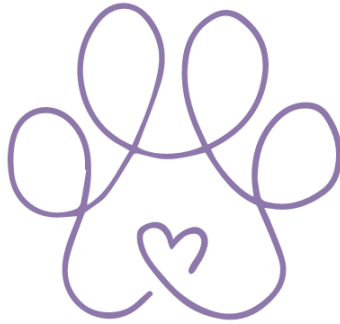


Pawsome Publicity

Finding furever homes, one paw at a time



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To Do List

Column 1	Task	Status	Elise	Stage	Due date	Notes
September	<ul style="list-style-type: none"> Reach out to shelters Meet with volunteer coordinators Create a plan with each shelter and establish goals Gain insights about current resources and data 	Completed	Elise Fasano	Connection/Com	9/27/2024	Notes
October	<ul style="list-style-type: none"> Get content from each shelter Start going to shelters and meeting the animals Figure out what each shelter wants Tell their story Create at least one piece of content for each shelter Have an event with Chandler Center for one shelter (create toys) One-two site visits, volunteer training 	In progress	Elise Fasano	Content	10/31/2024	Notes
November	<ul style="list-style-type: none"> Continue working on a timeline and creating content If they are holding events/fundraisers, help market these Reach out to the graphics studio if they need help with event flyers Two-three site visits Should have multiple pieces of content for each shelter 	Not started	Elise Fasano	Content	11/22/2024	Notes
December	<ul style="list-style-type: none"> Continue working with content Edit everything needed for them Keep track of how many animals have been looked at or adopted from each shelter Check in on the timeline and make sure everything is still lined up and working One site visit 	Not started	Elise Fasano	Content	12/20/2024	Notes
January	<ul style="list-style-type: none"> Create the next 6 month plan Have at least one new piece of content Take new data after holidays and promotions Get updates from the shelter about how we want to proceed 	Not started	Elise Fasano	Content	1/31/2024	Notes
February	<ul style="list-style-type: none"> Start collecting all products made into a slideshow/folder Two site visits Pick an event the shelter is doing to participate in Check in on the timeline 	Not started	Elise Fasano	Content	2/28/2024	Notes
March	<ul style="list-style-type: none"> One site visit Edit all content Create one new piece of content 	Not started	Elise Fasano	Content	3/21/2024	Notes
April	<ul style="list-style-type: none"> Wrap up content Collect end-of-project data on adopted dogs Have one last site visit with the shelter Give all content created and go over the plan Give a gift to the shelter for working with me 	Not started	Elise Fasano	Content	4/18/2024	Notes
Task					m/d/yyyy	Notes
Task					m/d/yyyy	Notes
Monthly	Keep communication with FMAS	In progress	Elise Fasano	Content	4/25/2025	Notes
Monthly	Create new content with FMAS and volunteer connection <ul style="list-style-type: none"> Camera (photo and video) Editing Software Content creation software Graphics studio Chandler center connection Data collection form 	In progress	Elise Fasano	Content	4/25/2025	Notes

Budget

- There is a small budget, but small enough I do not need to keep track
- I should not have to spend money on anything for my project because I have the necessary tools and am already paying for them myself as part of my personal budget

Equipment List

- Video and photo camera
- Phone
- Phone gimbal
- Car
- Computer
- Editing software
- Website software

Project Plan

Overview with main milestones, detail is in media plan. I used the app called Monday for this plan. It is an app and a website.

The screenshot shows a Monday.com project plan for 'Capstone Project'. It is organized into two main sections: 'First Semester' and 'Second Semester'. Each section contains a table of tasks with columns for Item, Person, Status, Timeline, and Label. The 'First Semester' section includes tasks like 'Get volunteer certified' (Stuck), 'Create first video' (Not started yet), and 'Update photos' (Working on it). The 'Second Semester' section includes tasks like 'Have event for volunteers' (Working on it), 'Create personality video' (Not started yet), and 'Get C level trained' (Not started yet). The interface includes a search bar, filter options, and a 'Help' button.

Item	Person	Status	Timeline	Label
Get volunteer certified	EF	Stuck	Nov 3	Volunteer
Create first video	EF	Not started yet	Dec 7	Content Creation
Update photos	EF	Working on it	Dec 7	Content Creation
+ Add item				

Item	Person	Status	Timeline	Label
Have event for volunteers	EF	Working on it	Jan 11, '25	Planning
Create personality video	EF	Not started yet	Jan 18, '25	Content Creation
Get C level trained	EF	Not started yet	Jan 7, '25	Volunteer
+ Add item				

Media Plan

I cannot have direct access to their social media due to issues they have encountered in the past. However, I have a general plan I want to follow.

Contact Log

- Amanda: *volunteer coordinator* - volunteer@manchesteranimalshelter.org
- Josh McCormack: *RD of ESA* – j.mccormack@snhu.edu
- Angie Ruppel: *Chandler Center Volunteer* – Angelina.ruppel@snhu.edu