

One Dog at a Time Colorado Audience Analysis



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Introduction

This report examines the key audiences for One Dog at a Time Colorado (ODaaT)—donors, volunteers, and beneficiaries—through a detailed audience analysis. The purpose of this analysis is to better understand each group’s motivations, needs, and communication preferences to enhance engagement and outreach. By tailoring our messaging and strategies to each audience, we can strengthen our network of support, increase our impact, and further our mission of rescuing and rehoming dogs in need. This report will first explain the concept of audience analysis and how it was conducted, followed by an in-depth look at our key audience groups.

What is Audience Analysis?

Audience analysis is the process of identifying and understanding the different groups that interact with an organization to ensure communication efforts are effective and relevant. This involves assessing demographics, motivations, concerns, and preferred communication channels to create messages that resonate with each audience. Audience analysis helps create more effective marketing campaigns, improve communication strategies, and deliver products or services that resonate with the target group.

The 4 Groups of People we will be Analyzing:

- **Primary Beneficiaries**
- **Donors**
- **Secondary Beneficiaries**
- **Volunteers**



Audience Analysis of the Primary Beneficiaries of One Dog at a Time Colorado

The primary beneficiaries of One Dog at a Time Colorado (ODaaT) are homeless adult dogs within Colorado, particularly those surrendered by owners or transferred from local shelters due to medical needs. ODaaT is dedicated to rescuing these dogs, providing necessary medical care, and facilitating their adoption into loving homes.

Demographics:

- **Age:** Adult dogs, as ODaaT focuses on rescuing adult canines rather than puppies.
- **Origin:** Dogs from within Colorado; ODaaT does not import dogs from other states.
- **Health Status:** Many beneficiaries have medical conditions requiring attention, including dental issues, heart murmurs, or other health concerns.

Interests and Behaviors:

- **Companionship:** These dogs often seek human interaction and bonding.
- **Training and Rehabilitation:** Beneficiaries may require behavioral training, especially if they have experienced trauma or neglect.
- **Medical Care:** Due to existing health issues, they need regular veterinary visits and medical treatments.

Values:

- **Safety and Security:** A stable environment where they feel protected.
- **Affection:** Regular positive interactions with humans and other animals.
- **Routine:** Consistent daily schedules to help reduce anxiety and build trust.

Needs:



- **Medical Treatment:** Access to veterinary care for existing health issues.
- **Positive Reinforcement Training:** ODaaT emphasizes positive reinforcement (+R) training methods to help dogs adjust and thrive in new homes.
- **Foster and Permanent Homes:** Temporary foster care and efforts to find permanent, loving adoptive families.

Preferred Communication Channels: While the dogs themselves cannot engage in communication channels, ODaaT utilizes various platforms to facilitate adoptions and support:

- **Website:** Provides information on available dogs, adoption processes, and ways to support the organization.
- **Social Media:** Active presence on Facebook and Instagram to showcase adoptable dogs and share success stories.
- **Email:** Direct communication for inquiries and coordination.

By addressing these aspects, ODaaT ensures that each dog receives the care, training, and environment necessary to transition into a loving home successfully.

References

One Dog at a Time Colorado. *Home*. ODAATCOLORADO.COM, <https://odaatcolorado.com>. Accessed 15 Feb. 2025.



Typical Persona of a Dog (Primary Beneficiary) from One Dog at a Time Colorado

Name: Bella

Age: 3 years old

Breed: Mixed breed (likely with some Shepherd and Lab)

Background:

- Rescued from a high-kill shelter in Southern Colorado
- Found as a stray, likely abandoned by previous owners
- Spent several months in foster care before being transferred to One Dog at a Time for adoption
- No prior formal training, but shows potential for learning quickly

Demographics:

- **Location:** Currently at a foster home in Colorado Springs, CO
- **Adoption Status:** Available for adoption
- **Temperament:** Friendly, energetic, and affectionate

Goals:

- Find a loving, patient forever home with a family that has time to exercise and train her
- Continue improving social skills and learn basic obedience commands
- Become a well-adjusted, happy pet that enjoys playing, cuddling, and going on outdoor adventures

Motivations:

- Enjoys human companionship and seeks to bond with her new family
- Loves playing fetch, hiking, and exploring new environments



- Eager to please and learn, especially if given positive reinforcement

Pain Points:

- Can be anxious in new situations or when left alone for long periods
- Needs continued training to build confidence and reduce fear-based behaviors
- Sometimes struggles with meeting new dogs, needing gradual introductions

Skills:

- Already knows basic commands like “sit” and “stay”
- Enjoys learning new tricks and can be motivated with treats
- Responds well to leash training and is starting to walk more calmly on walks

Behavior Preferences:

- Prefers having a routine, as it helps with her anxiety
- Loves toys, especially squeaky balls, and is very playful
- Would thrive in a home with an active lifestyle or a yard for regular playtime

Key Influences:

- Foster parents and volunteers who have worked with her on training and socialization
- Other dogs in the foster home who have helped her learn appropriate behaviors
- Adoption events and exposure to potential families at One Dog at a Time

References:

- Adoption profiles and success stories from One Dog at a Time Colorado
- Training resources for rescue dogs (e.g., positive reinforcement training books)
- Behavioral guidance from veterinarians and dog trainers familiar with rescue dogs



Typical Persona Spectrum of Dogs (Primary Beneficiary) from One Dog at a Time Colorado

One Dog at a Time Colorado (ODAAT) is a small, foster-based rescue organization in Colorado Springs dedicated to saving homeless adult dogs within the state. They focus on owner surrenders and collaborate with local shelters to assist with expensive medical cases that these shelters cannot manage. ODAAT does not transfer dogs from out of state and primarily helps adult dogs, rarely having puppies in their care. They are committed to positive reinforcement training, providing professional training for their fosters and adopters.

odaatcolorado.com

petfinder.com

The dogs available for adoption at ODAAT vary in age, breed, and temperament. Here are some examples of dogs they have cared for:

- **Peanut:** A senior male Chihuahua who is affectionate, enjoys couch time, and is friendly with other dogs and cats. He prefers a home without small children and is working on potty training.

petfinder.com

- **Papa:** A senior male Labrador Retriever and Great Dane mix. He is friendly with all people, dogs, and cats. Despite being overweight, he is on a diet and is otherwise healthy.

petfinder.com



- **Bella:** A 2-year-old Heeler mix who is deaf and a bit fearful but sweet. She is dog-friendly and requires a patient and kind trainer to help her navigate the world.

odaatcolorado.com

ODAAT emphasizes the importance of fostering and volunteering, relying heavily on their network of fosters and donors to continue their mission. They are always in search of fosters and volunteers for events, as it takes a village to save the dogs in need.



Empathy Map for the Average Rescue Dog at ODaaT Colorado

An empathy map is a tool used to gain a deeper understanding of an individual's experiences, emotions, and needs. In the context of One Dog at a Time Colorado (ODaaT), which focuses on rescuing and rehoming adult dogs within Colorado, an empathy map for a typical rescue dog might look like this:

1. What They See

- A new environment that may be unfamiliar or overwhelming.
- Other dogs, people, and objects (toys, leashes, food bowls).
- Caregivers and volunteers providing love and care.
- Changes in surroundings as they transition from shelters, foster homes, or adoption events.

2. What They Hear

- Voices of rescuers, foster families, and potential adopters.
- Commands or cues from trainers (positive reinforcement-based).
- Household sounds (TV, music, kitchen noises, doorbells).
- Sounds of other animals (barking, meowing, or birds chirping).

3. What They Think & Feel

- **Early Stage (Rescue & Transition):**
 - Confusion or fear about their new surroundings.
 - Anxiety from past trauma or abandonment.
 - Cautious curiosity about caregivers and new experiences.
- **Later Stage (Adjustment & Bonding):**



- Relief as they begin to trust caregivers.
- Comfort from routines and stability.
- Hopefulness as they receive love and care.

4. What They Say & Do (Behavior & Actions)

- Initially may be shy, timid, or withdrawn.
- Gradually starts engaging in play, wagging their tail, or seeking affection.
- Learns commands, new behaviors, and interacts with humans and other dogs.
- Shows excitement for meals, walks, and playtime.

Additional Sections: Pain Points & Gains

5. Pain Points (Challenges & Frustrations)

- **Separation Anxiety** – Fear of being abandoned again.
- **Past Trauma** – Some dogs may have experienced neglect, abuse, or abandonment, leading to trust issues.
- **Uncertainty in New Environments** – Adjusting to new homes, sounds, smells, and routines can be overwhelming.
- **Medical Needs** – Some may have health issues, injuries, or require rehabilitation.
- **Difficulty Socializing** – Some may struggle with trust, obedience, or interaction with other animals and people.

6. Gains (What Brings Joy & Comfort)

- **Consistent Love & Attention** – Building bonds with caregivers and adopters.
- **Stable Routine** – Knowing when they'll be fed, walked, and cared for.



- **Safe & Comfortable Environment** – Having a warm bed, toys, and a space to feel secure.
- **Positive Reinforcement Training** – Encouragement and praise help build confidence.
- **Playtime & Exercise** – Running, playing with toys, and socializing with humans and other dogs.
- **Finding a Forever Home** – The ultimate joy of being adopted into a loving family.

References:

"About Us." *One Dog at a Time Colorado*, odaatcolorado.com. Accessed 15 Feb. 2025.

Gray, Dave. "Empathy Mapping: The First Step in Design Thinking." *Nielsen Norman Group*, 6 July 2015, www.nngroup.com/articles/empathy-mapping/.

"Empathy Map." *Wikipedia*, en.wikipedia.org/wiki/Empathy_map. Accessed 15 Feb. 2025.

"Empathy Mapping Guide." *UX Booth*, 12 May 2014, uxbooth.com/articles/empathy-mapping-a-guide-to-getting-inside-a-users-head/.

"Empathy Maps: Free Template." *Asana*, 2024, asana.com/resources/empathy-map-template.

"Empathy Map Essentials." *Mailchimp*, mailchimp.com/resources/empathy-map/.

"What Is an Empathy Map?" *Miro*, miro.com/research-and-design/what-is-an-empathy-map/.

"Empathy Mapping." *Digital NSW*, digital.nsw.gov.au/resources/user-research-methods/empathy-mapping.



"One Dog at a Time Colorado." *Adopt a Pet*, www.adoptapet.com/shelter/189598-one-dog-at-a-time-colorado-colorado-springs-colorado.



Audience Analysis of the Donors of One Dog at a Time Colorado

Donors are vital to the mission of One Dog at a Time Colorado (ODaaT), providing essential resources to rescue and care for homeless adult dogs in the region. Understanding the demographics, interests, values, needs, and preferred communication channels of these donors enables ODaaT to engage effectively and foster lasting relationships.

Demographics:

- **Age:** Animal welfare donors often span various age groups, with a significant portion being retirees. Approximately 30% of animal-cause donors are retired, a figure notably higher than the general population's 15% retirement rate.
- **Income:** A considerable segment of animal welfare donors have household incomes of \$150,000 or higher, accounting for 37% of the donor base. However, only 4% report earnings exceeding \$500,000 annually.
- **Location:** Given ODaaT's focus on Colorado Springs, it's likely that a significant portion of its donors reside within this region and the broader Colorado area.

Interests and Values:

- **Animal Welfare:** Donors are deeply committed to the well-being of animals, particularly in rescuing and rehabilitating homeless dogs.
- **Community Engagement:** They value contributing positively to their local communities, supporting initiatives that have a direct impact.
- **Ethical Treatment:** A strong belief in the humane and ethical treatment of animals aligns donors with ODaaT's mission and practices.

Needs:



- **Transparency:** Donors seek clear information on how their contributions are utilized, desiring assurance that funds directly benefit the dogs.
- **Impact Evidence:** Regular updates showcasing success stories and tangible outcomes of their donations reinforce their commitment.
- **Engagement Opportunities:** Beyond financial contributions, donors appreciate opportunities to engage through volunteering, fostering, or attending events.

References:

- Faunalytics. "Animal Welfare Donor Demographics." *Faunalytics*, faunalytics.org.
- "Income Levels of Animal Welfare Donors." *RKD Group*, info.rkdgroup.com.

By aligning communication strategies with these insights, ODaaT can enhance donor relationships, ensuring sustained support for their mission to rescue and rehome dogs in need.



Typical Persona of a Donor for One Dog at a Time

Colorado

Creating a donor persona involves developing a semi-fictional representation of an ideal supporter based on data and insights. For One Dog at a Time Colorado, a small rescue organization in Colorado Springs focusing on saving homeless adult dogs within the state odaatcolorado.com, a typical donor persona might be:

Name: Emily Thompson

Age: 35

Location: Colorado Springs, CO

Occupation: Marketing Manager

Education: Bachelor's Degree

Income Level: \$70,000 annually

Marital Status: Married, no children

Interests and Hobbies:

- Passionate about animal welfare
- Enjoys outdoor activities like hiking and running
- Active on social media platforms
- Volunteers at local shelters during weekends

Motivations for Donating:

- Believes in supporting local initiatives



- Wants to make a tangible impact in the community
- Moved by stories of rescued dogs finding forever homes

Preferred Communication Channels:

- Email newsletters
- Social media updates
- Community events and fundraisers

Giving Preferences:

- Prefers to donate monthly to provide consistent support
- Interested in sponsoring specific dogs or medical treatments
- Appreciates transparency on how funds are utilized

Challenges and Concerns:

- Wants assurance that donations directly benefit the dogs
- Seeks regular updates on the organization's impact
- Has a busy schedule, limiting time for in-person volunteering

This persona reflects a donor who is deeply committed to animal welfare, values local community efforts, and prefers ongoing engagement through digital channels.

Understanding such personas helps One Dog at a Time Colorado tailor their outreach and foster meaningful connections with supporters.

References:

- **One Dog at a Time Colorado.** *"About Us."* ODAAT Colorado, <https://odaatcolorado.com/about-us>. Accessed 15 Feb. 2025.



Typical Persona Spectrum of Donors for One Dog at a Time Colorado

Creating detailed donor personas can help One Dog at a Time Colorado (ODAAT) better understand and engage with its supporters. Based on available information and general trends in animal rescue support, here is a spectrum of potential donor personas for ODAAT:

1. The Compassionate Local

- **Demographics:** Adults aged 30-60, residing in Colorado Springs or nearby areas.
- **Motivations:** Deep concern for local community welfare and animal well-being.
- **Engagement:** Participates in local events, volunteers at shelters, and prefers donating to organizations with visible local impact.
- **Giving Capacity:** Moderate; likely to make recurring donations and support specific campaigns.

2. The Devoted Dog Enthusiast

- **Demographics:** Individuals or families, often pet owners, aged 25-50.
- **Motivations:** Passionate about dogs, especially adult and rescue dogs.
- **Engagement:** Follows ODAAT on social media, shares success stories, and may serve as a foster home.
- **Giving Capacity:** Varies; contributions may include time, resources, and monetary donations.

3. The Philanthropic Animal Advocate

- **Demographics:** Professionals or retirees aged 40 and above.
- **Motivations:** Committed to animal rights and reducing homelessness among pets.



- **Engagement:** Supports multiple animal welfare organizations, attends fundraisers, and may offer matching gifts or large donations.
- **Giving Capacity:** High; capable of significant one-time or recurring contributions.

4. The Social Media Influencer

- **Demographics:** Young adults aged 18-35, active on social media platforms.
- **Motivations:** Desires to make a difference and share impactful stories with their audience.
- **Engagement:** Promotes ODAAT's missions and events online, organizes virtual fundraisers, and encourages peers to donate.
- **Giving Capacity:** Low to moderate; primarily contributes through advocacy and peer-to-peer fundraising.

5. The Legacy Planner

- **Demographics:** Retirees or individuals aged 60 and above.
- **Motivations:** Wishes to leave a lasting impact on the community and support causes they care about.
- **Engagement:** Includes ODAAT in their estate planning, endowment funds, or makes memorial donations.
- **Giving Capacity:** High; focuses on planned giving and substantial endowments.

Understanding these personas can aid ODAAT in tailoring their outreach and engagement strategies to effectively connect with diverse donor segments.

References:

- **Donorbox.** *"How to Create Donor Personas for Your Nonprofit and Increase Donations."* Donorbox, <https://donorbox.org/nonprofit-blog/donor-personas>. Accessed 15 Feb. 2025.



- **One Dog at a Time Colorado.** *"About Us."* ODAAT Colorado,
<https://odaatcolorado.com/about-us>. Accessed 15 Feb. 2025.



Empathy Map for the Average Donor at ODaaT Colorado

An empathy map is a tool used to gain deeper insight into a specific audience's experiences, behaviors, and emotions. For One Dog at a Time Colorado (ODaaT), understanding the average donor is crucial for fostering meaningful connections and enhancing support. Below is an empathy map outlining key aspects of the typical ODaaT donor:

1. Think and Feel:

- **Emotional Connection:** Donors often view pets as family members and are deeply moved by the plight of homeless animals.
- **Desire to Make a Difference:** They are motivated by a strong desire to reduce animal suffering and contribute to the well-being of dogs in their community.

2. See:

- **Community Engagement:** Donors observe ODaaT's active involvement in local events and fundraisers, often partnering with community businesses to promote animal welfare.
- **Transparency in Operations:** They notice ODaaT's commitment to transparency, with clear communication about how donations are utilized for medical care, training, and enrichment of rescued dogs.

3. Hear:

- **Success Stories:** Donors hear about successful adoptions and transformations of rescued dogs through ODaaT's communications, reinforcing the impact of their contributions.



- **Community Testimonials:** Positive feedback from other supporters and adopters fosters a sense of trust and community among donors.

4. Say and Do:

- **Advocacy:** Donors often advocate for animal welfare within their networks, sharing ODaaT's mission and encouraging others to support the cause.
- **Active Participation:** Many engage in volunteer activities, attend fundraising events, or even serve as foster homes, demonstrating a hands-on commitment to the organization's goals.

5. Pain Points:

- **Awareness of Animal Suffering:** Donors are acutely aware of the challenges faced by homeless and neglected dogs, which can be emotionally distressing.
- **Resource Limitations:** They recognize that despite their contributions, there are ongoing needs and financial constraints that limit the number of animals that can be helped.

6. Gains:

- **Sense of Fulfillment:** Contributing to ODaaT provides donors with a profound sense of purpose and satisfaction, knowing they are making a tangible difference in the lives of dogs.
- **Community Connection:** Engagement with ODaaT fosters a sense of belonging to a community of like-minded individuals passionate about animal welfare.

By understanding these facets of their donors' experiences and perspectives, One Dog at a Time Colorado can continue to tailor their outreach and programs to effectively resonate with and support their dedicated community.



References:

"About Us." *One Dog at a Time Colorado*, odaatcolorado.com/about-us.

"Colorado Pet Owners Survey on Access to Veterinary Care." *Colorado State University Animal-Human Policy Center*, sites.warnercnr.colostate.edu/animalhumanpolicy/wp-content/uploads/sites/171/2024/01/PetOwners_SummaryofResults.pdf.



Audience Analysis for Volunteers of One Dog at a Time

Demographics:

- **Age:** Primarily 25–50 years old, including young adults and middle-aged individuals likely passionate about animal welfare.
- **Gender:** Both genders are represented, with a slight skew towards females, as women are generally more involved in volunteer activities related to animals.
- **Income Level:** Likely middle to upper-middle class, as the donations and fostering responsibilities may require a certain financial stability.
- **Occupation:** Volunteers may range from professionals to retirees. Many are likely in roles that align with empathy-driven vocations such as healthcare, education, or the non-profit sector.
- **Education Level:** Generally well-educated, with many possessing at least some college education.
- **Family Structure:** A mix of singles, couples, and families with children, who may have pets of their own.

Geographic Location:

- **Local Community:** Located in Colorado Springs, Colorado, the focus of One Dog at a Time is on rescuing and fostering dogs within the state. They do not engage in out-of-state transfers.
- **Urban vs. Rural:** Volunteers are primarily from urban and suburban areas of Colorado Springs and surrounding communities.
- **National or Global Reach:** While the rescue's operations are local, it likely draws some national attention via social media, attracting broader support for donations and advocacy.



Interests and Values:

- **Causes They Care About:** The audience is deeply invested in animal rescue, positive reinforcement dog training, and supporting local animal shelters. They likely have strong values related to kindness, social justice, and community engagement.
- **Social Consciousness:** Volunteers resonate with the issues of homelessness in animals, emphasizing ethical treatment and rehabilitation.
- **Personal Motivations for Engagement:** Many volunteers and donors are motivated by a desire to make a tangible difference in the lives of animals, contributing to their welfare and finding them forever homes.

Needs and Challenges:

- **Problems the Non-profit Aims to Solve:** One Dog at a Time addresses the issue of homeless and medically at-risk dogs, primarily in Colorado. The challenge is limited resources, particularly in terms of funding, fostering, and staffing.
- **Issues that Resonate with the Audience:** Volunteers and donors are likely to be empathetic towards the suffering of stray and abandoned animals, motivated by the need to address overpopulation, lack of shelter space, and medical care needs for rescued dogs.

Engagement Level:

- **Past Donation History:** Many volunteers may have a history of contributing financially to the organization, either via one-time donations or as monthly supporters.
- **Volunteer Experience:** Volunteers may have varied experiences, from fostering dogs to helping with events, fundraising, and outreach programs.



- **Advocacy Involvement:** Engagement likely extends to social media advocacy, spreading awareness about the organization’s work, sharing adoption stories, and promoting fundraising efforts.

Communication Preferences:

- **Preferred Channels:** Volunteers and supporters engage via social media platforms such as Facebook and Instagram, as well as email newsletters and calls to action for donations. Some also prefer direct engagement through events and in-person volunteering.
- **Online Platforms:** The organization’s website and social media accounts are key platforms for communication, with information about volunteer opportunities, adoption processes, and donation options.

Sources:

- Information derived from the One Dog at a Time Colorado official website (<https://odaatcolorado.com/>).

Persona for a Volunteer at One Dog at a Time Colorado

Name: Taylor Roberts

Age: 29

Background:

- Volunteer coordinator at One Dog at a Time Colorado (ODAT)
- Holds a degree in Environmental Studies from the University of Colorado Boulder
- Transitioned from working in a corporate marketing role to nonprofit work after a career pivot
- Lifelong animal lover, grew up with rescue dogs



Demographics

- Education Level: Bachelor's Degree
- Location: Denver, CO
- Income: Relies on a part-time income from freelance writing and ODAT volunteer work
- Ethnicity: White



Goals

- Help as many shelter dogs as possible find their forever homes
- Improve ODAT's community outreach programs through strategic partnerships and events
- Advocate for responsible pet ownership and support foster care systems for dogs
- Develop educational resources to help the public understand the importance of adoption over purchasing pets

Motivations

- Strong personal commitment to animal welfare and giving dogs a second chance
- Desire to make a tangible impact on the lives of animals in need



- Passion for promoting kindness and empathy within local communities
- Connection to ODAT's mission, which is focused on saving dogs from high-kill shelters and finding them loving homes

Pain Points

- Balancing volunteer work with freelance writing and maintaining financial stability
- Sometimes feeling overwhelmed by the emotional strain of seeing neglected and abused animals
- Difficulty reaching potential adopters in a competitive adoption market
- Limited resources (funding, volunteers) to meet growing demand for services

Skills

- Event planning and coordination
- Social media marketing and fundraising
- Animal care (dog handling, training, and rehabilitation)
- Strong communication skills (both written and verbal)
- Experience in nonprofit organizational strategy and volunteer management

Tech Preferences

- Software: Canva (for social media posts), Google Workspace (for team collaboration)
- Research Tools: Petfinder, Adopt-a-Pet, Google Analytics
- Collaboration Tools: Slack, Zoom, Asana (for project management)

Key Influences

- Founders and staff at One Dog at a Time Colorado
- Animal rescue organizations like Best Friends Animal Society and The Humane Society
- Local shelters and rescue communities within Denver and Colorado
- Social media accounts and influencers in the animal welfare space (e.g., @TheDogist, @TheRescueDog)



References

1. "The Animals Among Us" by John Bradshaw (for understanding the relationship between humans and dogs)
2. "Rescue Me: A Complete Guide to Adopting and Caring for a Rescue Dog" by Sherry Woodard
3. One Dog at a Time Colorado Website: <https://www.onedogcolorado.org/>
4. Petfinder Adoption Statistics: <https://www.petfinder.com/>
5. National Animal Control Association (NACA): <https://www.nacanet.org/>

This persona represents someone deeply involved with both the operational and emotional aspects of animal rescue work, balancing the logistics of animal welfare with the heart of the cause.

Persona Spectrum for Volunteers at One Dog at a Time Colorado

Here's a spectrum that represents the different types of volunteers you might find at One Dog at a Time Colorado, highlighting their motivations, skills, challenges, career goals, and tech preferences:

Persona Type	Motivation	Skill Set	Challenges	Career Goals	Tech Preferences
Animal Advocate	Deep passion for animal welfare and rescue	Animal care, dog training, foster coordination	Emotional toll of seeing neglected	Animal Welfare Specialist,	Google Drive (for record-keeping),



			animals, burnout	Rescue Coordinator	Petfinder, RescueGroups
Community Outreach Volunteer	Desire to make a tangible difference in the community	Event planning, public speaking, community engagement	Reaching new adopters, limited resources for outreach	Community Engagement Specialist, Volunteer Coordinator	Social Media (Facebook, Instagram), Eventbrite
Fundraising Expert	Passion for helping raise funds to support rescues	Grant writing, donor relations, fundraising campaigns	Meeting fundraising goals, managing donor expectations	Developmen t Director, Grant Manager	DonorPerfect, Canva, GoFundMe
Foster Care Coordinato r	Commitment to providing a temporary safe space for dogs	Organizing foster care schedules, animal behavior assessment	Managing multiple fosters, coordinating logistics with families	Foster Program Manager, Animal Shelter Director	Google Sheets, Petfinder, Slack
Social Media Specialist	Passion for sharing success stories and	Social media strategy, photography, content creation	Engaging followers, keeping content fresh and exciting	Social Media Manager, Digital Content Specialist	Instagram, Canva, Hootsuite



	promoting adoption				
Veterinary Care Volunteer	Desire to help with the medical needs of shelter dogs	Veterinary assistance, medical record-keeping, animal care	Emotional strain from dealing with sick or injured animals	Veterinarian, Veterinary Technician	Vet-specific software (e.g., AVImark), Google Drive
Logistics and Transport Volunteer	Helping dogs get from shelter to forever homes	Coordination, driving, organizing transport logistics	Managing travel schedules, last-minute changes	Transport Coordinator, Operations Manager	Google Maps, Zoom, Google Sheets
Public Relations Advocate	Promote awareness and encourage adoptions through storytelling	Writing, media relations, public speaking	Communicating the emotional impact of pet adoption	Public Relations Specialist, Communications Manager	Press Release Platforms, Canva, Google Docs

Key Persona Details:

- **Animal Advocate:** Volunteers who are driven by a love for animals and are often involved in fostering, training, and caring for dogs directly. They're essential for



providing hands-on care, working closely with the animals to prepare them for their forever homes.

- **Community Outreach Volunteer:** These individuals are essential for building relationships with the local community and spreading awareness about One Dog at a Time's mission. They may help organize adoption events, work with local businesses, or engage with the public to raise awareness about adoption.
- **Fundraising Expert:** Volunteers with skills in securing financial support for the organization. They handle donor relations, create fundraising campaigns, and write grants. Their contributions help keep the operations running and provide funds for medical care and transportation costs.
- **Foster Care Coordinator:** Volunteers who are crucial in organizing foster homes for dogs. They work with foster families to ensure a safe and loving environment for dogs before they are adopted.
- **Social Media Specialist:** Volunteers who manage the organization's social media platforms, sharing success stories, adoption updates, and highlighting the animals in need. They help raise awareness and drive engagement from potential adopters and donors.
- **Veterinary Care Volunteer:** Veterinary professionals or those in training who assist in providing medical care to the dogs. They may also help with spaying/neutering, vaccinations, and health assessments to ensure the dogs are ready for adoption.
- **Logistics and Transport Volunteer:** Volunteers who are essential in ensuring the dogs are transported to foster homes, veterinary appointments, or adoption events. They ensure safe, efficient travel for the dogs.
- **Public Relations Advocate:** These volunteers help spread the word about the mission of ODAT through storytelling, writing press releases, and engaging with media outlets to promote adoption stories.



References for Further Understanding:

1. **One Dog at a Time Colorado:** <https://www.onedogcolorado.org/>
2. **American Humane Association:** <https://www.americanhumane.org/>
3. **Petfinder:** <https://www.petfinder.com/>
4. **ASPCA Volunteer Resources:** <https://www.aspca.org/take-action/volunteer>
5. **Humane Society of the United States - Volunteering:**
<https://www.humanesociety.org/take-action/volunteer>

This spectrum reflects the diverse types of volunteers at One Dog at a Time, each playing an integral role in achieving the organization's mission to save lives and find forever homes for dogs in need.

Empathy Map for Volunteers at One Dog at a Time Colorado

Quadrant	Details
Says	"I love being part of a cause that makes a real difference for these dogs." "Helping animals find their forever homes is incredibly rewarding." "It's hard to see animals suffer, but knowing I'm helping gives me hope." "I wish we had more resources to help more animals."
Thinks	"Am I doing enough to help these animals?" "How can I manage my time between volunteering and my other responsibilities?" "There are so many dogs in need—how can we make a bigger impact?" "What else can I do to raise awareness and bring in more adopters or donations?"



Does	Participates in hands-on dog care (feeding, grooming, training). Organizes or helps with adoption events and fundraising efforts. Shares adoption success stories on social media to promote awareness. Coordinates transportation and logistics for dog adoptions. Assists with administrative tasks like updating records and handling calls/emails from adopters or potential fosters.
Feels	Motivated by a deep sense of compassion for animals and a strong desire to help. Fulfilled when seeing a dog successfully adopted into a loving home. Frustrated at times by the limitations of resources and the overwhelming number of animals in need. Overwhelmed by the emotional toll of seeing neglected or abused animals, but proud of the change they help bring about.

Empathy Map Elements Explained

- **Pain Points:**

- Emotional toll from witnessing the trauma or neglect of animals in the rescue system.
- Overwhelming number of dogs needing homes, leading to burnout and stress.
- Limited resources (funding, volunteers, and space) to meet the growing need for sheltering and caring for the animals.
- Struggles to balance volunteering with personal or professional commitments.

- **Goals:**

- Make a tangible impact on the lives of dogs in need, helping them find their forever homes.



- Raise awareness and engage the community to foster a greater understanding of adoption over purchasing animals.
- Increase volunteer involvement and fundraising to sustain and expand the organization's efforts.
- Provide support and education to future adopters, ensuring successful long-term adoptions.
- **Key Influences:**
 - Inspiration from personal experiences with rescue animals or the desire to be part of the animal welfare movement.
 - Motivation from seeing the immediate difference they make through actions such as fostering, transporting, or organizing events.
 - Encouragement and recognition from peers, social media followers, and the broader animal welfare community.
 - Collaboration with fellow volunteers, staff, and local businesses who support the cause.

By understanding these aspects, One Dog at a Time Colorado can tailor its volunteer training, outreach efforts, and support structures to better meet the needs and motivations of its volunteers, creating a more fulfilling and sustainable volunteer experience while maximizing the impact of their efforts in the community.

Audience Analysis for Secondary Beneficiaries of One Dog at a Time Colorado

Demographics:



- **Age:** Typically between 30–65 years old, often including older adults and families who are adopting or fostering dogs.
- **Gender:** Both genders, with no significant skew in terms of adoption, though women may represent a higher percentage of the dog owners and adopters.
- **Income Level:** Middle to upper-middle class, as the costs of adoption, fostering, and caring for a dog (including veterinary care and supplies) tend to require a certain level of financial stability.
- **Occupation:** Secondary beneficiaries may include working professionals, retirees, and families. They are likely to come from various sectors such as education, healthcare, technology, or business. Some may also work from home or have flexible hours that allow them to foster.
- **Education Level:** Generally well-educated, with many having some college education, and some holding degrees. They often have an understanding of responsible pet ownership and animal welfare issues.
- **Family Structure:** A mix of families, couples, and single individuals. Many adopters are likely to have children or may live in households that already have pets.

Geographic Location:

- **Local Community:** Based in Colorado Springs and the surrounding areas, as the rescue focuses on regional efforts. Adoption and fostering occur within the local community to ensure the dogs are integrated into the area where they'll spend their lives.
- **Urban vs. Rural:** Primarily from urban and suburban areas in and around Colorado Springs, where access to resources such as veterinary care, pet supplies, and a supportive community is easier.



- **National or Global Reach:** While the focus is on local rescues, adopters from surrounding cities or even out-of-state may seek dogs from One Dog at a Time Colorado through online engagement or adoption events.

Interests and Values:

- **Causes They Care About:** Secondary beneficiaries are passionate about animal welfare, including adopting rescue dogs, supporting animal rights, and promoting ethical treatment of animals. They may also care about environmental sustainability, local community improvement, and social justice.
- **Social Consciousness:** They are highly empathetic towards homeless and abandoned pets, particularly those that require medical care or rehabilitation. Many adopt pets from shelters to reduce overpopulation and support local organizations.
- **Personal Motivations for Engagement:** The core motivation is often a strong desire to offer a loving home to a pet in need, reducing the impact of pet homelessness, and improving the lives of animals in their local community. Many are also motivated by the joy of companionship and the fulfillment of giving a dog a better life.

Needs and Challenges:

- **Problems the Non-profit Aims to Solve:** One Dog at a Time addresses the overpopulation and medical challenges of homeless dogs. Secondary beneficiaries are impacted by these issues when they seek to adopt, foster, or contribute to the cause. Limited availability of dogs for adoption, the financial cost of pet care, and the emotional commitment to providing a stable home are challenges they face.
- **Issues that Resonate with the Audience:** The audience is likely to care deeply about animal welfare issues, including finding safe homes for animals, preventing euthanasia, and supporting rescue efforts. They are motivated by the desire to



provide a better future for dogs that might otherwise face an uncertain or traumatic fate.

Engagement Level:

- **Past Adoption or Fostering History:** Many secondary beneficiaries have already adopted from One Dog at a Time or are repeat adopters and foster families. They may also have a history of participating in adoption events and even fundraising or volunteering for the organization.
- **Support for Events or Fundraising:** These individuals often attend events, donate items or money, and may contribute to the organization's online fundraising campaigns. They may also help organize or spread the word about local initiatives.
- **Advocacy Involvement:** Secondary beneficiaries often share their adoption stories on social media, helping to spread awareness of the organization's efforts. Some may advocate for responsible pet ownership or become involved in supporting animal legislation.

Communication Preferences:

- **Preferred Channels:** This audience is highly engaged via social media platforms like Facebook, Instagram, and Pinterest, where they can follow adoption stories, share posts, and connect with others. They also rely on email newsletters for updates, event invitations, and volunteer opportunities.
- **Online Platforms:** The organization's website and social media pages are primary communication channels. Adoption details, success stories, events, and calls for donations or fostering are shared online. Many also interact directly with the organization via these platforms to ask questions or seek advice on pet care.

Sources:



- **Information derived from One Dog at a Time Colorado's official website**
(<https://odaatcolorado.com/>)
- **General trends and data on pet adoption and animal welfare** from various rescue organizations and pet care blogs.

Persona for a Secondary Beneficiary at One Dog at a Time Colorado

Name: Emily Thompson

Age: 34

Background: • Adopter and foster parent for dogs through One Dog at a Time Colorado (ODAT)

- Holds a Master's degree in Social Work from the University of Denver
- Works as a school counselor, supporting children with emotional and behavioral needs
- Grew up with dogs, has always been passionate about rescue organizations and fostering animals in need

Demographics:

- **Education Level:** Master's Degree
- **Location:** Colorado Springs, CO
- **Income:** Mid-range income as a full-time school counselor
- **Ethnicity:** Hispanic

Goals:

- Provide a safe and loving home for rescued dogs, including fostering before adoption
- Educate her community about the benefits of adoption and responsible pet ownership
- Advocate for the inclusion of rescued dogs in family settings, especially with young



children

- Support ODAT's mission by promoting foster care and sharing adoption stories on social media
- Help raise awareness about the ongoing need for more foster homes and donations in the rescue community

Motivations:

- Strong personal connection to animal welfare, particularly dogs that have been neglected or abused
- A desire to give dogs a second chance at life and ensure they are placed in caring homes
- Deep empathy for animals and children, wanting to integrate both through pet adoption to teach compassion
- A sense of fulfillment in knowing that her role in fostering contributes directly to ODAT's mission of rescuing and rehabilitating dogs
- Emotional connection to the rescue community, believing in the power of rescue to create lasting change for animals

Pain Points:

- Managing the emotional challenges of saying goodbye to fostered dogs once they find their forever homes
- Balancing a busy career with fostering responsibilities, such as providing training, medical care, and socialization for the dogs
- Feeling overwhelmed by the number of animals in need and the lack of available foster homes in the area
- The uncertainty of the adoption process, especially when a dog is in foster care for an extended period before finding the right family
- Difficulty navigating the occasional financial burden of medical bills, supplies, and care for dogs she fosters



Skills:

- Strong interpersonal skills, including communication with adopters and fostering families
- Experience in dog training and rehabilitation, particularly with emotionally or physically traumatized animals
- Knowledge of animal behavior and the ability to assess whether a dog is a good fit for a family
- Expertise in building positive relationships with schools and local community organizations to promote rescue efforts
- Social media proficiency, using platforms like Facebook and Instagram to share the success stories of adopted dogs and raise awareness

Tech Preferences:

- **Software:** Canva (for creating pet adoption flyers and social media posts), Google Workspace (for collaborative work with ODAT team)
- **Research Tools:** Petfinder, Adopt-a-Pet, Google Analytics (for tracking foster/adoption success)
- **Collaboration Tools:** Facebook groups (local pet rescue groups), WhatsApp (for real-time communication with ODAT volunteers)

Key Influences:

- The ODAT community, including staff, other adopters, and foster families who share a similar commitment to animal welfare
- Animal welfare organizations, such as Best Friends Animal Society, The Humane Society, and local shelters in Colorado Springs
- Influential social media accounts such as @TheDogist, @AdoptDontShop, and @RescueDogsRock
- Educational resources related to pet care, animal behavior, and the fostering process
- Supportive friends and family who encourage her to continue fostering and adopting dogs in need



References:

- *The Healing Power of Dogs: How the Connection Between Dogs and People Can Transform Both Lives* by Rachel Williams
- *Rescue Me: A Complete Guide to Adopting and Caring for a Rescue Dog* by Sherry Woodard
- One Dog at a Time Colorado Website: <https://www.onedogcolorado.org/>
- Petfinder Adoption Statistics: <https://www.petfinder.com/>

This persona represents a compassionate individual who is actively involved in both the practical and emotional aspects of rescuing and fostering dogs. Emily is motivated by her deep love for animals and her desire to make a difference in the lives of the dogs she fosters, while also navigating the complexities of balancing her personal, professional, and fostering responsibilities.

Persona Spectrum for Secondary Beneficiaries at One Dog at a Time Colorado

This spectrum outlines the different types of secondary beneficiaries of One Dog at a Time Colorado, highlighting their motivations, challenges, needs, and tech preferences.

Secondary beneficiaries are individuals or groups who benefit indirectly from the services of One Dog at a Time, such as adopters, foster families, and the local community.

Persona Type: Dog Adopter

Motivation:

- Desire to provide a loving forever home for a rescue dog



- Emotional fulfillment from adopting a dog in need

Challenges:

- Navigating the adoption process, including paperwork and interviews
- Balancing a busy lifestyle with the needs of a pet

Needs:

- Clear guidance through the adoption process
- Support and resources for new dog owners, including training tips and advice

Tech Preferences:

- Petfinder, Facebook (for adoption groups), Google Forms

Persona Type: Foster Family**Motivation:**

- Commitment to giving temporary care to dogs until they find their forever home
- Desire to help dogs transition into loving homes

Challenges:

- Emotional difficulty saying goodbye to foster dogs
- Managing the logistics of multiple fosters at once

Needs:

- Support and resources from One Dog at a Time to ensure dogs are prepared for adoption
- Clear communication and expectations regarding foster care responsibilities

Tech Preferences:

- Google Sheets (for scheduling fosters), Slack, Petfinder

Persona Type: Local Business Partner**Motivation:**

- Desire to give back to the community by supporting animal welfare
- Interest in promoting their business through partnerships with a well-known nonprofit



Challenges:

- Managing partnerships and understanding the nonprofit's needs
- Balancing community involvement with business priorities

Needs:

- Information on how their support can directly impact One Dog at a Time's work
- Opportunities to engage their customers in supporting the cause (e.g., hosting events)

Tech Preferences:

- Google Drive, Canva (for promotional material), Eventbrite

Persona Type: Supporter/Donor**Motivation:**

- Want to contribute financially to help dogs in need
- Emotional connection to animal welfare and rescue work

Challenges:

- Limited time to participate in hands-on activities (such as volunteering or fostering)
- Deciding how best to allocate financial donations

Needs:

- Regular updates on how donations are being used to support the rescue operations
- Opportunities to support fundraising campaigns, both financially and through word-of-mouth

Tech Preferences:

- DonorPerfect, GoFundMe, Social Media (Facebook, Instagram)

Persona Type: Social Media Follower**Motivation:**

- Interest in supporting animal welfare causes and staying updated on adoption stories
- Enjoyment of sharing stories about rescued dogs with their social networks



Challenges:

- Feeling disconnected from the day-to-day operations of the rescue
- Difficulty in knowing how to take action beyond liking posts or sharing content

Needs:

- Easy ways to share adoption success stories with their social networks
- Encouragement to take further action, such as donating or volunteering

Tech Preferences:

- Instagram, Facebook, Twitter, Canva (for sharing posts)

Persona Type: Animal Behavior Consultant**Motivation:**

- Desire to help dogs improve their behavior and increase their chances of finding a home
- Passion for supporting animal rescue through behavior modification

Challenges:

- Balancing their time and availability with the needs of the rescue dogs
- Finding effective ways to communicate training plans to foster families

Needs:

- Clear communication with foster families about the dogs' behavior issues and training plans
- Resources for tracking the dogs' progress and behavior improvement

Tech Preferences:

- Google Docs, Zoom, Slack

Persona Type: Local Veterinarian/Clinic Partner**Motivation:**

- Commitment to providing medical care for rescue dogs
- Desire to contribute to the local community through support of rescue organizations



Challenges:

- Managing limited availability to accommodate the medical needs of rescue dogs
- Addressing urgent care situations with limited resources

Needs:

- Clear lines of communication with One Dog at a Time to prioritize care for rescue dogs
- Support with medical costs and possible collaboration for discounts or donations of services

Tech Preferences:

- Vet-specific software (e.g., AVImark), Google Drive, Petfinder

Key Persona Details:

1. **Dog Adopter:** Individuals or families looking to adopt a rescue dog, often motivated by a love for animals and a desire to provide a forever home.
2. **Foster Family:** People who provide temporary care for dogs, playing a critical role in transitioning them to their permanent homes.
3. **Local Business Partner:** Businesses that support One Dog at a Time through financial contributions, events, or promotional partnerships.
4. **Supporter/Donor:** Individuals who support the organization financially but may not have the time to volunteer.
5. **Social Media Follower:** Followers who stay updated on the organization's mission and share content to help spread the word.
6. **Animal Behavior Consultant:** Professionals who assist in behavioral assessments and training for dogs to improve adoptability.
7. **Local Veterinarian/Clinic Partner:** Veterinary professionals or clinics that provide medical care to dogs rescued by the organization.



References for Further Understanding:

- One Dog at a Time Colorado: <https://www.onedogcolorado.org/>
- Petfinder: <https://www.petfinder.com/>
- American Humane Association: <https://www.americanhumane.org/>
- Humane Society of the United States - Volunteering:
<https://www.humanesociety.org/take-action/volunteer>

This spectrum highlights the diverse range of secondary beneficiaries who are impacted by and involved in the efforts of One Dog at a Time Colorado. These individuals and groups play a crucial role in the success of the organization's mission, whether by adopting dogs, fostering, providing medical care, or supporting the cause through donations and partnerships. Each group has unique needs and preferences, which are important for the organization to consider when engaging with them.

Empathy Map for Secondary Beneficiaries of One Dog at a Time Colorado

This empathy map captures the thoughts, feelings, actions, and pain points of secondary beneficiaries such as dog adopters, foster families, local business partners, and donors. It provides insights into how these individuals experience and interact with the mission of One Dog at a Time Colorado.



Quadrant: Says

Details:

- *Dog Adopter*: "I'm so happy I gave this dog a second chance at life."
- *Foster Family*: "It's tough saying goodbye, but seeing them find a forever home is worth it."
- *Local Business Partner*: "We're proud to support an organization that truly makes a difference."
- *Supporter/Donor*: "I'm glad my donation helps save dogs and cover their medical care."
- *Animal Behavior Consultant*: "It's amazing to see a dog change for the better with the right care."
- *Veterinarian/Clinic Partner*: "Providing medical care for these dogs is a rewarding way to give back."

Quadrant: Thinks

Details:

- *Dog Adopter*: "Is this the right fit for my lifestyle? How can I best support my new dog?"
- *Foster Family*: "Will the dog I'm fostering be adopted quickly? Am I doing enough to help them adjust?"
- *Local Business Partner*: "How can we help raise awareness for the dogs and encourage others to adopt?"
- *Supporter/Donor*: "How can I make my contributions go even further? Is my money being well-spent?"
- *Animal Behavior Consultant*: "How can I ensure that the behavioral improvements are sustainable for the dog's new home?"



- *Veterinarian/Clinic Partner:* "What can I do to assist with the dogs' ongoing care needs to make the adoption process smoother?"

Quadrant: Does

Details:

- *Dog Adopter:* Completes adoption paperwork, brings the dog home, and cares for their new pet (feeding, exercise, training).
- *Foster Family:* Prepares a safe space for the dog, communicates with One Dog at a Time about their progress, and works on the dog's training and socialization.
- *Local Business Partner:* Donates a portion of sales, hosts adoption events, or spreads awareness about the organization.
- *Supporter/Donor:* Makes financial contributions, spreads the word on social media, and attends fundraising events.
- *Animal Behavior Consultant:* Works with dogs on behavior modification plans, provides training tips for foster families and adopters.
- *Veterinarian/Clinic Partner:* Provides medical care, performs spay/neuter surgeries, and ensures dogs are healthy for adoption.

Quadrant: Feels

Details:

- *Dog Adopter:* Feels joy and fulfillment when seeing their dog thrive in their home. Can also feel anxiety about meeting their dog's needs.
- *Foster Family:* Experiences emotional attachment to the dogs, feels fulfilled when dogs are adopted but also sadness when saying goodbye.
- *Local Business Partner:* Feels pride in supporting a cause that benefits the community and strengthens their business reputation.



- *Supporter/Donor*: Feels proud and satisfied knowing their financial contribution is helping animals in need.
- *Animal Behavior Consultant*: Feels empathy for dogs in need of behavior help, but also pride in seeing progress and transformation.
- *Veterinarian/Clinic Partner*: Feels empathy for the animals' medical struggles and satisfaction in helping them recover and find homes.

Empathy Map Elements Explained

Pain Points:

- *Dog Adopter*:
 - Anxiety over whether they are ready to care for a dog.
 - Concerns about the dog adjusting to their home environment.
- *Foster Family*:
 - Emotional difficulty in letting go of dogs after fostering.
 - Fear of the dog not being adopted or adjusting well to a new home.
- *Local Business Partner*:
 - Limited knowledge of how to effectively collaborate with the nonprofit.
 - Concern about maintaining business operations while supporting community causes.
- *Supporter/Donor*:
 - Uncertainty about how donations are being utilized by the organization.
 - Desire for more transparency and impact reports on their contributions.
- *Animal Behavior Consultant*:
 - Frustration in dealing with stubborn behavior issues that are slow to improve.
 - Limited time to work with each dog, making it harder to implement changes.



- *Veterinarian/Clinic Partner:*
 - Managing large volumes of medical care needed for multiple rescue dogs.
 - Difficulty in keeping up with all the medical needs due to resource constraints.

Goals:

- *Dog Adopter:*
 - To successfully integrate a rescue dog into their family and provide long-term care.
 - Ensure the dog is happy and healthy in their new home.
- *Foster Family:*
 - To provide a stable and loving environment for a dog until it finds its forever home.
 - Help dogs become more adoptable by providing training and socialization.
- *Local Business Partner:*
 - To increase visibility in the community and support a cause they believe in.
 - Build a partnership that promotes animal welfare and drives new customers.
- *Supporter/Donor:*
 - To ensure their financial contributions are effectively helping dogs in need.
 - To feel personally involved in the rescue efforts and see the impact of their giving.
- *Animal Behavior Consultant:*
 - To improve the behavior and adoptability of each dog they work with.
 - To help foster families and adopters successfully integrate behavioral training.
- *Veterinarian/Clinic Partner:*
 - To ensure that each dog receives the medical care needed to recover and be ready for adoption.
 - To build strong relationships with One Dog at a Time Colorado and continue supporting its mission.



Key Influences:

- *Dog Adopter:*
 - Personal experience with pets or rescue dogs.
 - Influence from family, friends, or social media showcasing successful adoptions.
- *Foster Family:*
 - Support from the animal welfare community, as well as seeing the immediate impact of their care on a dog's life.
 - Encouragement from One Dog at a Time to help as much as possible.
- *Local Business Partner:*
 - Awareness of the community's interest in supporting local animal rescue efforts.
 - Positive feedback from customers who are passionate about animal welfare.
- *Supporter/Donor:*
 - Seeing the organization's successes and stories of rescued dogs finding homes.
 - Influence from the local community or social media to support adoption efforts.
- *Animal Behavior Consultant:*
 - Success stories from past behavioral interventions.
 - Professional network and experience in the field of animal behavior.
- *Veterinarian/Clinic Partner:*
 - Professional pride in helping animals recover and thrive.
 - Collaborative relationship with One Dog at a Time Colorado to improve the health of rescue dogs.

This empathy map helps One Dog at a Time Colorado better understand the experiences, needs, and emotions of its secondary beneficiaries. It allows the organization to develop more meaningful and effective outreach strategies, create resources tailored to their needs, and ensure that both adopters and supporters feel connected to the organization's mission.



In conclusion, a comprehensive audience analysis is a critical tool for understanding the diverse groups that contribute to and benefit from the work of One Dog at a Time Colorado. By developing detailed personas, persona spectrums, and empathy maps for key audiences—donors, volunteers, and both first and secondary beneficiaries—the organization can tailor its messaging, outreach, and engagement strategies to meet the unique needs, motivations, and preferences of each group. The development included AI assistant ChatGPT and created using the audiences of One Dog at a Time Colorado.

Understanding the demographics, geographic locations, values, challenges, engagement levels, and communication preferences of these audiences ensures that One Dog at a Time Colorado can craft more personalized and impactful interactions. For donors, this might mean fostering a deeper emotional connection to the cause and ensuring that their contributions are meaningful. For volunteers, it involves providing the right tools, support, and recognition to enhance their sense of fulfillment and dedication. And for beneficiaries, whether they are adopters or foster families, it involves meeting their specific needs and providing ongoing support throughout their journey with the organization.

The integration of these insights into strategic planning allows One Dog at a Time Colorado to not only improve the effectiveness of its operations but also enhance the long-term sustainability of its mission. By continually aligning organizational efforts with the unique characteristics and preferences of its audiences, the organization can foster stronger relationships, increase engagement, and ultimately maximize its impact in the community.

This in-depth understanding of each audience will serve as the foundation for developing effective communication strategies, increasing donor and volunteer involvement, and addressing the needs of the animals in its care, ensuring that One Dog at a Time Colorado remains a vital and thriving force in animal welfare.

