

A woman with long dark hair, wearing a plaid shirt, is smiling warmly at a golden retriever. The dog is sitting in a field of tall grass, looking back at her with its tongue out. The scene is bathed in soft, golden light, suggesting late afternoon or early morning.

# Project Dog Foster Campaign Recap

San Diego County April-May 2024

PROJECT  
**DOG FOSTER**

# The Deets.

The 'Client': The San Diego Animal Welfare Coalition

The Project: A pro bono ad campaign to educate and motivate San Diegans to consider fostering a dog

The Why: To ease extreme overcrowding in area animal shelters, to benefit shelter dogs, and to ultimately save lives

The Timing: April-May 2024

The Ask: CSBi rallying gratis media support from San Diego broadcast, digital, and out of home partners

The Agencies: A pro bono effort from CSBImpact and Simpler & Simpler

# Project Website & Performance

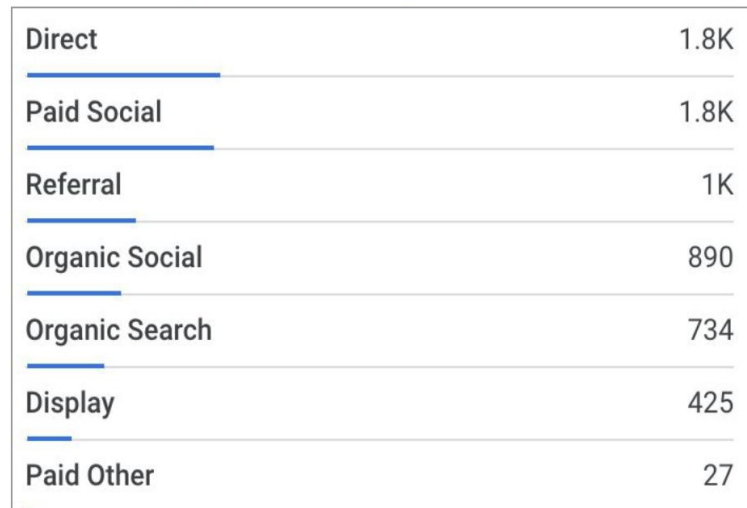
A Project Dog Foster website was created as a conduit to facilitate the consumer journey from awareness to action. It received over 5,400 visits.

## Project Dog Foster

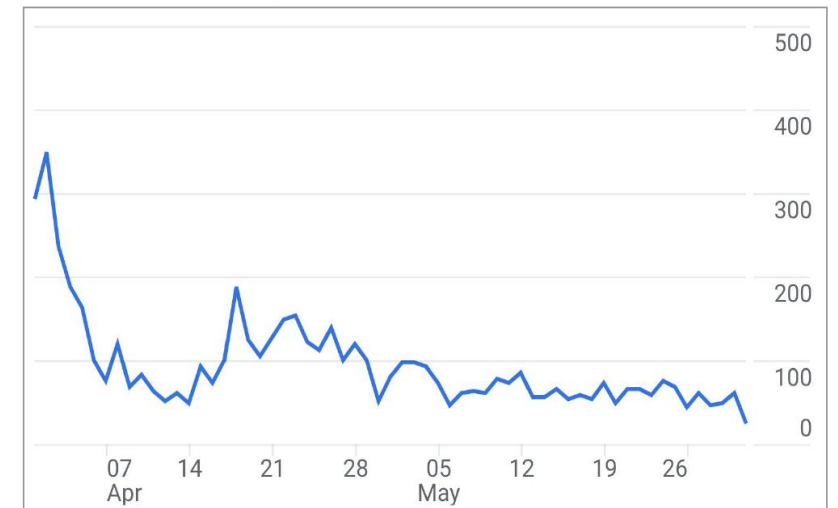
Website Performance Summary: April - May 2024



### Top Performing Channels

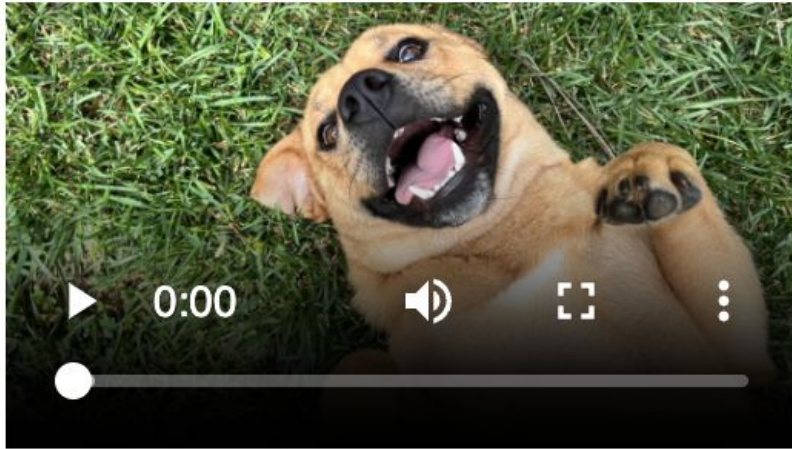


### Daily Users Over Period



# Project Dog Foster Broadcast

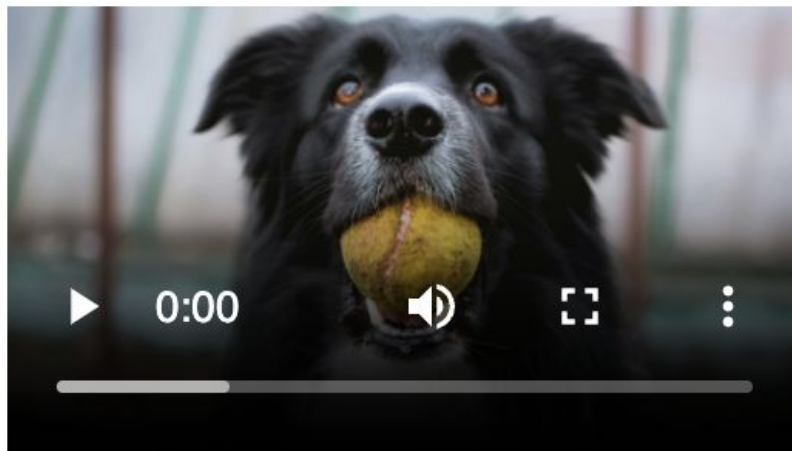
Our radio, television and cable partners stepped up in a big way in April:



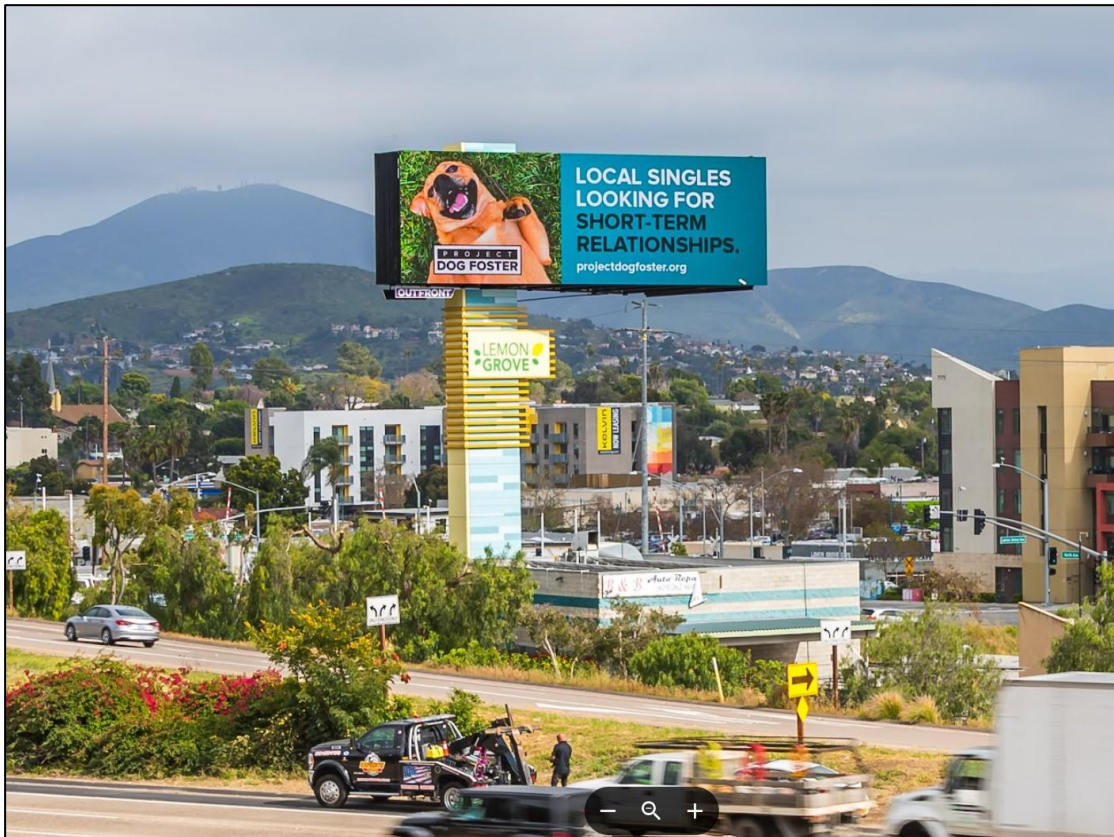
17 Radio Stations  
6 TV Stations  
Cox Media

2,700 free spots  
aired

Media Value:  
\$427,075



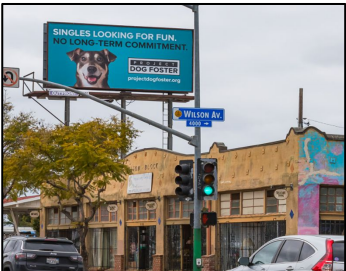
# Project Dog Foster Out of Home



Outfront Media generously supported the campaign in April with several eco-posters and a massive digital freeway bulletin.

Impressions:  
3,540,000

Media Value:  
\$62,771




# Digital Display Ads

HTML5 sequential display ads produced for broadcast partner station websites ran during the campaign as added pro bono visibility.


**AFRAID OF LONG-TERM  
COMMITMENT?  
HAVE WE GOT  
SOMEONE FOR YOU!**



**LOCAL SINGLES  
LOOKING FOR FUN.  
NO LONG-TERM  
COMMITMENT.**



**HAVE LOVE TO GIVE  
BUT HATE LONG-TERM  
COMMITMENT?  
YOU'RE PERFECT!**



**WE NEED  
FOSTERS!**

**PROJECT  
DOG FOSTER**

All sizes, all ages, all breeds.



[LEARN MORE](#)

**WE NEED  
FOSTERS!**

**PROJECT  
DOG FOSTER**



[LEARN MORE](#)

**WE NEED  
FOSTERS!**

**PROJECT  
DOG FOSTER**



[LEARN MORE](#)

# Social Media Performance Test.

To test program response from social media, CSBi underwrote ads for Facebook and Instagram, producing more than 3,000 engagements.



# Added-Value News Features

Launching the program triggered more than 100 news features across San Diego TV and Radio broadcast and digital channels.

LOCAL NEWS

## More than 1,000 dogs in need of foster care and loving homes in San Diego

There are a record number of animals up for adoption in San Diego. Several shelters and rescues are taking part in Project Dog Foster.



00:00 / 01:34




00:00 / 01:34

NBC San Diego 12.5K Followers

## New program aims to find San Diego foster homes for shelter dogs. Here's how you can help

Story by City News Service • 2mo • 3 min read



A dog in an animal shelter.  
© Provided by NBC San Diego

Animal shelters are in need and they're turning to San Diegans for help.

With pet shelters in San Diego County full to bursting with dogs of all sizes, local animal welfare organizations have started Project Dog Foster to help make fostering furry friends easier and more accessible. It was announced Monday.





02:11 / 03:34

NEWS > LOCAL NEWS


## New program aims to get dogs into foster homes to curb overcapacity at shelters

The initiative is called Project Dog Foster.



Watch Weeknights

11:10 56°



00:00 / 01:34



# LinkedIn Posts and Reposts

Agency team members created LinkedIn posts and reposts for the campaign, generating more than 10,000 views and 1,800+ engagements.

A screenshot of a LinkedIn post by Bob Cerasoli, Managing Partner at CSBimpact. The post text reads: "We're trying to make a difference in the lives of dogs in San Diego County. Join us in supporting our Project Dog Foster, a pro bono multimedia campaign launched by CSBimpact, Simpler & Simpler, the San Diego Humane Society, and the San Diego Animal Welfare Coalition. Did you know that there are currently over 1,100 dogs in our county waiting for their forever homes? Fostering is a great way to help these dogs and ease the pressure on local shelters. It requires no long-term commitment and immediately places dogs in a positive environment. Let's work together to find loving foster families for these dogs while they wait for their forever homes. Join the cause and make a positive impact on the lives of our furry friends." The post includes several hashtags: #ProjectDogFoster, #SanDiegoHumaneSociety, #AnimalWelfareCoalition, #FosterDogs, and #MakeADifference. A link is provided: <https://lnkd.in/gKgzSUEv>. Below the text is a promotional graphic with a black dog's face and the text: "LOCAL SINGLES LOOKING FOR FUN. NO LONG-TERM COMMITMENT. WE NEED FOSTERS! PROJECT DOG FOSTER projectdogfoster.org".

A screenshot of a LinkedIn post by Jeannie Fratoni, Executive Leader at University of San Diego. The post text reads: "San Diego friends, we need your help. Over 1,100 dogs in our county are waiting for their forever homes. Fostering requires no long-term commitment. We're talking a day, a week, a month—however long you can foster will make a positive ...see more". Below the text is a promotional graphic with two panels. The left panel features a black dog's face and the text: "HAVE LOVE TO GIVE BUT HATE LONG-TERM COMMITMENT? YOU'RE PERFECT!". The right panel features the same dog's face and the text: "WE NEED FOSTERS! PROJECT DOG FOSTER LEARN MORE". The post shows 7 comments and 1 repost.

A screenshot of a LinkedIn post by Jerry Donadio. The post text reads: "Fostering Saves Lives! We're trying to make a difference in the lives of dogs in San Diego County. We're into Month 2 of Project Dog Foster, a pro bono multimedia campaign launched by CSBimpact, Simpler & Simpler, the San Diego Humane Society, and the San Diego Animal Welfare Coalition. With the great support of our media partners, the goal of the campaign is to build awareness and interest in fostering a dog. Did you know that there are currently over 1,000 dogs in our county waiting for their forever homes? Fostering is a great way to help these dogs and ease the unprecedented pressure on local shelters. It requires no long-term commitment and immediately places dogs in a positive environment. Let's work together to find loving foster families for these dogs while they wait for their forever homes. Join the cause and make a positive impact on the lives of our furry friends." The post includes several hashtags: #ProjectDogFoster, #SanDiegoHumaneSociety, #AnimalWelfareCoalition, #FosterDogs, and #MakeADifference. A link is provided: <https://lnkd.in/gKgzSUEv>. Below the text is a photo of a woman wearing a "PROJECT DOG FOSTER" cap holding a white dog. The post shows 2 comments and 3 reposts.

# Results

**“We saw a direct impact with foster sign-ups and getting pets out of the shelter, thanks to the Project Dog Foster campaign.”**

- Brian Daugherty, Executive Vice President  
San Diego Humane Society

- More than \$500,000 in no-charge advertising from supportive media partners
- 100+ news features to further build awareness and interest in fostering
- Substantial new public awareness of fostering as a consideration.
- A resounding uptick in fostering activity for SDAWC coalition members



PROJECT  
**DOG FOSTER**

*Help solve a crisis in San Diego.*



**CSBimpact**  
MARKETING & MEDIA MANAGEMENT

**Simpler&Simpler.**

To learn more about Project Dog Foster, click [info@csbimpact.com](mailto:info@csbimpact.com)