

Strategic Plan

2023 - 2026



BEST FRIENDS TOGETHER

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Table of Contents

- Executive Summary
- Our People
- Vision, Mission, and Values
- Services
- SWOT Analysis
- Funding
- Marketing
- Goals
- Conclusion



Executive Summary

Best Friends Together is a 501(c)(3) volunteer-based animal welfare organization dedicated to keeping pets with their people by providing need-based financial assistance to help fund their care. We work to provide funding for vet care and supplies for already-owned animals. We also serve as a resource to pet parents by providing educational content on responsible pet ownership through our blog and YouTube channel. We believe nobody should have to choose between their best friends and money and we are working toward keeping best friends together.

Best Friends Together was founded in 2022 by a lifelong animal lover after realizing many people were having trouble affording their pets. Best Friends Together offers services to pet owners in Nevada and Alabama.

Our People

Board of Directors

Jessica Kirkpatrick, CPA

Founder & President

Michael Kirkpatrick

President

Cindy Hickerson

Treasurer & Secretary

Steve Kirkpatrick



Vision

A world where pets can always stay with their people.

Mission

Our mission is to keep best friends together by providing need-based financial assistance to help pet parents afford their pets. Because nobody should have to choose between their best friend and money.

Values

- **RESPECT:** We treat all living things with the respect and dignity that they deserve.
- **KINDNESS:** We do our work with kindness and without judgment.
- **COMPASSION:** We are dedicated to improving the lives and reducing the suffering of animals
- **TRUST:** We are dedicated to transparency and integrity in all we do.
- **EQUALITY:** We believe we all have the right to be treated equally.

Services

- **Pet Emergency Fund:** The purpose of the pet emergency fund is to provide need-based financial assistance to pet parents when their pet is diagnosed with a treatable illness or injury.
- **Basic Care Fund:** The purpose of the basic care fund is to provide financial assistance for pet spay/neuter surgeries, vaccinations, medications, and heartworm treatment/preventative for low-income pets.
- **Wellbeing Fund:** The purpose of the wellbeing fund is to fund non-emergency vet care meant to improve the quality of the pet's life.
- **Pet Supply Fund:** The purpose of the pet supply fund is to provide financial assistance for the purchase of a pet's food, medication, litter, or other supplies when a pet parent is in a temporary financial tough spot.



SWOT Analysis

Strengths

- There are few other organizations providing services strictly for already-owned pets.
- We do not have a lot of overhead costs because we are a virtual, volunteer-based organization.
- We are passionate about and dedicated to the mission.

Weaknesses

- Require a significant amount of funding dependent on donations and fundraising events.
- Our primary means of communicating with the general public is via social media which is limited by our reach.

Opportunities

- Build additional relationships with other animal advocacy groups.
- Develop relationships with local veterinarians.
- Recruit volunteers to spread out some of the workload.

Threats

- Failing to acquire the necessary funding will limit the number of pets we are able to help.
- The increasing cost of vet care.
- Risk of compassion fatigue among our potential supporters.



Funding

Best Friends Together plans to fund its operations through various sources.

- **Grants.** We will apply for grants from various local and nationwide organizations and businesses as they become available.
- **Website Donations.** We will solicit donations through our website from residents of the states we serve.
- **Fundraisers.** We plan to execute a number of virtual and in-person fundraisers. Some of these in-person events include setting up booths and selling various items at festivals, partnering with local businesses to put on sponsored events, bake sales, etc. Virtual fundraisers include selling merch, dog treats, and dog bandanas.
- **Donation Jars.** We plan to partner with various vet clinics to set up donation jars to collect donations from their clients. We will also have donation jars set up at our various fundraising events.
- **Social Media Campaigns.** We will solicit donations through ongoing social media campaigns. These are usually specific to the pet that we are currently working with on helping but also include day of the week, birthday, and holiday campaigns.
- **Repayment Plans:** We recognize that many pet parents may have the ability to pay for their pet's care over time just not all at once. In partnership with VetBilling, we offer pet repayment plans to those pet parents interested in repaying us for their pet's services.

Marketing

- **Social Media.** We will keep our social media accounts active by posting on Facebook, Instagram, and Tiktok.
- **Email.** We will send out a bi-monthly email newsletter to highlight our website content and our work.
- **News Releases.** We will send news releases regarding our work to various local newspapers, news stations, and radio stations.
- **Website.** We will educate the community on animal welfare issues by posting content on our website at least four times a month.
- **Youtube:** We plan to post educational videos for pet parents on Youtube.



Goals

- **Goal:** To increase partnerships.
 - **Target Audience:** businesses and vet clinics
 - **Strategy:** Inquire about potential partnership opportunities with local businesses and vet clinics and maintain regular contact with partners.
- **Performance Measure:** We would like to increase corporate partnerships by two each year and vet clinics by three each year.

- **Goal:** To increase funding
 - **Target Audience:** general public, foundations, businesses
 - **Strategy:** Seek out opportunities to make presentations regarding the organization and mission, set up donation jars at local vet clinics, seek out and cultivate relationships with donors who have the means to give large sums and stock donations, continue to put on events and in-person as well as virtual fundraisers, and apply for all grants for which we are eligible.
- **Performance Measure:** We would like to raise a total of \$30,000 over the next three years.



Goals

- **Goal:** To increase media coverage.
 - **Target Audience:** TV, newspaper, online communications, and the general public.
 - **Strategy:** Send out press releases, schedule media interviews, and develop relationships with media.
- **Performance Measure:** We would like to have at least 3 stories in the media each year.

- **Goal:** To increase the number of online supporters.
 - **Target Audience:** online communications
 - **Strategy:** Post educational blogs and videos at least four times a month, post on social media at least four times a week, and engage in Facebook community groups.
- **Performance Measure:** We would like to increase our supporters on all platforms by at least 15% each year.



Conclusion

Although we are a young organization, we believe that collectively we have the experience and passion to allow Best Friends Together to grow and flourish. While we are mindful of not overextending ourselves, we are looking forward to expanding in the future as resources allow.

For more information, please contact us at hello@bestfriendstogether.org.

