

Key Message Example - Marin Humane

EXAMPLE



Master Key Messages	Target Stakeholder 1 Adoption Customers	Target Stakeholder 2 Staff	Target Stakeholder 3 Foundations and Grantmakers
Who The Marin County Humane Society serves domestic pets in need, the people who love and care for them and the people who no longer can.	The Marin County Humane Society serves prospective pet parents with a lot of love to give and the pets who need a family to call home.	The Marin County Humane Society serves domestic pets in need, the people who love and care for them and the people who no longer can. As a result of that work, we serve our entire local community.	The Marin County Humane Society serves our entire community and all its people, beginning with domestic pets in need, the people who love and care for them and the people who no longer can. Each year, we help over 100,000 pets and 90,000 families.
What We transform lives through exceptional animal care, humane education, adoption services and advocacy. Every day, we inspire compassion and positive relationships between people and animals.	We transform the lives of pets and families like yours by facilitating the process of fostering and adoption and making a match that will result in a positive relationship.	We transform lives through exceptional animal care, humane education, adoption services and advocacy. Every day, we inspire compassion and positive relationships between people and animals. We are the main advocates for the animals in our care if or until they are adopted.	We transform lives and neighborhoods through exceptional animal care, humane education, adoption services and advocacy.
Why Because we believe every animal in Marin County deserves to live in a humane world, and every human deserves to experience the joy of animals.	Because we believe you deserve to experience the joy of a pet, and an animal in our shelter deserves to experience the love only you can give.	Because we know animals are essential to individual and community-wide health and happiness. We believe every animal in Marin County deserves to live in a humane world, and every human deserves to experience the joy of animals.	Because we know our community is stronger, happier and healthier when every animal within it lives a humane life and every human has the opportunity to experience the joy of animals.
Where We serve the entire Marin County area, as well as the southeast corner of Washburn County.	We have all kinds of critters at our main campus in Novato, cats available for adoption at Kitty Corner in San Anselmo, and trinkets and treasures to buy that will support our Spay/Neuter Clinic at our Thrift Shop in San Anselmo. We serve pets and families throughout Marin County and the southeast corner of Washburn County.	Because we believe every animal in Marin County deserves to live in a humane world, and every human deserves to experience the joy of animals. Each of our locations (Novato, San Anselmo and the Thrift Shop) play an essential role in our impact.	We serve the 48 communities and 312 neighborhoods in Marin County, as well as 12 communities and 47 neighborhoods in the Southeast region of Washburn County. Not a single neighborhood in this region has been left untouched by our work.
To What End The bond we foster between humans and animals doesn't just impact our homes and families; it makes our entire neighborhood and entire county happier and healthier.	The bond we foster between you and your future pet will positively impact not just your life and theirs, but also make your home, family, neighborhood and entire community happier and healthier.	The bond we foster between humans and animals makes our entire neighborhood and entire county happier and healthier.	The bond we foster between humans and animals doesn't just impact our homes and families; it makes our entire neighborhood and entire county happier and healthier.