

MARKETING PLAN



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1. Executive Summary

Courthouse Dogs Foundation is a non-profit organization dedicated to raising awareness and teaching the use of highly-trained specialty dogs in various legal settings. The dogs are used to calm witnesses so they may testify in court or relay difficult information to legal professionals. The court system can be intimidating and painful for witnesses and the proper use of these dogs helps alleviate the potential stress of the legal process by providing a calm, unbiased presence. Courthouse Dogs educates legal professionals on the benefits of these animals in court, provides in-depth education on how to use them in legal settings and how to interact the animals with a variety of individuals. The organization teaches people about the dogs' use and connects legal professionals with resources on obtaining the dogs. The aim of Courthouse Dogs is to raise the awareness and use of the animals in legal settings so that it is commonplace and widely accepted.

Celeste Walsen and Ellen O'Neill-Stevens founded the Courthouse Dogs Foundation. To date, they have funded the organization with their own money and with fees charged for classes on handling and using the dogs. Some donations have come in, but with their past status as a for-profit business, donations have been small and unreliable. Outlined in this paper is how leveraging their past PR, cause, online marketing, the new non-profit status will allow Courthouse Dogs will reach out to select individual and corporate donors in order to fund the organization.

2. Environmental Analysis

2.1 Target Market Analysis

The base demography (ideal donors) for individual donors are educated, affluent Seattle-area women who are sympathetic to crime victims—specifically children who were victims of sexual abuse and/or women who were victims of domestic violence.

Another target segment of donors are women sympathetic to a more humane and compassionate approach to the legal process who believe in using new tools to make testifying easier and more relaxed.

Up the tier of donors the demographic will include local Seattle-area companies/organizations sympathetic to all or part of the above as well as companies/orgs who are dog-lovers, e.g., MudBay (a local pet supplies

company), Chasing Fireflies (a local children's clothing company). Targeting this type of donor, especially corporate donors, can double donations if the company matches employee donations.

After you have saturated the target markets for these donors, expand the demographic (ideal target donors) to include men and individual donors of both sexes who love dogs/ want to advance their use beyond therapy.

2.2 Key Factors Affecting Product

2.2.1 Demographic

One of the factors affecting regular donations from large numbers of donors is the individual donor demographic. Women are more apt to donate to causes related to children and women's issues, specifically violence against these groups. While men do donate to these groups, the majority donating to similar causes are historically women. This is good as women tend to invest more in causes and are usually in charge of family finances. The drawback is that targeting just this demographic halves the potential for possible donations from men.

Targeting larger corporations and organizations can increase the likelihood of receiving larger, more regular donations, especially if employees from affiliated companies and orgs offer matching donations and regular, automatic donations.

2.2.2 Economic

The economy is another major force affecting donations. In a down economy, both companies and individuals scale back on giving. If a down economy has affected government, cutbacks can mean fewer grants for non-profits and longer waits for non-profit status, which could mean fewer donations from people who want to claim their donations on their taxes. However, with the right reach, tax-status, messaging and branding, this problem is a potential non-issue.

An up economy can also have good and bad impacts on giving. When the economy is up and the government has more funds, these funds can lead to more grants for non-profits and more funds for the IRS to grant non-profit status, which could mean more non-profits, which could translate as competition for both government funding and donations from donors.

2.2.3 Political

Politics also affects Courthouse Dogs' donations. The court system is political, and the decision to use a courthouse dog in the legal process is up to the prosecutors and judges. Using high levels of professionalism, diplomacy and knowledge of the court system to convince legal professionals that the

use of a dog is beneficial to the process will help strengthen Courthouse Dogs' cause and visibility, leading to better PR and possibly more donations.

2.2.4 Cultural

Courthouse Dogs proposes using the dogs for the comfort of both the prosecution and defendant's witnesses. In American culture, alleged victims of abuse, both children and women, tend to garner heavy amounts of sympathy. The alleged perpetrators, though innocent until proven guilty, are seen in a much less favorable light. Potential donors might see this duality as undercutting the dog's purpose, which they may view as helping only the alleged victims—especially if they connect in some way to the victims, e.g. similar experience or they know someone who was a victim. Education, with an emphasis on compassion and the foundation of our legal process, i.e. innocent until proven guilty, can help alleviate this view.

3. Situational Analysis

3.1. SWOT Summary

Courthouse Dogs has two very well spoken founders. Their personal dedication to the project helps to captivate donor interest. They have indicated that after a presentation, people approach them wanting to help. Courthouse Dogs will need to improve their donation process to connect these interested parties to their fundraising goals. Some adjustments will need to be made to their website. In addition, Courthouse Dogs should always carry with them a donor-focused business card to give people who show interest in donating.

3.1.1. Strengths

- Dogs are cute, people love them
- The service is appealing, as it helps children and victims
- The founders are well spoken and easy to talk to
- Their professional careers are relevant to the cause
- They are the first to use dogs effectively in legal settings
- Courthouse Dogs is becoming well-known internationally, and legal groups want to learn more

3.1.2. Weaknesses

- Confusion in legal community between pet therapy dogs/courthouse dogs
- Confusion that they are providing the dogs
- Victims/Victim advocacy groups do not have the resources to make large donations
- Website is too word-heavy for potential donors

- Donation button on website is buried
- No clear donation message

3.1.3. Opportunities

- Once 501(c)3 comes in, they will be able to campaign for large donations from corporations as well as corporate matching donations
- They have an opportunity to adjust their website using a volunteer
- Their extensive travel provides many opportunities to collect a lot of different scenario videos
- Their travel and presentations allows them to collect business cards and meet potential future donors

3.1.4. Threats

- Donors might find other charities easier to understand and easier to donate to.
- Continued confusion between therapy dogs and courthouse dogs
- Future competitors
- Continued confusion of what Courthouse Dogs does, they do not provide dogs

4. The Company

4.1. Mission

Courthouse Dogs is dedicated to bringing compassion, humanity and reason to the legal process through educating legal professionals on the use of highly trained specialty dogs that calm witnesses so they can provide information or testify.

4.2. Messaging

4.2.1. Values

Our values are compassion, professionalism, dedication, equality, humanity, energy, personal interaction, education and rationality.

4.2.2. Vision

Our vision is to see legal professionals using a courthouse dog in any legal setting needed and for anyone who needs the calm, unbiased attention of these animals. We see the widespread acceptance and use of these dogs in creating a better environment within the American legal system. We also see the acceptance and use of the dogs worldwide.

4.3. Service Offering

Courthouse Dogs educates members in the legal community how to effectively use specially trained dogs during forensic interviews and legal proceedings. The community includes police officers, forensic interviewers, prosecuting and defense lawyers, and judges. When applicable, their own courthouse dog Molly is used during criminal court cases. In addition, Courthouse Dogs voluntarily travels to state Senate assemblies when a courthouse dog bill is presented. They work for the successful passing of state laws to allow specially trained dogs in the courtroom. Courthouse Dogs has applied to be recognized as a non-profit organization to procure donations to offset the cost of travel associated with their volunteer contributions and trainings.

4.4. Competition

Courthouse Dogs main competitors are therapy and service dog organizations. Without strong differentiation, donors may confuse Courthouse Dogs with these orgs. Using new positioning throughout all Courthouse Dogs' collateral, online presence and interactions will help donors understand Courthouse Dogs offers a unique service to the community.

5. Marketing Strategy

5.1. Target Market Strategy

Understanding the target market demographics will help focus the various marketing efforts of Courthouse Dogs Foundation. As the strategy evolves, marketing messages can be tailored to the audience at hand. When done effectively, this results in high levels of engagement and response from your target market.

5.1.1. Characteristics of the Target Market

Courthouse Dogs should focus their initial marketing efforts toward females. Their ideal target market will include those who are affluent, educated and sympathetic to victims of crime and trauma. Those in the Baby Boomer segment are noted as ideal donors. This sector of the population totals seventy eight million in the US alone. Baby Boomers are living more active lifestyles than ever before, are living longer, and engaging more online.

5.1.2 Target Market Personas

Highlighting two persona types gives a better feel and understanding of the ideal target market. While preparing marketing materials, Courthouse Dogs can keep in mind these two example personas and determine the most appropriate and effective messages.

Meet Heather (age 55-60)

Heather is part of the baby boomer generation. She is a widow and an empty nester (two children who are out of the home and living independently on their own). She has a Master's Degree in Education.

Income

As an elementary school teacher, she is able to afford monthly expenses with ease. She also benefits from the pension of her recently deceased husband. Her house is paid off and she plans on downsizing soon. She is planning for early retirement at the age of sixty-three.

Social Life

She's active in several local groups including a book club and a local knitting group. She has one grandchild and regularly babysits one weekday evening a week. She has several close girlfriends with whom she has monthly meet-ups (dinner and drinks). She has two dogs she cares very much about and pays for monthly pet insurance to ensure their health and wellbeing.

Digital Involvement

Heather has a Facebook page and is active on Pinterest. She primarily uses Facebook to see pictures her children post online as well as connect with friends out of state. Her daughter signed her up with a Pinterest account where she likes to look for garden ideas. She also loves to peruse cute puppy pictures.

Meet Kelly (Age 35-40)

Kelly is a mother of two small children who are both under the age of ten. Her husband works full time and she stays at home with the kids. She has a Bachelor of Arts degree.

Income

Kelly and her family live in the suburbs. Their household yearly income is \$150,000+. Their children attend the local public elementary school near the home they purchased five years ago.

Social Life

Kelly is active in her children's school's PTA. Before having children, Kelly worked full time for a large corporation and she is thinking about returning to work in the next couple of years. She has a close-knit group of girl friends who all live within 20 minutes and have similarly aged children. Kelly and her husband participate in a Progressive Dinner Group in their neighborhood once a month. The family has a 1-year-old golden retriever puppy.

Digital Involvement

Kelly has a Facebook page that she uses to post pictures of family adventures and stay in touch with friends and family out of the area. She also has become active in Pinterest and often searches for craft ideas, healthy recipes, and decorating ideas. She has a smartphone that she would say is vital to managing her family's schedules and various extracurricular activities.

5.2. Brand

Having a brand as a non-profit is important in establishing its identity and remaining consistent throughout all interactions. It's how donors will experience your services and remember who you are.

5.2.1. Personality

We, the co-founders, are representative of the Courthouse Dogs brand. As such, Courthouse Dogs is an energetic, optimistic organization with a professional and educated demeanor backed by humor, compassion, and personal interactions. We are educated women with backgrounds in veterinarian and legal professions respectively. Our combined experience gives us the know-how to educate legal professionals on the proper use of specially trained dogs.

5.3. Positioning

Courthouse Dogs specializes in facilitating for and educating on the use of highly trained specialty dogs. We train legal professionals on using these dogs in various legal settings in order to bring more humanity and compassion to a system that can be difficult for witnesses. Courthouse Dogs also teaches legal professionals how to successfully navigate the potential pitfalls these unique animals may encounter from opponents. We are the bridge connecting the dogs with potential users of the dogs—teaching and educating users how the dog can interact with witnesses in a unique, non-biased manner in order to calm them so the process is smoother, more humane and more rational.

6. Marketing Mix

6.1 Direct Mail and Print Materials

Recommended Print Materials

In order to promote Courthouse Dogs as a non-profit with high donor appeal, materials should clearly explain to the donor why they should give and how it will make an impact. Recommended press kit materials should include:

- **Half-sheets:** Informational hand out half-sheets that explains the organization's history, mission, goals and reasons to give. Direct quotes from victims are powerful so the donor can feel a personal connection. For example:

"I thought I was going to be a strong chick at sentencing, but I was fixated on the guy. I started crying...they brought him [the dog] in and he laid his head at my foot...it was an extremely positive

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experience. It should be a victim's right to have a therapy dog in the courtroom." *-Jessica, 24, rape victim*

-OR-

When we think of how to make the world a **better place**

We think of those in need

How to **comfort the disturbed**

How to protect those who have endured trauma and violence

We think of how difficult it is for victims to testify in court, **reliving brutal crime**

We wonder how can we make it **easier**.

We found an answer.



Courthouse Dogs provide comfort to sexually abused women and children who undergo forensic interviews and testify in the courtroom. Help us ensure **compassion in the courtrooms** everywhere. **Give to Courthouse Dogs today.**

- **Donor Thank You Cards:** engage the donor and encourage them to continue giving.

Dear Jane Doe:

*When we began Courthouse Dogs five years ago we knew we had started something special. We saw a world where there is **a dog in every courthouse**. Because of your contribution of \$500 as a Gold Member we can continue ensuring the emotional support to everyone in the justice system. Please wear your enclosed Gold Member Courthouse Dogs pin with pride.*

We invite you to our Donor Appreciation night on June 6 where you can hear more about where your dollars are going.

Thank you for changing the world, one dog at a time.

Ellen & Celeste

- **Donor Giving Form.** These include all social media information, website link, donor giving contact information, QR code and return-ready with credit card payment. For example, giving forms could

be sent out to announce that giving via PayPal by text is now an option making giving quick and easy.

6.2 Website Plan

The current structure of the Courthouse Dog website is to educate legal professionals. The website could be clearer as to the service they provide, which is education, not dog training. The website should separate Courthouse Dogs, the foundation, from the actual dogs themselves by referring to the animals as canines, professionally trained dogs, etc. The term Courthouse Dogs should not be used as courthouse dogs when referring to the actual animals.

Celeste and Ellen are very strong presenters. When people meet them, these people want to help their cause. The goal of the website is to connect these people with the ability to donate quickly. In addition, the Courthouse Dogs website is important to educate the donor community who have not personally met Celeste and Ellen. It is suggested that Celeste and Ellen do an "interview" of approximately thirty seconds. This "interview" would include their more successful story of how Courthouse Dogs has assisted victims. The interview would include images/video of them using the dogs as well as images/video of them training police officers. Right now police officers are seen as positive first responders, so showing them being trained is preferred over viewing a group of lawyers being trained. In addition, men/women in uniform tend to appeal to the female demographic as do images of the dogs.

In order to increase donations, the website must refocus to reach the donor demographic. In addition, Courthouse Dogs should work to increase donations using more word of mouth marketing. Facebook and Pinterest need to be incorporated into the donation process so friends of donors can donate too. The following is a suggested list of changes for the website: For a visual graphic showing suggestions, please see the Appendix.

6.2.1 Suggestions

- The home page should be edited so the main objective of Courthouse Dogs is more apparent. It could read, "Professionally trained dogs assist individuals with physical, psychological, or emotional trauma due to criminal conduct. These trained canines provide unbiased, emotional support to all involved in the criminal justice system. Their calming presence promotes justice with compassion. Courthouse Dogs works with legal communities around the globe to train police officers and legal teams how to properly use these gifted animals to help victims through their most difficult times."

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- A "Donate Now" button should be prominently displayed following the mission statement/objective. This button would take them to another section on the site that would allow the donor to select from a variety of donation levels. One level would be more prominent from the others. It would not be the smallest donation, nor the largest, but the most appealing to the core demographic. Example: Suggested Donation amounts (\$20, **\$25**, \$50, \$100, \$250, \$500, Other)
- Facebook, Pinterest, and Twitter links should be on the donation page so donors can "share" or "like" Courthouse Dogs to increase the word of mouth marketing potential.
- Donation goals should be established. Goal updates could be emailed to donors encouraging them to spread the word with their friends. Donation goals should be attractive to the donor demographic.
- Try to establish a monthly auto-donation schedule. Perhaps \$10 or \$20/month.
- Send out "Thank You" notes mentioning the possibility of matching donations by donor's employer.
- Use a picture that includes Celeste/Ellen training police officers/judges
- Be more specific as to where money goes. "Our goal is to see every courthouse and police station trained to use specialized dogs to alleviate the stress of the judicial process for all. Your donation helps to educate the legal community so more victims of domestic violence and sexual assault can have a compassionate 'friend' with them during the second most difficult time of their life."
- The site should become mobile friendly.
- Courthouse Dogs indicates they often have people approaching them after a presentation wanting to support them. To capture this audience, we suggest taking the passion people have at the moment and getting them to connect to the donor page as soon as possible. QR codes are used by mobile devices to direct the mobile device to a website. QR codes are available free. They can be placed on business cards, on a final slide presentation and in presentation handouts. QR codes are trackable so Courthouse Dogs could determine which codes, business cards vs. handouts, are more successful.

6.2.2 Development Requirements

Courthouse Dogs has been able to acquire volunteer website development. They will need to work with this volunteer to tweak their current site so when their 501(c)3 status comes in, the website is better suited to acquire donations.

6.2.3 Optimize Web Site Content

Make a clear distinction between content targeted for the client (those in the legal profession using the services of Courthouse Dogs vs. Potential Donors). Use clear and inviting navigation headers that define the content of the landing page.

Example: Instead of “About” use wording such as “Learn More” “Our History” or “About Us.”

The homepage should be easy to understand, concise and not too text heavy. This is the most crucial part of the webpage that determines whether or not you’ve caught someone’s attention on the first visit. If you think about someone not knowing anything about your organization, would they be captivated to stay on the page and learn more?

Make use of concise “Call to Action” statements accompanied by images/buttons. These should lead to deeper pages on the website. Examples:



6.2.4 Search Engine Optimization for Your Website

Search engines are constantly crawling websites with the goal to deliver the most relevant answers to their users' queries. Your goal as an organization is to position your website so you are the most accessible to your target audience. Your website history, your presence online (both via social networks and links across the web) and your website structure have a significant impact on how well you rank for specific search queries. The following will help in your website's search engine optimization.

a. Keyword Research and implementation

- i. Determine search terms that best describe your organization and mission. Beyond brand name, these are terms that best describe what you do and what you would like to show up for in search engines. Start off with around twenty-five different "key" terms that you will use around your site.
 1. Examples:
 - a. Seattle Non-Profit, dogs assisting in the courthouse, non-profits helping victims, non-profit helping women and children.
 2. You will use these terms across your website content and in technical optimizations.

b. On Page Technical Optimizations

- i. An SEO expert (perhaps a freelancer, or your Web Master is the ideal candidate to execute technical on page optimizations.)
- ii. When you have text on a page of your website, include 3-4 of the most relevant "Key" terms in the body of text.
- iii. Edit your Title Tags, Header Tags, Meta Descriptions, Meta Keywords, and Alt Image descriptions to make use of chosen keywords.
- iv. Internal Linking Structure
 1. Make sure your site is easy to navigate. Can you get from one page to another with ease? Are navigation buttons clearly defined?
 2. The links within a website basically create a hierarchy, which search engines evaluate. Search Engines look at which pages are linked together and which are not. If you have a page that is not linked to at least two or more other pages on your site, then neither your audience or search engines will be able to find it.

c. Online Directory Listings

- i. Submit your organization to online directory listings (targeting free directories will suffice)
 1. Examples include:
 - a. <http://www.vocationvillage.com/seattle-non-profit/>
 - b. <http://www.iloveseattle.org/categories.asp?CATEGORYID=8>
 - c. http://bridgewaycareer.com/Seattle_Non-profits.html
 2. The best way to find more appropriate directory options is to search for them online. Do you want to show up when someone searches “Dog friendly Non-profits?” – then you might request to be listed here:
<http://www.dogfriendly.com/server/general/non-profit/non-profithome.shtml>

d. Fresh and Engaging Content Through Website Blog

- i. Search Engines love fresh, new content. Courthouse Dogs already has fantastic content showcased on the webpage. Much of it might serve to create some interesting and engaging blog posts.
- ii. A blog (hosted on CourthouseDogs.com) would be a great addition to the overall search engine optimization strategy.
 1. Blog posts can also be a strategic method in engaging existing and potential donors. New posts can be shared on social networking sites as well as various partner sites when appropriate.
 2. Blog posts are another channel in which your supporters can interact with your organization. Whether they’re responding to a post or sharing your blog article to family and friends, this is a great tool to spread awareness.
 3. When writing blog posts, keep in mind your audience. These are supporters and donors of your organization and will likely prefer “easy to read” articles.
 - a. Some potential article ideas:
 - i. Courthouse Dogs Leaders Ellen and Celeste (get to know us article.)
 - ii. A Story of Hope – write about a success story through the use of Courthouse Dogs.
 - iii. Courthouse Dogs Needs – give your donors an understanding of what drives the organization and what’s needed to keep the mission going.

6.3 Online Marketing Strategy

6.3.1 Social Media

Social Media is effective in creating a voice and “face” for your organization. It also serves to engage your supporters online and spread the word about your mission and vision. Courthouse Dogs can continue the work they already do online and adjust your strategy to more effectively interact with potential donors. We recommend hiring a social media specialist for performing social media.

Social media specialists charge between \$15-250/hour. We recommend a freelance or volunteer specialist if one isn't available on staff. Sites such as eLance or oDesk allow a company to examine freelancer profiles and their past jobs, and allow contractors to bid on a job.

This can let you choose one within your budget who has the experience you need—which is someone who knows how to leverage high profile PR into better SEO and hits and who has knowledge of inbound marketing and donor-facing copywriting.

The time involved in this project would be high at first—an initial investment of 20-30 hours per week to build a blog, tweak profiles, tie in social media for a consistent feel, look and voice, reach out to bloggers, build links and establish an editorial calendar.

After all this has been established, hours will fall to around 10-15/week. The cost for a social media specialist, depending on experience and time involved, will run between \$600-700 for the initial setup, and about \$9,200/year for a total of around \$9,800 for the first year. If a volunteer is consistently available, the cost drops to \$0, but using volunteers can be risky as they come and go quickly. One suggestion around this is to hire a consultant for the initial setup and have them develop a strategy, stylebook and voice, then hand this strategy to any volunteers, this way, the volunteers will sound consistent online, despite any turnover. Any gap between volunteers can be filled with freelancers. Some suggestions for maintaining your own social media are on the next page:

a. Facebook

- i. Continue to maintain a consistent posting schedule. Facebook posts should be as “share worthy” as possible.
 1. Continue use of photos and updates on Courthouse Dogs activities.
- ii. Use Facebook to engage your audience. Posts that encourage responses include:
 1. Posting photos and asking questions alongside your pictures.
 2. Posting Tips/Tools (See Food Lifeline Example below)



b. Pinterest

- i. Courthouse Dogs can improve their current Pinterest page with a few key changes.
 1. Maintaining consistency (continue to update the board with Courthouse Dogs in the News.)
 2. Focus on including pins that link back to the Courthouse Dogs website and pins that represent the mission of the organization. While the use of dog photos is good, this might confuse future donors who misunderstand the message and think Courthouse Dogs is *just* about the dogs. Focus should be on the teachers, trainers and the lives the dogs touch.
 3. When putting up a pin, aim to include key terms that represent your organization. Examples include “Non-Profit,” “Courtroom assistance,” “victim advocacy,” etc.

c. YouTube

- i. There's already fantastic video content online about Courthouse Dogs. Any person who has previously posted a video about Courthouse Dogs (news stations) should be requested to send a copy of the video to the Courthouse Dogs Foundation. These videos are great to include as part of a press kit as well as video resources on a Courthouse Dogs specific YouTube page.
- ii. YouTube can be used as a resource for Courthouse Dogs "training" videos. Shortened clips can be used to entice visitors to want to learn more.
- iii. Videos can be used to highlight "real time" work that the organization is involved in. Is Courthouse Dogs speaking with a State Senator? A short clip could be posted online to publicize this.

d. Twitter

- i. Similar to Facebook, Twitter can be used to update your supporters and actively engage them.
- ii. Consistent postings (tweets) can be made to highlight Courthouse Dogs news and activities.
- iii. Tweets can serve to spread the word about upcoming events and also get the word out about present needs of the organization.

6.4 Direct Marketing Strategy: Email Marketing

Targeted emails can be a highly effective form of Direct Marketing. As soon as a handful of donors and/or supporters are established, email marketing can be used straight away. This form of communication allows the organization to reach different groups with different messages based on the needs at hand. A donor database will be crucial in managing email addresses and donor information. The more information you can store about your supporter (in terms of interests, involvement levels, responsiveness), the better. A consistent email plan should be in place to maintain continued awareness of the organization. Courthouse Dogs would benefit from using any number of online email services on the market including www.ConstantContact.com to help track open rates, click activity and inactive emails.

7. Funding Strategy

Non-profits thrive when they have active and passionate donors. Supporters want to feel included in the mission and vision of the organization. As the current economy struggles, federal grants and large lump donation sums from for-profit companies are harder to come by. A non-profit can continue to sustain itself by encouraging the most support from individual donors.

7.1 Fundraising Events

Volunteers are necessary for the setting up and running of fundraising events. Special luncheons and or dinners can serve for increase donor engagement as well as lump sum fund raising. Silent auctions are a great way to raise money in a short period of time. These special events can also allow your current supporters to spread the word and invite newcomers to partake and learn more.

7.2 Online Fundraising

7.2.1 Crowdsourcing

Crowdsourcing can be an effective way to raise funds in a short period of time. While there are a few options online, Gofundme.com could be the perfect choice for Courthouse Dogs. This could be used as an option for raising money for a one-time project or to keep consistently online for a longer period of time. Funding can be done without an official 501(c)(3) status.

7.2.2 Partner with a For Profit

Sevens.org is a for-profit company that facilitates funding for a different 501(c)(3) organization every week. They spread awareness through social media channels and the selling of limited edition clothing and accessories. Countless organizations have benefited from their efforts, and Courthouse Dogs would be a great candidate for the program.

8. Timeline: See Appendix

8.1. Timeline Notes

- **9/2013:** Beginning with the conference event, begin thinking of ways to reposition Courthouse Dogs as a non-profit. Actively seek volunteers at events by providing collateral that is donor-focused.

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- **11/2013:** Start thinking about corporations you want to approach for sponsorship. See details at sevenly.com

- **1/2014:** View becoming a 501(c)(3) as comparable to a release party. Having an “open house” is an excellent way to bring contacts in and their friends and colleagues. This long awaited goal is worth celebrating. Think of ways you want to mark this milestone.

- **4/2014:** There are conferences happening all over the country for non-profits. The AAF in Seattle hosts a cause marketing conference aimed at helping non-profits. For more information:
<http://www.causemarketingforum.com/site/apps/nlnet/content2.aspx?c=bkLUKcOTLkK4E&b=6396095&ct=11287031>

- **5/2014:** Your organization status has changed and it’s time to continue with repositioning yourself to your existing and new contacts. A mailer can be sent out announcing this news.

- **6/2014:** Be sure to announce and update all social media channels to reflect Courthouse Dogs as a registered 501(c)(3) organization. Increase the number of links to the donor page and making giving forms available in hard copy, too. When revising your donor page (see Nature Conservancy giving page in Appendix) and keep the following in mind:
 - a. Think of ways to keep the conversation and donor relationship going rather than a one-stop transaction. Add other clickable there to keep the donor interested. Let the donor know they can also volunteer or subscribe to your newsletter during the same stop. Add several ways to give. Charity codes, credit cards, mail in and giving in the name of as a gift option.
 - b. On the donor page sidebars have employer giving options. This is where you attract Microsoft employees for example. Something that says, “Microsoft Employee? Give here” with a link to giving corporate.
 - c. Add a *Why Donate* link on the sidebar in case the donor is getting reluctant.
 - d. Provide Giving Levels. See below:

Giving Levels

Giving to Courthouse Dogs is the best way to help those in need. Your contribution provides comfort to those testifying in court and ensures a better trial. When you take a step with us you help us take leaps in the legal justice system.

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Make a gift today.

- Your one-time gift of \$50 pays for an hour of in-court comfort for a child or victim of violence
- Become a Silver Member for \$250 a year and your gift pays for one day of training for a Courthouse Dog
- Become a Gold Member for \$500 a year and your gift covers the expenses to place a trained dog in a new courthouse
- Become a Philanthropy Circle Member for \$1000 a year and your gift provides three days of training to legal professionals who are ready to bring a service dog into their courthouse

*Your dollars help us promote **Compassion in the Courtroom***

“We make a living by what we get. We make a life by what we give.” – Winston S. Churchill

- **7/2014:** Begin recruiting volunteers and interns for marketing efforts if you haven't done so already. If you have the money for a paid position or want to find an intern you can find either by going to huskyjobs.com and registering to find a student who can assist.
- **8/2014:** It's time to revisit or freshen up your press kit. When working with UW Combined Fund Drive, you'll want to have new materials ready for distribution. They will want a press kit to keep on file that is updated and suitable for the workplace-giving program. Brochures, fact sheets, business cards and mailers are all great for spreading the word across the university community and beyond.
- **9/2014:** As the featured charity for the UW Combined Fund Drive you will be speaking at a breakfast with over 300 coordinators that represent the fund drive to staff and faculty. This is your chance for you and Molly B to let UW know you need their dollars to promote justice and compassion in the courtrooms.
- **10/2014:** Attend King County Charity Fair. Your chance to showcase your new organization to King County employees who give through workplace-giving.
- **11/2014:** Attend Washington State Charity Fair.

- **12/2014:** This is the best time to attract donors. The days are short, the holidays are on the radar and studies show people are more likely now than any other time of the year to be indoors earlier, drinking and eating earlier and ready to open their wallets to help promote compassion in the courtroom.
- One thing that should always be on your list regardless of the time of year, is keeping your board active within the organization. They should be doing more than just sitting on the board as they are key to establishing donor relationships.

9. Board Involvement

Below is a list of eight ways your board members can get involved with fundraising without ever asking for money.

1. Thank Donors

Thanking donors is the number one way to involve board members in fundraising without having them feel like they are fundraising. They can make thank you calls, sign thank you letters, thank people in person and send thank you emails.

2. Open Doors

Opening doors means introducing friends, colleagues and family members to an organization you care deeply about. It involves scheduling/coordinating meetings between the executive director and an acquaintance who might be interested in the organization.

3. Sign Letters

Board members can sign (and add personal notes) to thank you letters, appeal letters, newsletters, and any other mailing coming from the organization.

4. Forward Emails

Whether it is an appeal, newsletter, or event information, it is easy for board members to forward emails to their email list. Emails are more likely to be opened and read if coming from someone you know, rather than directly from the organization.

5. Bring Guests

It is important that board members bring guests to your fundraising and non-fundraising events. Whether or not the board member pays for their guests is up to them. By bringing new guests to each event, your board members help introduce your organization to a wide circle of potential supporters.

6. Lead Tours

Giving tours of your organization is a great activity for a board member. It gets them more involved and forces them to have a better understanding of each aspect of your program. Encourage them to bring their friends and colleagues for the tour.

7. Host Receptions

Board members should be asked to host receptions in their home every few years. Receptions serve as cultivation events, and no money is solicited or collected. They can invite their friends only, or invite other board members' friends as well.

8. Research and Write Grants

While this is usually done by staff, if your organization is small and understaffed, a board member can help with researching and writing grants.

All of the above activities are part of the fundraising process. While not directly asking for money, they help identify, cultivate, and steward donors, which are all critical to success in fundraising.

Start small and manageable. If your board members are not currently involved with fundraising, pick two or three things from this list to start with this year. Don't try everything at once. Feel free to show this list to your board and ask each one to pick one way that s/he would like to get involved.

10. Financials

The recommendations we made such as website work and print materials can be done pro-bono or via interns and volunteers. In case you are not able to get this portion done for free, we have added rough estimates.

One of the biggest expenses for a non-profit is purchasing a donor database which tracks donor information, connections and giving history. The price of this software varies and clients must work with Blackbaud directly to get the price for their organization. See their site for


more information: <https://www.blackbaud.com/fundraising-crm/raisers-edge-donor-management>

10.1 Marketing Expenses

<i>Marketing Expenses</i>	
Marketing Team	\$40,000
Events	\$5,000
Web & Print Materials	\$3,000
Raiser's Edge	\$20,000
Total Fixed Costs	\$68,000

11. Appendix

1. Homepage - The current website has a lot of content, so shift some of this material around. Overall, more pictures of Celeste and Ellen should be displayed to help promote Courthouse Dogs as “the people who train the people how to use the dogs.”

	<p>Create a smaller header so more of the page can be dedicated to show pictures and text.</p>
<p>The sidebar is generally considered valuable real estate. The example shows the sidebar being used as a calendar of upcoming events. It could be broken up into three sections:</p> <p>Top: Conference Info,</p> <p>Middle: Set-up an online or person to person appointment</p> <p>Bottom: DVD ordering</p>	<p>A picture slideshow has the opportunity to display additional pictures. Descriptions should be limited to under ten words.</p>  <p>The screenshot shows the Courthouse Dogs website homepage. At the top, there is a navigation bar with links for 'About Us', 'Donate', 'Learn How Dogs Help Victims', and 'Request a Free DVD'. Below the navigation bar is a main content area featuring a large photo of a black dog, Molly B., with the text 'Molly B. taking a break between testimonies.' and 'Expert education and guidance for legal professionals'. To the left of the main content area is a sidebar with a calendar of events, including 'The First International Courthouse Dogs Conference' and 'New York State Capital'. At the bottom of the page, there is a section titled 'CREATURE COMFORT' and a 'SOCIAL MEDIA' section.</p>
	<p>Below the slideshow is a description of what Courthouse Dogs is. It should remain brief with an opportunity for the reader to learn more somewhere else on the site.</p>
	<p>Courthouse Dogs in the News: this section should be updated frequently (at least once a month), with the latest examples of CHD in the news. This section could include videos or similar type articles.</p>

Courthouse Dogs Marketing Plan

The following link includes some interesting information on how people interact with websites. The website design above tries to utilize some of these findings, particularly the research that details how the eye tracks in an “F” shape:

<http://sixrevisions.com/usabilityaccessibility/10-usability-tips-based-on-research-studies/>

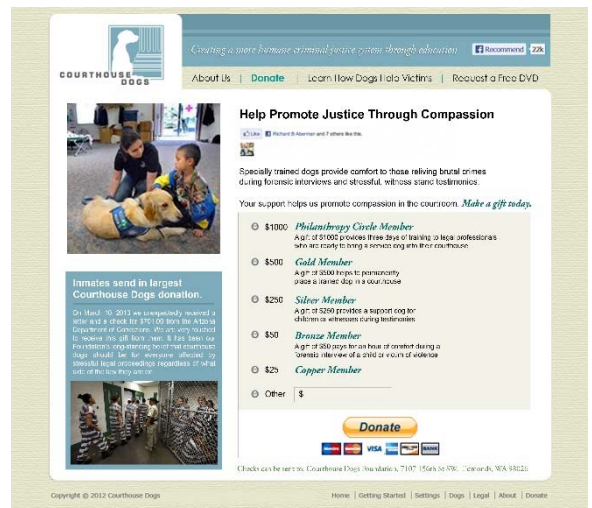
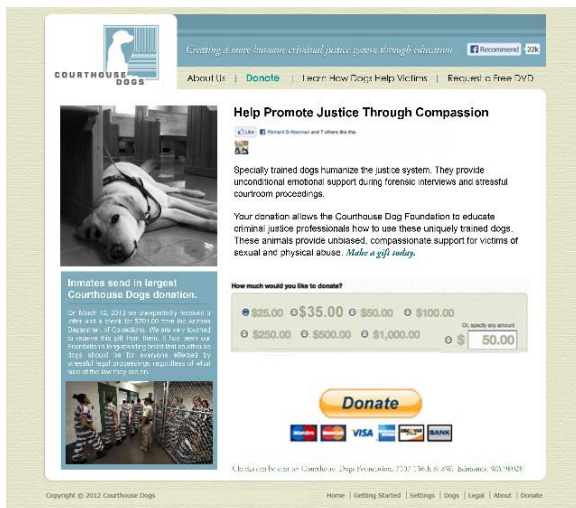
Courthouse Dogs Marketing Plan

2. Donation page


- The page should include a good picture and an explanation of why the money is necessary to help donors to relate to the cause. If relevant, it might be good to mention CHD is a non-profit to remain legally neutral and are in need of donor support.
- PayPal can be configured to accept recurring donations. For some, this donation method may be preferred or desired.
- If Courthouse Dogs receives checks via USPS mail, then make sure to keep information on donor page where to send checks.
- Place the Arizona inmate story on the donation page to psychologically encourage viewers to donate or donate more. This space could be updated periodically with similar donor inspiration stories that are equally strong. This section should never include a “learn more” button drawing readers away from page. The section should always be a short story. No scrolling, no click aways.
- Here are 2 different styles of website donor pages.

Design A-Radio Buttons: Show donation amounts using radio buttons with pre-determined, easy click choices. The “goal” donation should never be first—the second choice can be the more popular choice, particularly if it is displayed with a larger, bolder text.

Design B-Specified Levels: This creates donor levels with each level describing what the donation “buys”.



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Courthouse Dogs Timeline

