



Operation Kindness is the original and largest no-kill animal shelter in North Texas. We have saved more than 85,000 cats and dogs over almost 40 years. We care for approximately 300 cats and dogs on a day-to-day basis, with another 150 in foster homes. In the past 12 months more than 4,200 homeless cats and dogs have received medical care, clean shelter, nutritious food and playtime in a natural setting until they were adopted into new forever homes.

Web & Social



Assignment

TrizCom's contract for the DFW based nonprofit Operation Kindness is a combination of traditional and nontraditional public relations with a strong emphasis on media relations and event promotion.

Client Tenure: 2012-2018

Key Accomplishments

Year over year adoptions have reached record numbers: 2012: 3,164 adoptions; 2013: 3,704 adoptions; 2014: 4,387 adoptions; 2015: 4,519 adoptions; 2016: 4,566 adoptions and 2017: 4,889 adoptions

Public Relations Society of America awarded TrizCom PR with two Pegasus Honorable Mention Awards for media relations work done on the Chip and Adel campaign and the Puppy Bowl campaign

Secured more than 4,953 earned media placements resulting in higher donations, increased partnerships and volunteer placements

Operation Kindness' events have achieved sold out status year over year due to event PR

Positioned as thought leaders, special initiatives with a focus on animal abuse, stray dogs, etc. have garnered significant press

Audiences have shared earned media content 248,478 times on Facebook, Twitter, Google+, LinkedIn and Pinterest

Increased organic SEO by targeting publications with high domain authority like: Prevention, People Magazine, Huffington Post

Earned media has reached 7.77 billion from 2012-2018 with 86 percent remaining in DFW

Increased Operation Kindness' earned media sentiment to 58 percent throughout the tenure

Conducted media training and created crisis communication plans

Increased earned media share of voice by 53 percent

Key Media Placements

Fort Worth Star Telegram Dallas-area Operation Kindness expanding

Addison Magazine Operation Kindness Ground Breaking Ceremony

FOX 4 DFW Prissy needs a new home!

Mother Nature Network Is 'Black Panther' boosting cat adoptions?

Good Life Magazine Operation Kindness Breaks Adoption Record in 2017

ABC -WFAA Operation Kindness Saves 19 Kittens

Fox Sports Southwest Rangers Insider: Canines Cats & Cabernet

Pet MD The Ultimate Guide to Responsible Pet Adoption

CW 33 Dallas Symphony Orchestra Pop Up Concert at Operation Kindness

KRLD News Radio 1080 Around Town with Operation Kindness

D Magazine Bits & Bites: Things to Do and Chew in Dallas This Weekend

Reader's Digest 9 Precautions to Keep Your Dog Safe on Halloween

NBC 5 News at 10 40th Anniversary and Alumni Celebration

Policy Genius 6 Reasons Dogs Are Good for Your Health

Rolling Stone Puppy Bowl XII Ridiculously Cute Baby Dogs/ Smile for The Camera

SheKnows 7 Reasons Owning a Cat Is Good for Your Health

Dallas Voice Pet of the Week

Fort Worth Business Press It's North Texas Giving Day!

SciTech Animal Assisted Therapy

USA Today Voluntourism: Animal Shelters That Need Your Help

Huffington Post Ridiculously Adorable Chihuahua And Kitten BFFs

Prevention 4 Worries About Adopting a Shelter Pet –Completely Busted

Grandparents.com 7 Ways to Stop Your Pets from Ruining Your Furniture

The Dallas Morning News: Pet Around Town

CBS 11 Firefighter Gives Roo Forever Home

Parenting 10 Best Dog Breeds for Families

Denton Record Chronicle Operation Kindness to Offer Holiday Adoption Discount

JACK FM Get Your Pet's Pic Taken with Santa Paws