

# The Norfolk Pet Project



Friends of Norfolk Animal Care Center designed this campaign with the goal of not only developing a well-known identity for the shelter, but also to relate the success of the shelter (as defined by a higher live release rate) directly to the percentage of companion animals in our community that are spayed or neutered.

National statistics currently show that only 20-25% of companion animals are acquired from shelters, with the majority (60%) being acquired at no cost. This tells us that shelter animals are competing with unintended litters of kittens and puppies, and the results are shown in the euthanasia statistics of open admission shelters.

We believe that if people see the correlation between unintended births and euthanasia at city shelters, they will make decisions that will change those statistics for the better. The

Norfolk Pet Project is an 18 month marketing/public education campaign that is comprised of two phases. Phase One (through October 2009) will focus on public awareness of Norfolk Animal Care Center's role in the community and as the place that should be first on the list to visit when seeking a companion animal. Phase Two of the campaign (November 2009 - November 2010) will focus on fact-sharing of shelter statistics and the link between those statistics and the importance of spay/neuter. We will seek to partner with local businesses, as well as utilize print media, the internet, and television to reach the Norfolk / Hampton Roads community.

The Norfolk Pet Project was based in part on the Humane Society's "Truth in Numbers" campaign ([http://www.hsus.org/press\\_and\\_publications/humane\\_society\\_magazine\\_s\\_and\\_newsletters/all\\_animals/mar\\_apr09/truth\\_in\\_numbers.html](http://www.hsus.org/press_and_publications/humane_society_magazine_s_and_newsletters/all_animals/mar_apr09/truth_in_numbers.html)) and the results it produced (<http://www.hsus.org/web-files/PDF/messaging-spay-neuter-report--final.pdf>). Our project also coincides with a 3-year commitment from the Ad Council to promote shelter adoption. [For more information, see

[http://www.animalsheltering.org/resource\\_library/magazine\\_articles/may\\_jun\\_2009/big\\_new\\_voice\\_for\\_shelter\\_animals.pdf](http://www.animalsheltering.org/resource_library/magazine_articles/may_jun_2009/big_new_voice_for_shelter_animals.pdf).]

