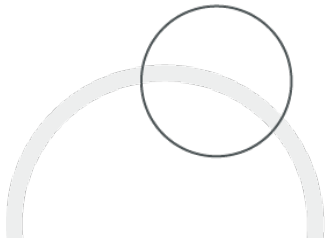


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Shaping customer experience.



STRATEGY CREATIVE PRINT WEB



12/14/13

Berkeley Humane

A decorative graphic consisting of a series of parallel, diagonal lines in a light red color, positioned to the left of the word 'Humane' in the main title.

Campaign for the new facility



We're losing donors



Declining numbers, older donors

Your current donor base is mostly women, 75% over 55 and 50% over 60 with only 12% under 30... and shrinking.

You need to build your community



Inadequate facilities



Older, damaged, not adequate

The 2010 fire damaged an already inadequate and out of date facility that did not allow you to provide the high level of services you're committed to.

You need to build a new center



We're not the public shelter



BACS brings animals in, we adopt them

BACS is about **taking all animals in** as a public shelter.

Berkeley Humane is about vaccination, spay and neuter, urgent medical attention to get animals ready for **adoption.**



We enable new life



Heroes to the community

Through our intake from public shelters throughout the East Bay, we rescue animals that otherwise may not find another home. We provide much needed medical services to make dogs and cats ready for loveable new homes.



Building with Passion



Since 1927 the Berkeley Humane Society has consistently and passionately focused on saving animals in our community and bringing them to new loving homes. The intent of our campaign is to bring in donors and contributors with the same commitment and passion.



Berkeley Humane's focus



*A passion to save animals and
a commitment to bringing them
to new loving homes.*

- Saving our friends



Build your donor base



Connect with the community

- Microchipping program
- Regular spay & neuter clinics
- On going vaccine programs
- Added educational opportunities
- Encouraging more visitors and fostering
- Use iPads to connect to Berkeley Humane



Core Values



commitment

care

world-class

dignity

life

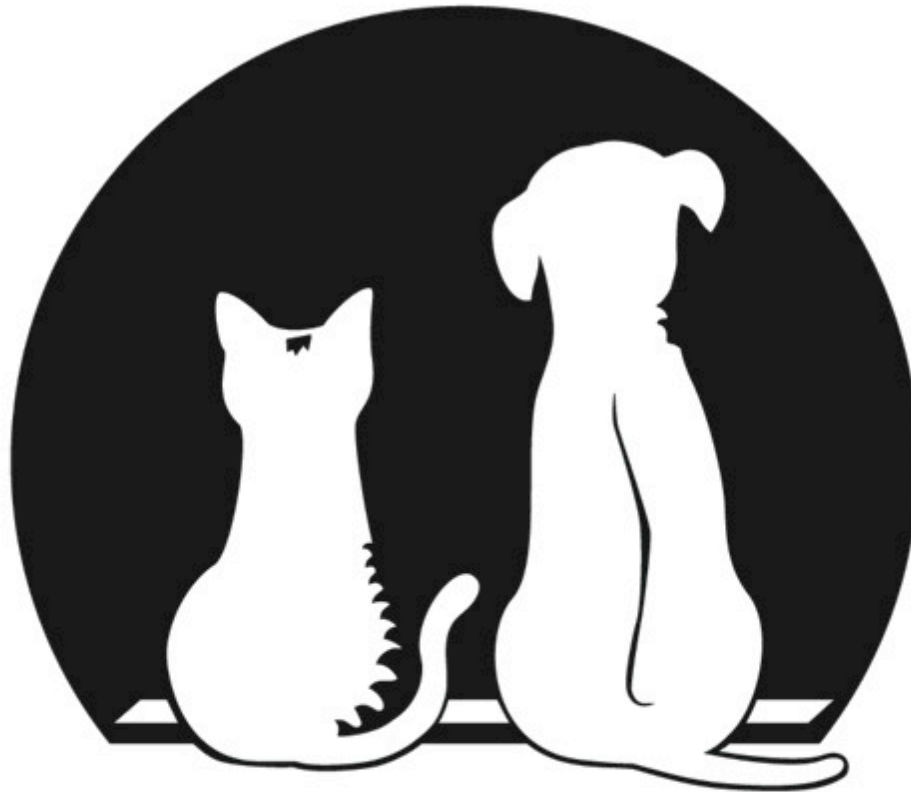


The campaign message



We're building for life – a commitment to every cat and dog, to have a home

We are passionately committed to creating a world-class, state-of-the-art facility for every cat and dog in our care. Berkeley Humane's new building is designed with dignity for our rescued dogs and cats—a place that brings our animals to a new life that's worth living, with new families and homes.



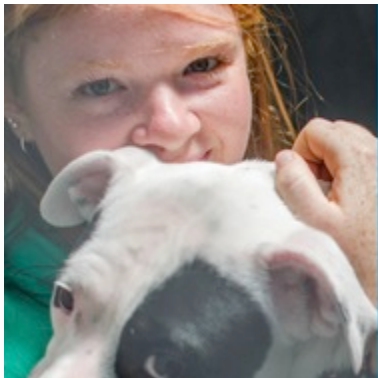
**BERKELEY
HUMANE**

saving friends since 1927

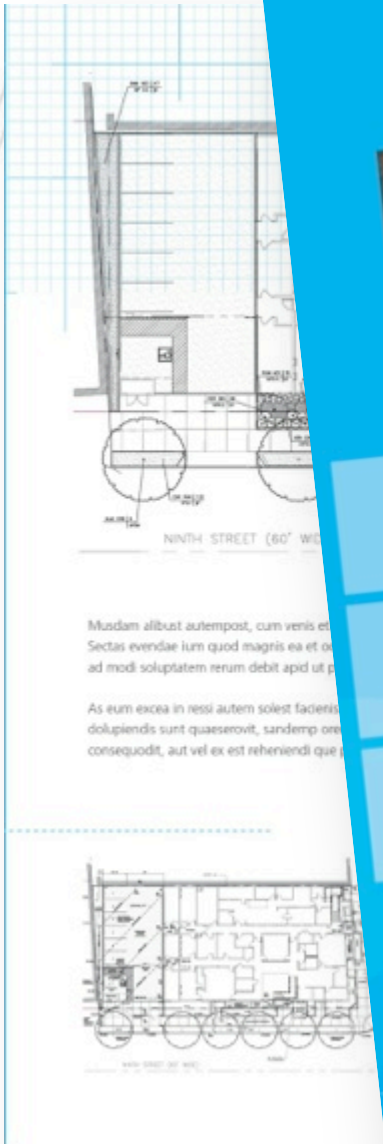
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BUILDING FOR *every dog, every cat* **LIFE**



BUILDING FOR **LIFE**
every dog, every cat



BUILDING FOR LIFE
every dog, every cat



PASSION, COMMITMENT, DIGNITY WITH A NEW WORLD CLASS FACILITY

Puppy kitty ipsum dolor sit good dog. Ball lazy dog slobber run stripes nap finch field string dinnertime Spike toy ID tag carrier fur. Ball good boy roll over harness tabby ID tag bird leash aquarium run foot. Chew biscuit treats run grooming feeder cage purr right paw bedding. Parakeet smooshy play.

Scooby snacks bird bedding wet nose barky treats aquatic dog house walk swimming. Window licks parakeet cage window twine water chew Rover. Vitamins drool throw play dead feathers ball sit kisses right paw stay cage fish hamster vaccine kitten collar catch. Carrier wagging cat pet supplies nap vaccination groom wet nose chirp ferret litter sit slobber roll over smooshy parakeet dinnertime.

Chirp small animals heel vitamins puppy fish paws smooshy food vaccination nap tuxedo play dead polydactyl Snowball crate. Spike bark play dead foot kibble fluffy scratch foot fur good boy twine run aquarium chow. Drool dog good boy tabby fetch fleas mouse Mittens Snowball. Fur pet gate Snowball sit ball birds kitten slobber leash catch feeder biscuit lick Rover nap yawn right paw



"Ferret litter sit slobber roll over smooshy parakeet dinner. Chirp small animals heel vitamins puppy fish paws smooshy drool. Throw chew."

- Pat Dog Lover



"Aquatic dog house walk swimming. Window licks parakeet cage window twine water chew Rover. Vitamins drool throw play ball sit kisses right paw stay cage fish hamster vaccine wagging."

- Jamie Cat Lover



"Vaccination groom wet nose chirp ferret litter sit slobber roll over smooshy parakeet dinnertime. Chirp small animals heel vitamins puppy fish paws smooshy."

- Pat Dog Lover



BERKELEY
HUMANE

2700 Ninth Street, Berkeley, CA 94710 | 510.845.3633



"Vaccination groom wet nose chirp ferret litter sit slobber roll over smooshy parakeet dinnertime Chirp small animals heel vitamins puppy fish paws smooshy."
- Pat Dog Lover

"Aquatic dog house walk swimming. Window licks parakeet cage window twine water chew Rover. Drool throw paw stay cage fish hamster vaccine wagging."
- Jamie Cat Lover



"Vaccination groom wet nose chirp ferret litter sit slobber roll over smooshy parakeet dinnertime Chirp small animals heel vitamins puppy fish paws smooshy."
- Pat Dog Lover



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every dog, every cat

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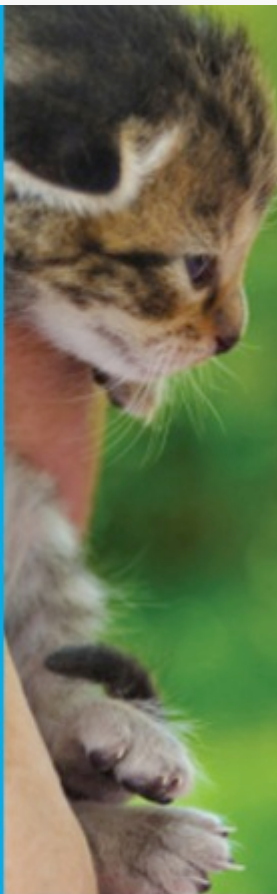
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 saving lives since 1927

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'New Comal' to Elmwood; Great China opens Monday



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every dog, every cat

BERKELEY HUMANE

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BUILDING FOR LIFE

every dog, every cat

935
dogs
adopted



NEWSLETTER

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RESPECT, PROTECT & CARE

Developing healthy relationships between pets and people

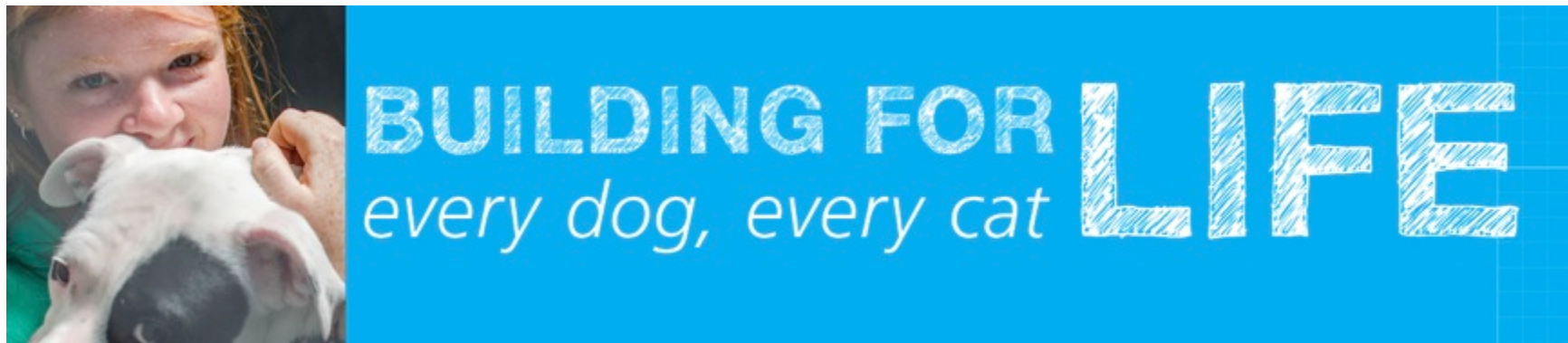
MISSION & VISION

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Berkeley Humane video

http://youtu.be/T5_p9S-nULY



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Next steps



Dec 15 – Jan 18

- Finalize campaign messaging and design
- Create key marketing materials
- Continue filming and video editing