



Wildlife Care Network of Santa Barbara

Santa Barbara Wildlife Care Network is a nonprofit, volunteer organization that rescues and rehabilitates injured and orphaned birds, mammals and reptiles in Santa Barbara County. They also educate the public about the needs of at-risk wildlife, and share their information on wildlife treatments with other researchers.

They are supported entirely by donations and volunteers. They are licensed by the United States Fish and Wildlife Service and California Department of Fish and Wildlife. Established 1984.



Communication Goals

- The goal for the Santa Barbara Wildlife Care Network is to communicate the organizations superior research initiatives, rescue missions, and donation opportunities to affluent philanthropists and potential volunteers in Santa Barbara county. The Wildlife Care Network will have to show this specific audience that their time and money is greatly needed, and will be spent responsibly in the community. The Wildlife Care Network must show that donations are vital to their existence.
- Educating is a crucial process of selling the Wildlife Care Network successfully in a market bombarded with other well-established philanthropic organizations competing for donation dollars. In order to gain a following in this competitive market, Wildlife Care Network will have to garner support from other credible leaders and important affiliations (UCSB, Department of Fish and Wildlife) within the local community, and state, to increase awareness and support.

SWOT ANALYSIS



Strengths



1. Since 1986, Santa Barbara Wildlife Care Network has given thousands of animals a second chance at life. Making one of the most well established non-profit animal rescue facilities in Southern California.
2. As word has spread of the Network's success, so has the demand for the Network's services. Thousands of calls come in each year from all over the country.

Weaknesses



1. The Wildlife Care Network must compete with other nationally established animal non-profit rescue giants like American Society for the Prevention of Cruelty to Animals (ASPCA) and the Humane Society of the United States, that have a bigger reputation, more resources and more money to invest in promoting their brands.
2. Due to recent news coverage of non-profit fraud, the Wildlife Care Network must compete against the perception that some non-profits abuse their charitable donations for Skimming cash, purchasing schemes, and executive salaries instead of helping the local community

Opportunity



1. Due to Santa Barbara's unique ecological location, environmental conservation is a frequent topic in the local SB community and is supported throughout the community.
2. Many of the birds in the community are protected or endangered species and are underrepresented in other parts of the country.
3. The continued presence of off-shore oil drilling in Santa Barbara, and recent oil spill at Gaviota, one of the most rare ecological habitats on earth , gained national attention and highlights the continued need for organizations like the Wildlife Care Network in Santa Barbara County.

Threats



1. Philanthropic giving has a historical periodic shift of popularity throughout generations. It can often depend on the state of the economy. Right now, philanthropic giving seems to be on an upswing, but it is hard to tell how long this trend will last.
2. There are many different types of philanthropic organizations that help animals.

STRATEGIC IMPLICATIONS



Tactical

Use a combined print and digital campaign to establish a broader presence. Include special social fundraising and educational events to attract an audience

Thematic

The Wildlife Care Network has had to work hard to establish itself over the past 30 years. The Wildlife Care Network should emphasize their long-standing presence in the local community. Especially underlying their responsible use of funds to purchase land and supplies; things that have been vital to its success

Timing

The organization's directors should engage in educational programs and host special events to garner support from other credible leaders and important affiliations (UCSB, Department of Fish and Wildlife) within the local community, and state, to increase awareness and support. This is especially important during a crisis (i.e. oil spill or wild fire).

Tonality

Highlight the some of the history and continued efforts of The Wildlife Care Network and its volunteers. Always emphasizing the need for support and the responsible handling of funds.

TACTICS



Tactics

- Combined print and digital campaign
- Fundraising events
- Educational events (local schools, tabling events in SB- Coastal Fund etc.)
 - Infographic
 - Pocket brochure
 - Video to highlight the organization
 - QR codes on handouts, easy to donate
 - Facebook highlights daily events (pics of cute animals) - often hard to gain digital presence with non-profits - entertainment is easier

CONTENT

[Infographic](#)

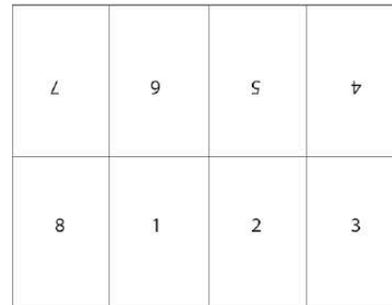
Video [Wildlife Network](#)

Brochure Layout

Pocket Brochure

Eight small pages that unfold into a letter-size sheet

flat



page 1

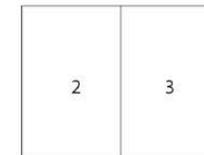


page 2

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