

Get 'em Home Challenge Implementation

Sample Project Plan

Action Item	Approximate Time Required	Details
Before the Project		
Fill out application	15 minutes	Application requires information about your organization and your project lead. It asks questions that will assist us in determining if your organization is eligible to participate and requests information on your live releases.
After application is approved, fill out the second survey with information about your organization's pets	45 minutes	This survey requires information about your dogs and cats, their status and an inventory report as of 9/30/18. This report must be completed between 10/1/18 – 10/8/18 at 11:59 PST.
Team-building and strategy meeting*	45 minutes or more*	This could include meeting with volunteers, fosters and staff or a hand-picked team of creatives to introduce the project, brainstorm and plan your marketing strategy. <i>*Recommended, but not required</i>
During the Project		
Team-building and strategy meetings*	30 minutes or more monthly; 90 minutes or more total*	This could include meeting with volunteers, fosters and staff or a hand-picked team of creative people to introduce the project, brainstorm and plan your marketing strategy. <i>*Recommended, but not required</i>

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Implementation of plan	30 minutes or more per week; 6 hours or more total	This may include planning, implementing new programs, trying out new social media platforms, creating materials, carrying out adoption and foster special events, etc.
Creation and posting of marketing materials on social media	2 hours weekly or more; 24 hours or more total	This may include writing posts, taking photos, creating videos, etc. Since your community will be helping you create great content, your total time spent working on it may not actually increase. Hashtag posts with #GetEmHomeChallenge so we can follow your work!
Share wins with your team!*	5 minutes per week; 1 hour total*	In order to motivate your team, we recommend giving volunteers, fosters and staff a weekly (or even real-time) update on the long stay pets who have been adopted or have gone into foster care during the challenge. <i>*Recommended, but not required</i>
<h3>After the Project</h3>		
Data submission	1 hr 15 minutes	Final surveys must be submitted by January 31, 2019 by 11:59 PST to qualify for prizes. This will require a current report on the status of the dogs and cats that had a length of stay of over 30 days on 9/30/18. We also require an inventory report as of 12/31/18.
<h3>Approximate total time required for this project: 32 hours or more</h3>		