

To: Erika Paterson

From: Connor Runnalls

Date: November 17, 2019

Subject: Progress Report for Formal Report

My report will be researching and evaluating different cost effective forms of raising awareness for small scale animal charities that operate primarily on volunteer work and donations. Pending approval, the report will be directed towards Romany Runnalls, President of the Okanagan

The purpose of this report is to find new, cost friendly ways of raising awareness for small scale humane societies. As mentioned above, these charities typically run solely on donation, volunteering, and adoption fees when applicable. Therefore, finding cost effective implementations is essential for societies to be able to continue the work that they do, with a fraction of the support that organizations such as the BCSPCA receive.

The importance of such a report is the same as the importance of humane societies themselves. Large government funded animal societies such as the BCSPCA require such a large budget of 30 million plus so they can take action in preventing animal cruelty as it occurs and shelter animals in need. Small scale charities who do not have the authority to act under legal manners resort to aiding animal welfare through adoptions, fostering, and preventing wild/stray animals from continuing to reproduce. In other words, they take a more preemptive approach.

The plan for the research will be as follows:

Observing methods of advertisement implemented by the organization currently

– How are these methods carried out? Are they easy to find? Do they capture attention?

Interviewing members of the board of directors:

– With regards to their implementations of previous methods of awareness-raising  
– Possible future methods they have been considering

Conducting a survey:

-A survey (attached below) to be sent out to those who are associated with OHS

Research:

– Effective methods of raising awareness for charities  
What methods have evidence of working that could be implemented?

## Primary Data

### Online Research

- Survey
- Interview

### Secondary Data

- Feedback provided by surveyors
- Interview with personnel

Upon approval from OHS, I will be sending the survey ASAP, and ideally, have the interview conducted within the first week – therefore by the 22nd. The draft will ideally be completed by December 3rd to allow for a day of revision. While the final will be completed by the 17th of December for the same purpose of time for revision.

## Survey Questions

Hello followers of Okanagan Humane Society, I am an undergraduate student at UBC who has created the survey below that is designed to provide feedback for a research project in ways to increase awareness of the organization. In addition to the survey, online research and an interview with the President of OHS will be taken in as primary data. The final report will be addressed to Ms. Romany Runnalls. If at any point you would like to contact Ms. Runnalls with questions or concerns regarding this survey or other general questions, she can be reached at [president@okanagahumanesociety.com](mailto:president@okanagahumanesociety.com). The purpose of this report will be to outline proposed recommendations for increasing awareness of OHS in the Okanagan community. The survey consists of 10 questions total, and should only take between 5-10 minutes of your time. To ensure autonomy, this survey is 100% voluntary, and your responses will be completely anonymous. If at any point you feel you do not wish to continue with the survey, you may exit out of the screen without submission. For all other information with regards to the Okanagan Humane Society, visit <https://okanagahumanesociety.com/>. Your participation and responses are greatly appreciated. Thank you for your time.

### **When did you first hear about OHS?**

- 15+ years ago
- 10-15 years ago
- 5-10 years ago
- 1-5 years ago

### **How did you first hear about OHS?**

- Social Media
- News Article
- Friend/Word of mouth
- Community event
- Other

### **How frequently do you hear about OHS?**

- More than once per week
- Once per week
- 1-2x per month
- 1-2x per year

### **How satisfied are you with content updates in general?**

On a scale of 1-6 (1 being not satisfied, 6 being very satisfied)

### **How familiar are you with the Okanagan Humane Society's Trap - Neuter - Release process?**

On a scale of 1-6 (1 being unfamiliar, 6 being very familiar)

### **How content are you with OHS' social media updates?**

On a scale of 1-6 (1 being not content, 6 being very content)

**Is there anything you would like to see more of on the Social Media pages?**

Open answer

**How informative do you find the monthly e-newsletters?**

Not at all informative

A little Informative

Informative

Very Informative

Am not currently receiving them

**Are there any changes you would like to see from the newsletters?**

Open Answer

**How often do you support events linked to OHS?**

On a scale of 1-6 (1 being never, 6 being all of them)

**Do you have any other feedback in the manner of how you heard about OHS, or their methods of keeping you informed?**

Open Answer

**Thank you for your participation**

## Interview Questions

My name is Connor Runnalls, I am an undergrad student at UBC, conducting this interview with OHS for the purpose of research new possible awareness raising ideas for small scale animal charities. The report will be addressed to the President of OHS, Ms. Romany Runnalls There will be 10 questions for Romany, which will likely take 20-30 minutes of time.

- 1) What drove you to be the president of OHS?
- 2) What advertisement/awareness raising techniques are you currently implementing with OHS?
- 3) Are there any areas that you are currently exploring?
- 4) What have you found is the most effective method to date?
- 5) Has there been any feedback from volunteers/donors regarding awareness methods?
- 6) How many events does OHS generally have per year, and which ones?
- 7) What is your general mantra when submitting information through social media, the OHS website, and quarterly newsletters? What are your focal points?
- 8) Do you run any seasonal advertisements?
- 9) Do you find that OHS is being more so called upon for adoptions, volunteer opportunities, or TNR programs?
- 10) How does OHS go about helping dogs? Based on the website there is mostly information with regards to cats/kittens, and not so much dog focused.