



COMMUNICATION AUDIT

Strengths, Opportunities for Improvement and Recommendations

Prepared for Canines With A Cause

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Mission, Vision, and Values Statements

Your organization's mission statement is "The mission of Canines With a Cause is to unite veterans and rescued dogs to emotional and psychological wounds." The mission statement is easy to comprehend, because it outlines how you all serve the community, and states that you all intend to serve veterans. It is easy to navigate to your philosophy and the explanation of your mission. It took one click and a little scrolling. The language of your mission is articulate and formal, and expressed throughout your social media and the rest of your website.

The mission statement is well written. I recommend you make a page that lists your values, which would instill in viewers' minds that the organization has a set of standards you all abide by. A section acknowledging diversity and inclusion is necessary, as it will encourage people of all backgrounds to volunteer, donate, etc. I strongly recommend adding a vision statement to give people a sense of what you envision the future of your organization will be like.

Website Evaluation

- **Overall Site**

The menus of Canines With a Cause are well organized. You have seven sections, listed from left to right. About us, News, Programs, Get Involved, Resources, Events, Contact. About Us has a drop down menu featuring Our Team, Board Members and In The Media. The Veterans section has a drop down menu of Veterans, prison Programs, and FAQs. The sections are easy to identify and the technology is currently working.

- **Writing & Visuals**

The tone of your writing is formal, matching the organization's mission and audience, which likely consists of younger to older adults. The images provided on each page are telling of what the organization does. Each image used next to body text or title provides a visual on what the text is describing. Every page is coherent and falls under what they do.

- **Individual Page Analysis**

The about us page clearly shows who your organization is by sharing who you all serve and how. This is shown through your mission statement, which is listed on the top of the page. Viewers will want to keep looking because the top of the page has several images of people who work with and are benefiting from the organization. You have colorful bubbles behind the text about your programs that make your page more appealing.

- **Donor Information**

There is a large donate button in red on the far right of the navigation bar. It is very easy to locate and appears when you first access the site. Your organization shares a statistic showing how many veterans lose their lives because of Post Traumatic Stress Disorder, Traumatic Brain Injuries or Military Sexual Trauma. Your goal is to “heal these emotional and psychological wounds” through connecting service dogs with veterans. This encourages donations and explains how it can help save lives. The donor content makes me more likely to donate, because my donation could potentially save a veteran's life, and dramatically improve their quality of life. The mission and philosophy section describes how the dog and veteran help each other, which makes the appeal to donate greater.

- **About Us**

The information in the about us section explains who you are, your mission, philosophy and how your process works. There are a fitting amount of visuals supplied that do not steal attention from the body text. I think a testimonial would be beneficial, because hearing the experience from a veteran’s voice will allow the donor to feel more confident about donating.

- **Financial Information**

I could not find any financial information on your website, therefore your organization is not transparent with your financial information. It is important to have transparency with people outside of the organization to prove your legitimacy. People want to know where their money is going, it will make them feel more secure in their donation.

- **Board of Directors**

The seven board members are listed with bios and a picture of their name. The bios explain to your audience the experience of the members and why they are a part of Canines With a Cause. It is important to show that you have active and engaged board members to show you all care about the cause.

- **Education**

Your organization included a general overview of all things that should be shared on a nonprofit website. You do list several contacts for further information. The site educates the audience through the about us page, and through the about our programs page. After a minute on the about us page, I learned the program has the potential to save people who have trauma and brain injuries.

- **Members/Volunteers**

There is a good amount of information for recruiting new volunteers. You provide a form to fill out directly on the website. Your foster testimonial is encouraging to potential members/volunteers. The bit of information about how studies show that helping others can improve well-being is thoughtful.

Recommendations

- My recommendations would be to provide veteran testimonials on the site. This has the potential to tug at the heartstrings of website viewers and give them more information on how they are making a positive impact on human and animal lives.
- I would rearrange your navigation bar, and put “news” on the far right and “contact” on the right of “about us.” This will slightly expedite the process of users reaching out to your organization.
- You all don't have a ton of news coverage and I wanted to find your contact information faster. Your organization should share financial information on the site to make donors more inclined to give you all money.

Social Media

Instagram Analysis

You all post a few times each month on Instagram. The content is mostly promotions of events, fundraisers, thanking donors and pictures of veterans with their service dogs. The tone of writing that you all put out is upbeat and encouraging. The content is engaging and promotes what your mission is. It seems the audience you are attempting to reach with your content are donors, the press, and volunteers. This is shown through you all posting about fundraising, pictures of clients, and event promotion. Your organization is communicating in a clear manner with your broad audience. The link tree in your bio is helpful in bundling all your important online information together.

Facebook Analysis

You all post a few times each month on Facebook. The content is mostly promotions of events, fundraisers, thanking donors and pictures of veterans with their service dogs. You reposted your appearances on the news and a newsletter as well. The posts are informative and the visuals are solid. It appears the audience you are attempting to reach with your content is similar to Instagram. That would be donors, the press, and volunteers. This is shown through you all posting about fundraising, pictures of clients, and event promotion. Your organization is communicating in a clear manner with this variety of audience. However, I think you should respond more often to comments on your posts. I noticed some people were not responded to, which can damage potential relations with donors/volunteers

Platform Comparison

The types of content are similar on Instagram and Facebook, except there are some re-posts of dog related articles on Facebook. The same audiences are being marketed towards, however, you are likely reaching an older demographic on Facebook. There is less engagement on Facebook as opposed to Instagram. The majority of posts have several hashtags to boost online visibility. Hashtags are implemented on both forms of social media, which is excellent for increasing engagement. It appears that Instagram receives more attention, and becoming more active on Facebook could support you all in reaching more people.

Recommendations

- I strongly recommend creating more reels on Instagram. You have a few, but much less content compared to your posts. The most recent reels have a few hundred views, and I would encourage you to continue creating content in that form. Because of the wildly popular platform TikTok, short videos have become an excellent way to boost engagement among audiences of all ages.
- Responding to people on Facebook, being a comment or just an emoji reaction may encourage people to share content more. Creating a TikTok account will help you engage with people, especially younger audiences.
- Additionally, I would recommend making an effort to post more than what appears to be once every one to two weeks. Consider who you could potentially collaborate with to boost each other's social media profiles.

Press Releases/Online Newsroom

- The About Us page features a section called In The Media, which is a clear display of where you have all appeared in the media. Next to About Us on the navigation bar is News. You have clear visuals and headlines displayed linking news articles related to your organization.
- There is plenty of information about who you are as an organization, therefore a reporter would likely use the information to write a story about Canines With a Cause.
- I would recommend combining the two for simplicity's sake. Since there is not much information or coverage on each page, merging the two would likely be more efficient.

News Coverage

Date	Title	Outlet	Role	Positive, Negative, Neutral	Why you assigned that evaluation
Nov 17, 2023	Canines With a Cause Unites Veterans And Rescue Dogs	Fox 13	Main Subject	Positive	It allowed you to explain what you do as an organization and how your board members benefit in their personal lives from the lessons they learn in working for Canines With a Cause.

Date	Title	Outlet	Role	Positive, Negative, Neutral	Why you assigned that evaluation
May 8, 2016	About Utah: Cathy has a cause	Deseret News	Main Subject, Founder	Positive	It allowed you to explain what you do as an organization and shared why you got started. It shared a story of someone who benefited from your cause.

These are positive examples of coverage that paint you all in a positive light as an organization looking to support people in need. If a reader knew nothing about the organization, they likely would have a deeper general idea of what the organization does. An effort needs to be made to get on the news more often so people are made aware of your organization.

- **Strengths**

Your organization has developed a visually appealing website that is highly informative, and maintains a consistent, articulate tone throughout each page. There are a decent amount of

visuals and information on the site, making the site engaging to interact with. Your mission statement and home page clearly define what Canines With A Cause's purpose is.

- Weaknesses

Your social media presence is clearly established, however, it needs to be more active. Posts should be created more often than once every one to three weeks. A TikTok account should be created to reach new audience members who do not use other social platforms. I highly recommend that you get yourselves interviews on news channels and/radio to let people know who you all are. You have a very noble cause that deserves as much attention as possible, so people in need of your services can receive them.

- Overall Recommendations

My recommendations would be to create a statement of your values to further support your credibility, as it gives you a chance to show people what your organization stands for. Also a vision statement, which can show people what you are planning to accomplish in the future. I would reorganize the navigation bar, positioning "contact" to the right of "about us" and "news" to the far right to speed up navigation. Since there isn't much press coverage of you all, I was hoping to locate your contact details more quickly. If you want donors to be more likely to give you their whole donation, your organization should include financial details on the website.

I highly recommend that you make additional Instagram reels. In comparison to your posts, you have a lot less material in your few. The reels you have made recently have received a few hundred views, so keep making stuff in that format. Thanks to the immensely popular TikTok platform, short films are now a great method to increase audience engagement across all age groups. Sharing material on Facebook might be prompted by reacting to others, leaving a remark, or just sending an emoji. You may interact with people more effectively by opening a TikTok account, especially with younger audiences. Furthermore, I would advise trying to publish more frequently than what seems to be once every one to two weeks. Think about who you may work with to promote each other's social media accounts.

These are great instances of publicity that enhance your reputation as a charity that helps those in need. A reader would probably have a better understanding of the organization's broad mission if they knew nothing about it. It is necessary to attempt to appear in the news more frequently in order to raise awareness of your company.