



GOOD MEWS STRATEGIC PLAN

www.GoodMews.org



GOOD MEWS VISION/MISSION

VISION

Good Mews strives to ensure a lifetime of loving care for every feline by ensuring organizational longevity, addressing the population crisis, increasing adoptions, and fostering humane values within the community.

MISSION STATEMENT

Good Mews offers an alternative to traditional animal shelters in the Metro Atlanta area by providing a no-kill, cage-free haven for homeless, abused, or abandoned cats until placing them in permanent, loving homes. Good Mews promotes public awareness regarding the value of pets, animal welfare, pet overpopulation, and quality human-animal companionship through education and outreach programs.



Pillars and Strategies

Pillar 1: PEOPLE

**Recruit & retain
quality staff &
Volunteers**

Strategy 1: Competitive salary and benefits packages for staff

Strategy 2: Expand and diversify volunteer base

Strategy 3: Increase staff and volunteer engagement/communication

Pillar 2: FINANCES

**Optimize for
current operations
& future expansion**

Strategy 1: Restructure bookkeeping for more efficient accounting and financial reporting

Strategy 2: Enhance financial reporting for robust decision making

Strategy 3: Increase sustainable revenue

Strategy 4: Develop cost effective donor acquisition program

Pillar 3: OUTCOMES

**Increase
adoption volumes
& CCP**

Strategy 1: Maintain best-in-class shelter & care quality

Strategy 2: Maximize focus on adoptions

Strategy 3: Expand CCP/TNVR Program

Strategy 4: Support and education cat owners/ community

Pillar 4: FACILITIES

**Maximize current
shelter to mission &
expand service area**

Strategy 1: Optimize shelter layout/utilization (Zoning, renovation, etc.)

Strategy 2: Establish additional adoption locations

Strategy 3: Optimize/ maximize surgical suite use

Pillar 5: MAR/COMM

**Expand marketing
& communications**

Strategy 1: Establish and execute a comprehensive Marketing and Communications Strategy/ Plan

Strategy 2: Increase donor/ prospect communications and engagement

Strategy 3: Improve community awareness and support

Overview: People & Finances

Pillar 1: PEOPLE

Recruit & retain quality staff & Volunteers

Strategy 1: Competitive salary and benefits packages for staff

Strategy 2: Expand and diversify volunteer base

Strategy 3: Increase staff and volunteer engagement/communication

Good Mews recognizes the value of our employees and is researching affordable options to expand benefits. We are experiencing the same shift in volunteer demographics as other charities. So we are expanding our outreach efforts to broaden our volunteer base. Good Mews has established relationships with campus organizations at GT and KSU. By optimizing communication between committees, Good Mews can continue to improve operations and better achieve our goals. We value open and transparent communication to engage our volunteers and staff as a high trust organization.

Pillar 2: FINANCES

Optimize for current operations & future expansion

Strategy 1: Restructure bookkeeping for more efficient accounting and financial reporting

Strategy 2: Enhance financial reporting for robust decision making

Strategy 3: Increase sustainable revenue

Strategy 4: Develop cost effective donor acquisition program

Our general ledger chart of accounts has become unwieldy and needs to be simplified. This will facilitate month- and year-end close. In 2024 we documented a repeatable audit process which should allow quicker results in future years.

Once the new chart of accounts is implemented we can develop a suite of operating reports for management and the Board to drive more informed decision making.

The Board of Directors intends to build on the donor stewardship efforts piloted in 2024. Additionally, shifting more revenue to Fee For Svc operations and online sales can provide a stable income stream.

Development has successfully increased donation revenue. A significant goal in 2025 is to establish a steady income stream through a subscription model. Moving forward we need solid strategies to grow our donor base.

Overview: Facilities & Outcomes

Pillar 3: OUTCOMES

Increase adoption volumes & CCP

Strategy 1: Maintain best-in-class shelter & care quality

Strategy 2: Maximize focus on adoptions

Strategy 3: Expand CCP/TNVR Program

Strategy 4: Support and education cat owners/ community

As of 2024 all staff are certified Fear Free to offer the best care for all residents at Good Mews. Training and instruction on Fading Kitten Syndrome and proper neonatal care is available to all staff and fosters. A foster manual to be sent home with all new fosters is in development with a goal of completion by July 2025. Good Mews continues to stay up to date with all sheltering standard of care and guidelines as set by AAHA, AVMA, ASV, AAFP, etc.

Good Mews will re-focus on our core mission of finding good homes for good kitties. Foster program expansion is in progress, and we are tracking metrics on our return rate which continues to be better than the national average. We are also expanding educational outreach efforts.

We have increased our surgery volumes year over year and will recruit more trappers to grow the Community Cap Program (CCP). Ultimately, we would like to be able to offer more care to the cats we TNVR. Next, we'd like to formalize the pilot "Working Cat" program begun by Sue Black and our Food Pantry.

Pillar 4: FACILITIES

Maximize current shelter to mission & expand service area

Strategy 1: Optimize shelter layout/utilization (Zoning, renovation, etc.)

Strategy 2: Establish additional adoption locations

Strategy 3: Optimize/ maximize surgical suite use

Our adoption rates are consistently around 600 per year from our current shelter. To increase these numbers we will look to expand locations through partnerships, expansion of Shelter adoption hours/days, and perhaps eventually a second owned location. The surgical program has become an integral part of our services to the community, but we have reached the limits of what we can do with the small space in the shelter and limited parking on site. Moving these functions (CCP and Surgery) off-site will allow us to re-dedicate the Shelter to Intake, Care, and Adoptions.

As part of other efforts we are hoping to fund renovations that will help us maximize space utilization and create new dedicated spaces for feline residents (FeIV, Kitten Nursery, Visitation space).

Overview: MarComm

Pillar 5: MAR/COMM

Expand marketing & communications

Strategy 1: Establish and execute a comprehensive Marketing and Communications Strategy/ Plan

Strategy 2: Increase donor/ prospect communications and engagement

Strategy 3: Improve community awareness and support

It is essential for Good Mews to develop an external Marketing and PR plan that amplifies our mission and services, builds a positive and recognizable brand in the community, engages our target audience, and increases support for the organization. The strategy will include, but isn't limited to, developing a Speakers Bureau, expanding our social media presence, and enhancing visibility in the community and local media.

In 2024, Good Mews prioritized donor outreach and will continue to build on this momentum by hosting more events, increasing communications, and identifying corporate and foundation sponsors.

Monitoring impact metrics will enable data-driven decisions and demonstrate progress toward achieving our marketing and communication goals.

2024-2025 BILLBOARD CAMPAIGN

- ✓ Began October 7
 - ✓ Lasts about 4 months/1M views
 - ✓ 3 designs around adoptions
 - ✓ 2 designs for awareness and fundraising
- 4 Billboards (2 sides at 2 locations):
Cobb Pkwy 225 ft north of Herodian Way
I-75N 0.28 mi north of Hwy 5

