



Greater Huntsville

Humane Society

2022 Marketing Content

21
ads
MEDIA



Social Media Creative

Working hand-in-hand with the Marketing & Communication Director for the Greater Huntsville Humane Society, we've developed creative assets to post to the organization's social media channels since early 2019.

One of the perks of the job, we never tire of looking at their furry companions and lending our paws to help their followers feel like a vital part of their life-saving work.

In 2022, we partnered to create & curate

300+

digital & print assets

22,000+

**Facebook & Instagram
reactions**

802,000+

individuals on social media




MARCH
INTO MEMBERSHIP

OVER **800**
ANIMALS
WERE TAKEN
IN BY GHHS IN
2021



YOUR
PET PAL
MEMBERSHIP
GIVES THEM A
**SECOND
CHANCE.**



GHHS
PET PALS
ANIMAL ADVOCATES
GHHS.ORG/PETPALS



46 March 2022
ADOPTIONS



**CLOSED FOR
MEMORIAL DAY**

**Happy
BEST FRIENDS DAY!**



GHHS
PET PALS
ANIMAL ADVOCATES

Shop & Support  GHHS
with **Amazon**
prime day



prime day



 **NATIONAL
NONPROFIT DAY**

 **GHHS** AUG 26, 2022

**NATIONAL
DOG DAY
ADOPTION
SPECIAL**



**\$100
ADOPTIONS*
ALL DAY**

*PENDING APPLICATION APPROVAL!!

**5 GALLON
BUCKETS**



SUPPORTING
**KING'S
COMMUNITY
KITCHEN**

WE NEED 5 GALLON BUCKETS!

hello summer



 **GHHS**

Fundraising & Events

The total expenses for this no-kill animal shelter is just shy of one million dollars annually. That's a lot of money to raise to provide humane care and treatment for animals in need of food, shelter, and a helping hand as they wait to find their FURever homes.

We partner with their Development team to ensure their fundraising campaigns have maximum impact to benefit the animals in their care.

Total Dollars Raised **\$241,000+**

\$137,287

Dog Ball



ALL

PROCEEDS SUPPORT

ANIMAL RESCUE

Greater Huntsville
Humane Society

For more information about Dog Ball sponsorships, please contact:

Rochelle Sexton
rsexton@ghhs.org
(256) 289 - 1212

OR

Spencer Batcheller
spencer@ghhs.org
(515) 571-5300

 thedogball.org



\$24,032
Cat Sanctuary

\$21,225
GHHS Classic



\$16,516
Betty White Challenge



\$32,975
Jordan's Way Facebook Live



Website

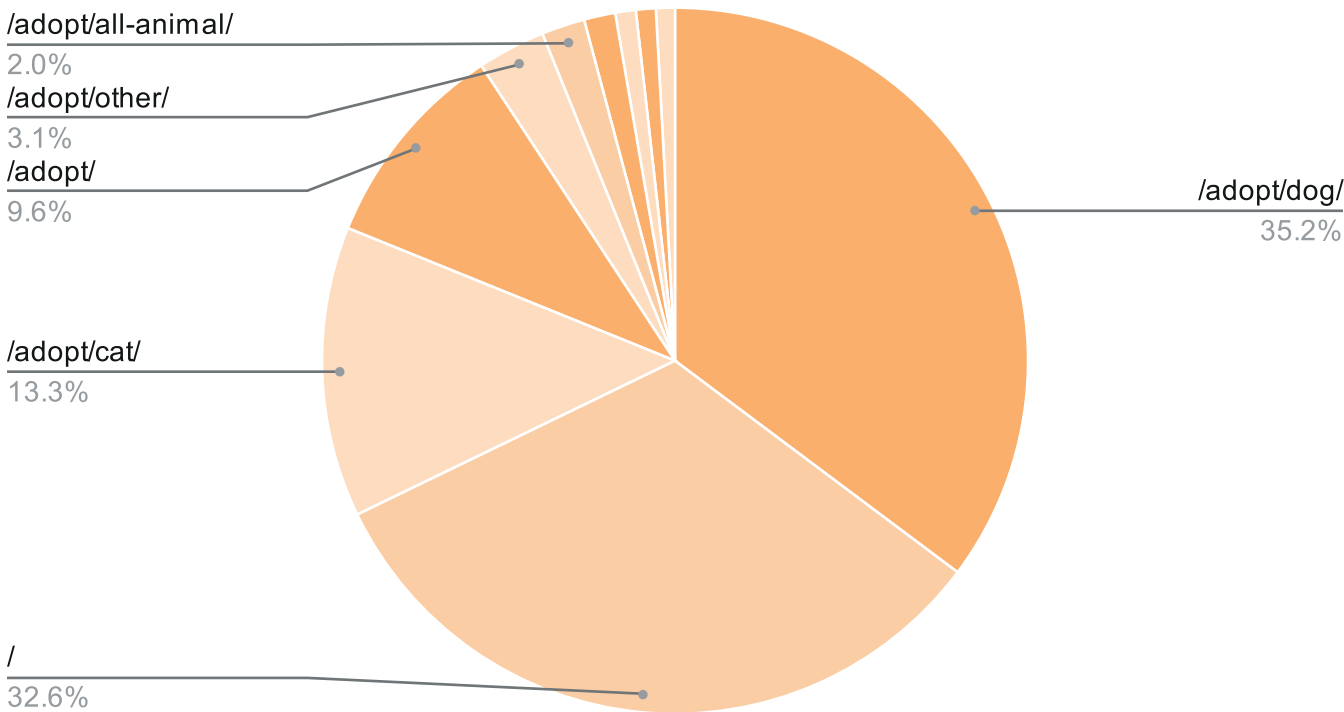
Creating a unique brand experience on the Greater Huntsville Humane Society’s website has been a wonderful, evolutionary experience. With monthly blog updates and over 572,000 page views in 2022, the GHHS website is the lifeblood of their mission.

Optimized for performance and speed, users of the Humane Society’s website need information about adoptions, complete online donations, and sign up for newsletter updates and volunteer opportunities.

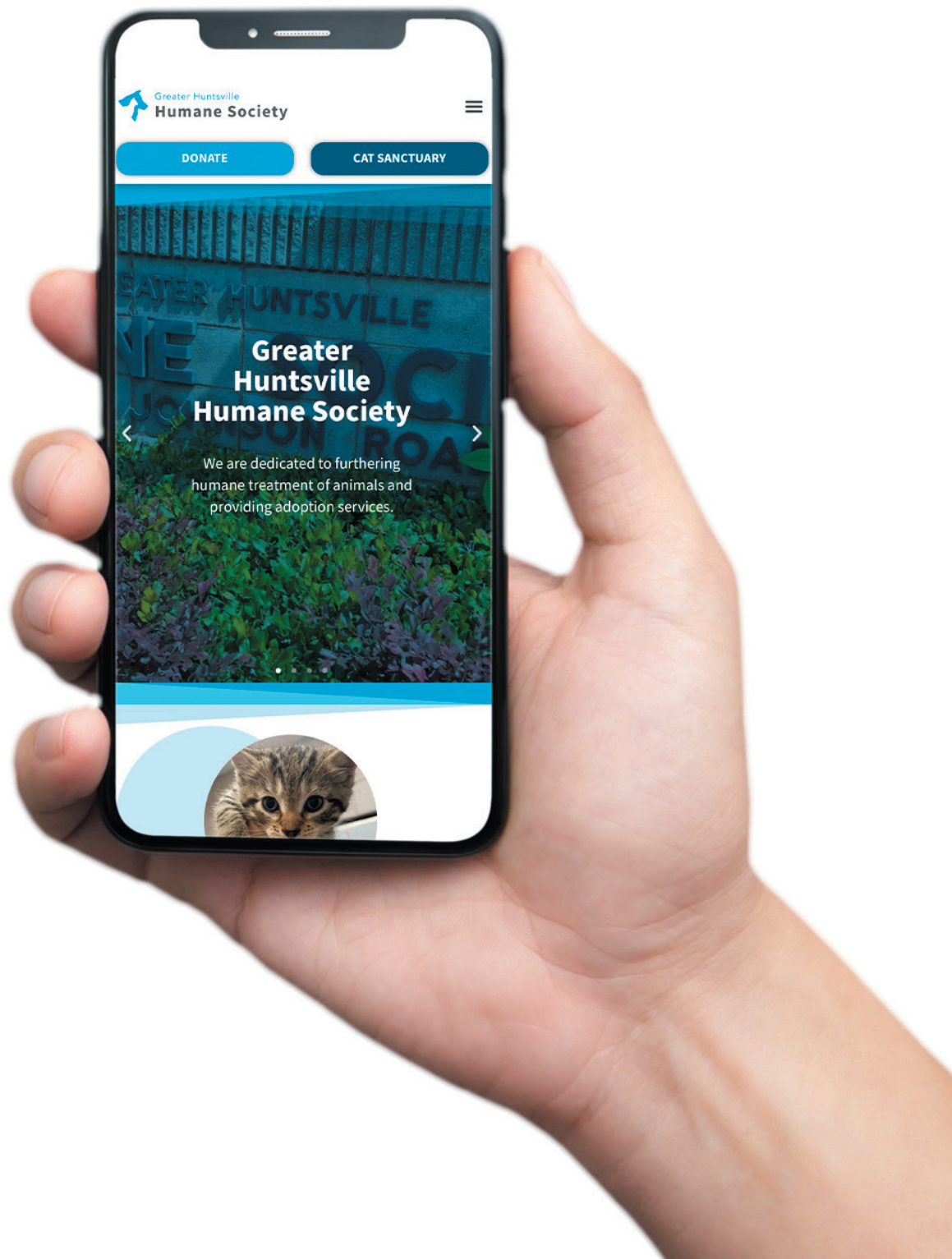
We have designed an online experience for users to feel integral to their mission, supplemented by the cuddliest pictures you’ll lay eyes on today.

On-Demand Analytics Reports

Pageviews



Mobile-Friendly Design



Custom App Development

The Greater Huntsville Humane Society main goal is to find FURever homes for the animals entrusted to their care. To track animal intakes, medical records, and adoption information, GHHS utilizes a third party database, which allows limited integration options for completing online adoption applications.

So, we set to work.

With our background in engineering, we were able to build a robust online adoption to connecting their database's API to the Wordpress API and display additional information for users to learn about their potential future family members.

215,629

Total Lines of Code

170+

GitHub Commits

800+

Adopted Animals



shelterluv_animals.php

shelterluv_animals.php > ...

```
688     public function create_animal_post($animal)
689     {
690
691         $new_animal = array(
692             'post_title' => $animal->Name,
693             'post_type' => 'animal',
694             'post_content' => $animal->Description,
695             'post_status' => 'publish',
696             'comment_status' => 'closed', // if you prefer
697             'ping_status' => 'closed', // if you prefer
698         );
699
700         // CREATE A NEW ANIMAL POST AND UPDATE THE META FIELDS
701         $new_post_id = wp_insert_post($new_animal);
702         if ($new_post_id) {
703
704             if (strcmp($animal->Type, 'Dog') === 0) {
705                 $blah = wp_set_object_terms(
706                     $new_post_id,
707                     array('0' => 'All Animal', '1' => 'Dog'),
708                     'adopt-animals'
709                 );
710             } else if (strcmp($animal->Type, 'Cat') === 0) {
711                 $blah = wp_set_object_terms(
712                     $new_post_id,
713                     array('0' => 'All Animal', '1' => 'Cat'),
714                     'adopt-animals'
715                 );
716             } else {
717                 $blah = wp_set_object_terms(
718                     $new_post_id,
719                     array('0' => 'All Animal', '1' => 'Other'),
720                     'adopt-animals'
721                 );
722             }
723
724             // insert post meta
725             $post_thumbnail = $this->upload_image($animal->Co
726
727             add_post_meta($new_post_id, 'animal_id', $animal->
728             add_post_meta($new_post_id, 'animal_name', $anima
729             add_post_meta($new_post_id, 'cover_photo', $anima
730             add_post_meta($new_post_id, 'color', $animal->Col
731             add_post_meta($new_post_id, 'breed', $animal->Bre
732             add_post_meta($new_post_id, 'animal_type', $anima
733             add_post_meta($new_post_id, 'status', $animal->St
734             add_post_meta($new_post_id, 'sex', $animal->Sex);
735
```

Greater Huntsville
Humane Society

Cats


MENU

ADOPT

CAT SANCTUARY

DONATE

Eli



Blue Black Male Dog

Breed: Mixed Breed (Medium)

Age: 2 years, 5 months

Size: Medium (20-59)

Eli's Biography

Hi! I'm Eli. If you're looking for a happy-go-lucky guy to add to your family I could be the one for you! I'm an active dog and would make a great walking partner or hiking buddy. I play well with dogs of similar size and energy level. I am currently working on my obedience training and I already have mastered, "Sit". I'd love to find an adopter to continue taking me on walks and play fetch with me! Please apply at ghhs.org

To begin your adoption process, please click the adopt button below. You will be redirected to Shelterluv to complete your adoption.

Adoption Fees vary based on pet.

ADOPT ELI

MORE PHOTOS

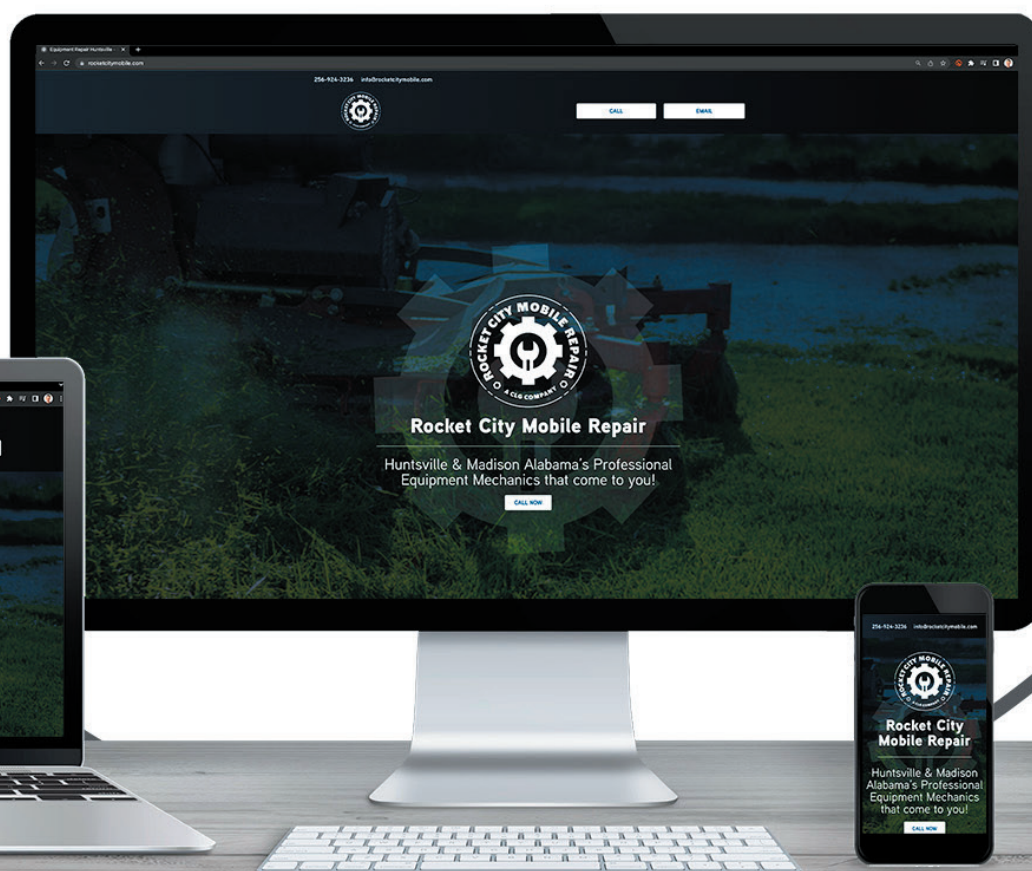
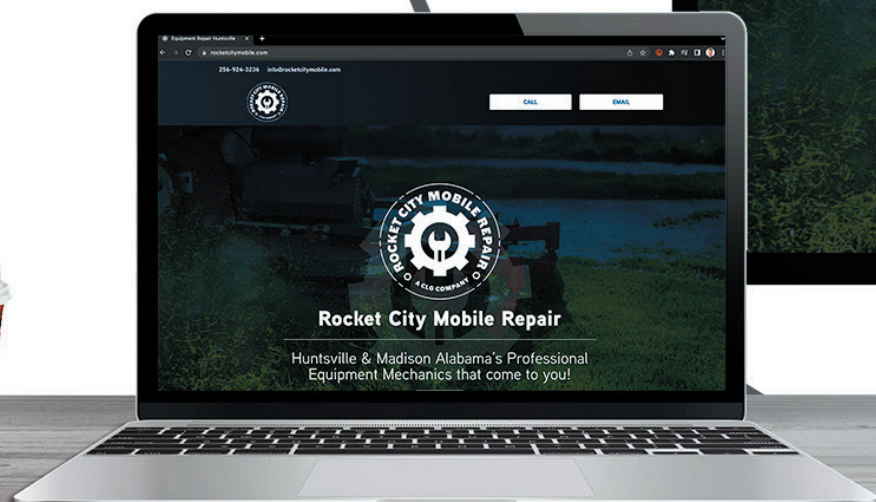
Ready to Start?

We've seen the high cost of purchasing marketing materials from larger agencies.

We're not here to hate on the way they do things, but we do understand few can afford those prices on a tightly run budget. We offer services priced at a reasonable rate. Not many start-ups are blessed with angel investors to compete with already established corporations or organizations.

We work within your budget constraints, giving you a leg to stand within the digital landscape.

21





**our services are made
to work for you.**

We are passionate about seeing your business thrive.

Let's talk. 256-270-0082

21 ads media
info@21adsmedia.com

