for music. The grand total is estimated at $ 1,085.00USD in which will be funded through the SNAP foundation.

*Product Strategy Measurement*

With the extra funds gained from the 5k run/walk the SNAP program will be able to offer more low and cost free services to low- income families.

The “Neuter Scooter” which is a one of a kind mobile spay and neuter service, will be able to run more frequently and as a result reach more animals in need.

Awareness created from the 5k run/walk will add to the number of potential volunteers for the SNAP program’s future fundraisers as well as next year’s 5k run/walk.

In order for the 5k run/walk to be beneficial to SNAP we must raise $10,000 USD. To reach the goal of $10,000 we must have at least 270 participants walking or running that have paid a registration/participation fee of $30 prior to the day of the race via online registration. A total of at least 55 participants will need to come day of the event and register to walk or run at a $35 fee. This will total 315 participants in the 5k actively walking or running and revenue of $10,025 USD.

The 5k run walk will need at least a total of 25-35 volunteers to be successful.

An announcement of the 5k run/walk will be posted on the SNAP website, Petharbor.org, SPCA, Humane society and local shelters websites. This posting will be linked to the SNAP Facebook page asking potential volunteers or participants to “Like us on Facebook.” If we are able to get at least 1,000 “likes” within a 6 month period we can determine that at least 1,000 people are now aware of the cause and could be potential participants or volunteers. If the number is less we will discontinue.

Price Strategy and Success Measurement

Awareness must be created from social media, previous mentioned websites, posting announcements up at local community colleges and high schools via the cross country programs and through Race Place magazine’s website. Each website will have a link taking the potential participant or volunteer to the “1st Annual SNAP 5k run/walk” registration and information website. There the viewer can register to participate in the race or sign up to volunteer at the race.

This type of public notification will occur for duration of 3 to 8 months. Within the first 2-3 months we must have at least 20% or 63 registered participants and 20% or 7 registered volunteers. Within the first 3 months if little to no return is achieved, and the numbers above are not reached will need to discontinue the event.

If the numbers are reached continue the process, however if the numbers are short of the goal we will investigate new ways to create awareness or perhaps lower the cost of registration which will result in a larger number of needed participants to reach marketing goal.

*Reporting of Evaluation and Monitoring*

 To ensure an effective campaign plan a monthly meeting will be conducted with SNAP volunteer director, race director and race committee consisting of SNAP staff, and representative from City College Cross Country Program.

Measuring of numbers will be based on online registrants and participants from online entities will be the responsibility of “1st annual SNAP 5k run/walk website organizer.

Measurement of number of participants “expected and anticipated to show up day of the race” will be the responsibility of All active committee member based on personal commitments from friends and family to participate or volunteer. (This number will be an estimate.) Finally, the fourth meeting a total of 60-65 definite participants must be registered and a total of 7-10 volunteers must be committed to help.

*Conclusion*

To thoroughly and effectively reach our marketing goal we will shall stay committed to our mission to achieve zero euthanasia of adoptable and treatable pets in San Diego County through prevention by providing public awareness, educational materials, affordable spay/neuter procedures and subsidies when qualified.

REFERENCES

McDonald and Wilson (2011). Marketing Plans: How to Prepare Them, How to Use Them, Seventh Edition; A John Wiley and Sons , Ltd, Publication

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