

MIAMI-DADE ANIMAL SERVICES

KITTEN CUDDLER CAMPAIGN

BY: EDDY A. MADERO



ENGAGING AND EMPOWERING THE COMMUNITY
TO PLAY AN ACTIVE ROLE IN LIFESAVING
EFFORTS.

OBJECTIVE

Bring awareness to Miami-Dade Animal Services' Kitten Cuddler program and increase its number of volunteers.

It is estimated that there is an upward of 400,000 “free-roaming” cats in Miami-Dade County. The free-roaming status means that they are not required to be confined and can move freely among multiple homes, communities and caretakers. Miami-Dade Animal Services has introduced multiple programs to assist in addressing the needs for stray cats and maintaining their population. One of those programs is the Kitten Cuddler Program.

The Kitten Cuddler Program provides training on bottle feeding and the general care of newborn kittens. Like any newborn, these kittens require 24-hour supervision and, due to limited staffing, there is a heavy reliance on volunteers to assist as temporary caretakers. Although orphaned newborn kittens are brought to Animal Services' Pet Adoption and Protection Center all-year round, there is a dramatic spike during the months of March through May. This is considered the mating season for the stray cat population. If there was no one available to take care of these kittens, the facility would have no other choice but to euthanize the kittens. Therefore, the challenge was to bring awareness to the Kitten Cuddler program and ensure that there were enough volunteers available to take care of newborn kittens during mating season.



RESULTS

89% 

**Social Media
Engagement**

27% 

**Kitten Cuddler
Volunteers**

We were able to successfully build strong awareness and genuine interest in the Kitten Cuddler Program. There were a multitude of comments inquiring to join the program as a volunteer.

Our efforts contributed in building a 27% larger network of volunteers for the program and allowed the organization to overcome the mating season spike without difficulties.



STRATEGY

Strategy: Develop and Execute a Social Media Marketing Campaign to bring awareness to the Kitten Cuddler Program and incentivize the audience to volunteer.

- Developed a content calendar that included a series of images to post periodically on the organization's social media channels.
- Showcased the program through a series of Instagram live streams that demonstrated the feeding procedure and provided a strong call-to-action.
- Facilitated the sign-up process by promptly responding to comments, direct messages, and other inquiries regarding the program.



SAMPLES



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adoptmiamipets This is Dandy #A1934456 (named by @kittenxlady), an 8 day old kitten brought in by a Good Samaritan. We were able to place him on foster with our Kitten Cuddler, Jasmine Jackson. If you'd like to become a Kitten Cuddler, please email asdfoster@miamidade.gov.

147w



magdalynhope i want dandy but i dont live in miami. 😞

147w Reply



Liked by vivi1127 and 1,628 others

FEBRUARY 12, 2018

Add a comment...

Post



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adoptmiamipets TAG a friend that would like to be a kitten cuddler! 🐾

• It's kitten season, which means more and more orphaned kittens have been arriving at our facility. We need kitten cuddlers now more than ever! If you're interested, please email asdfoster@miamidade.gov.

•

• #catsofinstagram #kitten #cats #catstagram #kittensofinstagram #kittenplaycommunity #kittens #kittenlove #kittenseason

142w



Liked by _lunarose_ and 1,016 others

MARCH 19, 2018

Add a comment...

Post



SAMPLES



voidedseeya Where can I find more info on what it takes to be a kitten cuddler?



147w 1 like Reply

— Hide replies



adoptmiamipets
@skepticalcatlady hi there! You can email asdfoster@miamidade.gov

147w 2 likes Reply



jackie_arguelles @kat_vossen let's be kitten cuddlers!



147w 2 likes Reply

— Hide replies



adoptmiamipets
@jackie_arguelles Do it! Send an email to asdfoster@miamidade.gov



147w Reply



karlavegamusic I wanna foster!!!! 🙌



147w 2 likes Reply

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@karlavegamusic Let's talk! Email us at asdfoster@miamidade.gov



147w 1 like Reply



karlavegamusic
@miamianimalserv email sent! 🙌



147w Reply



_paorodr @its_sehar side job for you



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its_sehar
@_paorodriguez omg yes yes!!! My dream job! Lmao



147w 1 like Reply



adoptmiamipets
@its_sehar Make your dream come true! Email asdfoster@miamidade.gov



147w 2 likes Reply



TESTIMONIALS

“ Through his efforts, more attention was brought to the program and we received an influx of volunteers willing to take care of newborn kittens. I am confident that Eddy will continue to strive and excel in his marketing career and endeavors! ”



Lia Rodriguez
Foster Coordinator,
Miami-Dade Animal Services



TESTIMONIALS



"Every day, Animal Services staff and volunteers work diligently to find life-long homes for these abandoned animals..." - **Miami-Dade County Official Press Release**



click the icon above to see full press release

