



DOGS FOR GOOD

MULTI-CHANNEL MARKETING STRATEGY

Strategy by Itunu

WHO ARE WE

ABOUT US:

Dogs for Good is a UK-based charity training dogs to help adults and children with physical disabilities and learning disabilities, children with autism and adults with dementia

OUR MISSION :

Bring people and dogs together to make life possible.

OUR PROMISE:

Seek to understand , Respect all needs, Make positive connections

MULTI-CHANNEL CAMPAIGN PLAN



Channels and Strategy

Email

Social Media

Website

Google Ads

OUR GOAL

- **Objective:** Increase regular givers by 20% in three months.
- **Why It Matters:** Dogs for Good trains assistance dogs to transform lives.
- **Approach:** Multi-channel marketing to engage donors and build long-term relationships.

A close-up photograph of a dog's face, showing its eye and fur. A green circular logo with the word "CAUSE" is in the top right corner.

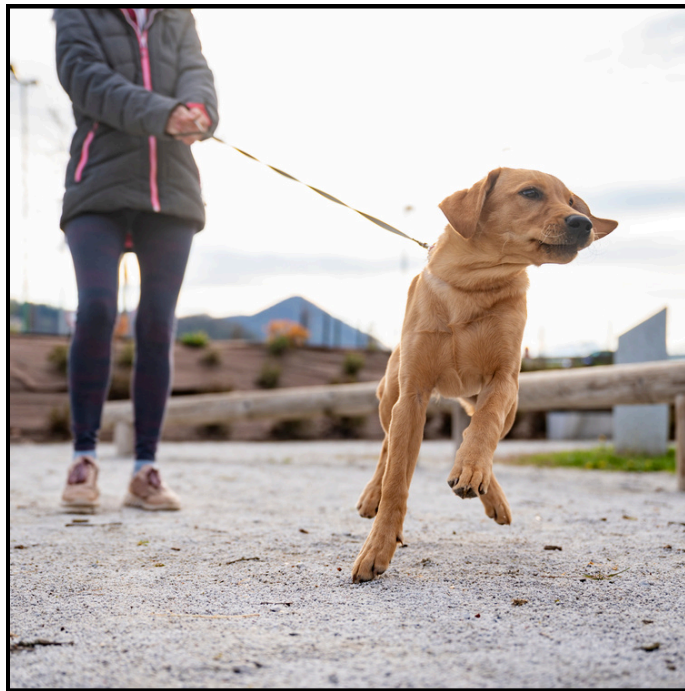
UNDERSTANDING THE CAUSE

- What if dogs could make life possible?
- Dogs for Good's Mission: Training dogs for individuals with disabilities, autism, and dementia.
- Enhancing independence and well-being through life-changing partnerships.
- How Sponsorship Helps: Funding training, care, and placement of assistance dogs.

WHO ARE WE SPEAKING TO



Primary Audience



- Dog lovers and pet owners.

Disability advocates and inclusion supporters.

Existing cash donors (conversion to regular givers).

WHO ARE WE SPEAKING TO



Secondary Audience



Family Dog Workshop participants.



Volunteers and past supporters.



Caregivers and family members of individuals with disabilities.

KEY MESSAGING

Dogs for Good empowers people to live more independent, confident, and joyful lives through life-changing partnerships with specially trained assistance dogs

Brand Truth

Customer Truth

I want to make a meaningful difference, but I also want to see where my donation goes and how it truly helps

People are craving transparency, personal connection, and causes that show real-world impact—especially in a time where trust in institutions is declining

Cultural Truth

“Every Great Journey Begins with a Paw.”

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This campaign idea emotionally captures the transformative impact of Dogs for Good’s work by highlighting that each life-changing partnership begins with the supporter’s help. It positions the donor as the starting point of the journey, aligning with the charity’s mission and brand.

The message is emotionally resonant, highly adaptable across platforms, and visually powerful making it memorable and campaignable. It stands out in a crowded space and invites supporters to be part of something meaningful from the very first step or paw.

“Every Great Journey Begins with a Paw.”



1. Emotionally Resonant

People don't give to organisations they give to stories. This big idea instantly evokes a sense of warmth, compassion, and transformation. It reminds supporters that every life-changing story begins somewhere with their gift, and with one little paw.

Emotion is the engine of giving, and this taps straight into that.

2. Aligns with Dogs for Good's Mission

Dogs for Good isn't just training dogs it's transforming lives through powerful partnerships. This idea frames the donor's support as the starting point of that transformation. It reflects the organisation's belief that the connection between dog and human is a journey that evolves, deepens, and ultimately changes lives — just as their brand messaging states

3. Puts the Donor at the Heart of the Journey

It's not just about the dog it's about the supporter's role in making that journey happen. "Every Great Journey Begins with a Paw" is a narrative they can own. It subtly says: "This journey can't begin without you." That's incredibly empowering and increases emotional investment, engagement, and ultimately, retention.

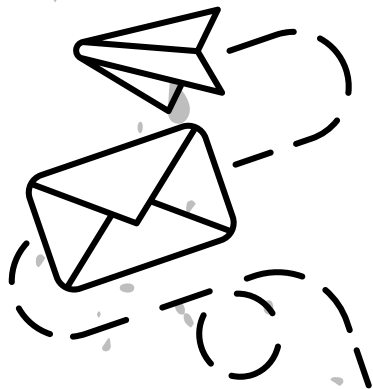
STRATEGY

WEBSITE

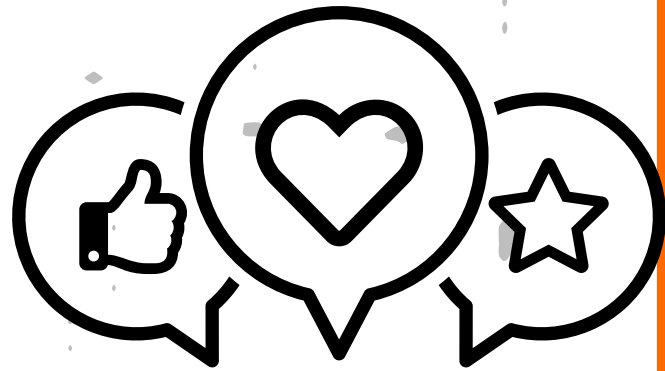


- Dedicated Sponsor a Puppy landing page.
- Emotional storytelling & real-life case studies.
- SEO blog posts on assistance dog training and impact.
- Clear CTA: “Sponsor a Puppy Today.”

EMAIL

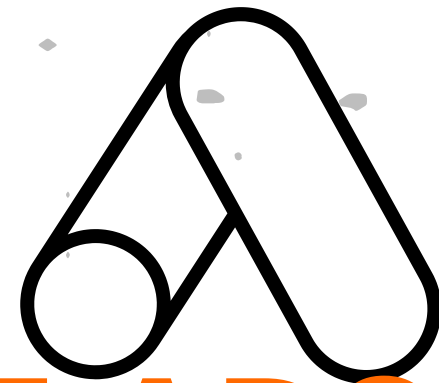


- Segmented Donor Journeys:
- Welcome email → Training Updates → Success Stories.
- Automation Strategy: Reminders for incomplete sign-ups.
- Personalised Content: Puppy progress, exclusive updates, training videos.



SOCIAL MEDIA

- Paid Social Media (Facebook & Instagram Ads):
- A/B testing video vs. static images.
- Organic Social Media:
- LinkedIn & Twitter for CSR engagement.
- User-generated content from existing sponsors



GOOGLE ADS

- Google Ads (Grant Utilisation & Paid Search)
- Target Keywords: sponsor a puppy UK, assistance dog charity, dog sponsorship program.
- Retargeting Ads: Reaching website visitors who didn't complete sponsorship.
- Performance Tracking: Optimising based on CPC and conversion rate.



TIMELINE



Phase	Key Activities	Timeline
Planning	Audience segmentation, content creation, website updates	Week 1-3
Soft Launch	Teaser campaigns, email series, influencer outreach	Week 4
Full Launch	Paid ads, organic social media, donor engagement	Month 2-3
Optimisation	Performance tracking, A/B testing, budget adjustments	Ongoing
Post-Campaign	Data analysis, donor follow-up, long-term engagement strategy	Month 4



MEASUREMENT AND KPI

CRM tracking	Donor sign-ups increase
Microsoft Dynamics	Email engagement rates
Google Analytics	Website traffic & conversions
Meta Business Suite	Social media engagement metrics
Google Ads	ROI & donor acquisition cost



THANK YOU