



# Humane Society

Based on primary and secondary research for the Humane Society of Tampa Bay campaign, it made the most sense to make video, social media, and radio marketing a priority. I have included excerpts from these approaches below.

## Radio Ad

Our radio advertisement will be played strategically throughout the three month campaign. Our script provides listeners with a nontraditional approach that addresses our problem and solution strategy. The radio host makes the ad more personal by describing his experience with feral cats and instructing listeners to check out Feline Good at the Humane Society of Tampa Bay’s website.

Hey, Alex here with 101.5 Tampa bay!

Recently, I came across a couple of feral cats living in my backyard and contacted my friends over at the humane society of Tampa bay. That's when I learned over 1,100 cats are euthanized in Hillsborough county every year. The Humane Society has a program called Feline Good that spays and neuters feral cats in the area.

Let's face it, those cats are everywhere and this is a fantastic, not to mention, a more humane alternative to euthanasia. Go check out Feline Good Tampa Bay at [humanesocietytampa.org](http://humanesocietytampa.org)




## Facebook Ad

Our target audience reported that they are most likely to follow a non-profit on Facebook than on any other social media platform. Advertising with Facebook is cost-effective and it gives the non-profit the chance to target specific audiences to generate a high conversion rate.

# Goldenrod Website Redesign

Goldenrod’s website was designed in the mid 1990’s. When I came on, I concluded that because of the outdated style, confusing navigation, and design in HTML, potential customers were equating these things with an outdated product. We needed a redesign. I worked with the President of the company to rewrite all of the copy for the new [goldenrodresearch.com](http://goldenrodresearch.com), I condensed and cleaned up the confusing web map, and informed all of the Wordpress designs which were given to a freelancer, tweaked by me, and approved by the President. As of October 2017, the new [goldenrodresearch.com](http://goldenrodresearch.com) has not been launched but I have included screenshots of the work I did in support of these efforts.



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CONTACT US

Goldenrod Research Corporation  
204 West Saint Joseph Street Spalding,  
NE 68665

888-827-2260 ext: 105


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## YOUTH TOUCH

The company's flagship offering is YouthTouch, a complete system of hands-on technology integration, for learners in Grades 3-8. YouthTouch includes hardware, software, instructional activities and staff development.

Learn More >




Goldenrod



### SCHOOLS AWARDED YOUTHTOUCH GRANTS FOR TECHNOLOGY INTEGRATION

Posted by admin 0 Comments

Forty-two schools across the United States were awarded YouthTouch matching grants from Goldenrod Research in



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## OTHER GRANTS

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### GOVERNMENT PROGRAM FUNDING:


In the past, many schools have used the following governmental funding programs, for which they are eligible, to support the match for the YouthTouch STEM matching grant. Please call us to learn how other schools have used these sources creatively and effectively.

Title I  
Title IIA  
21<sup>st</sup> CCLC  
Gifted & Talented



### GOVERNMENT GRANTS:

Please check your State Department of Education website for state level grants. See <https://www.grants.gov/> for Federal grant opportunities.



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## SUPPORT

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Call our Toll free helpline 888-827-2260 ext. 103 or choose "service" prompt.

Always indicate if an immediate response is required.




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## PRODUCTS YOUTHTOUCH

YouthTouch is a comprehensive STEM learning system for grades 3-8, which links disciplines through an emphasis on applied math. It incorporates six (6) types of robotic and fluid power trainers. Hardware is accompanied by accessories, software, instructional materials, support, and staff development.


YouthTouch presents abstract concepts in the concrete way children learn. It facilitates deeper comprehension of core concepts, because it engages students physically, intellectually, and emotionally. YouthTouch provides a more effective approach to fundamental learning than traditional methods, and yet it blends seamlessly into existing curriculum.

Some programs provide a one size fits all approach, ignoring the individual needs of schools, classrooms, and children. Goldenrod believes every, school, classroom, and child is unique. YouthTouch can be tailored to meet school and classroom objectives, while offering differentiated instruction to fulfill children's needs as individuals. It also addresses core content directly, as opposed to being a supplemental activity.




**YouthTouch comprehensive package includes:**

- 4 RoboAcs
- 4 RoboArms
- 2 RoboVues
- 2 HydraulLifts
- 1 HydraulLift2
- 1 Tempest
- Software
- Full Warranty Protection
- Curriculum Integration Materials
- 1 Full Year of upgrades
- Site License
- 1 day of onsite staff development or 2 days of staff development at our location




HYDRAULIFT

Read more



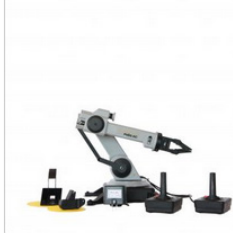
HYDRAULIFT2

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INSTRUCTIONAL MATERIALS

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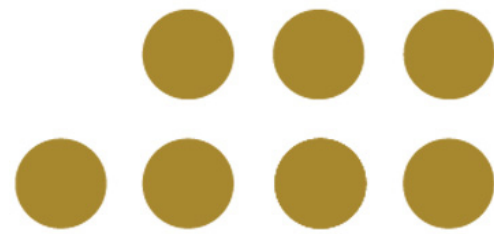


TEMPEST

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## Graphic Design



**3 Days**  
Matching Grant Program  
Goldenrod



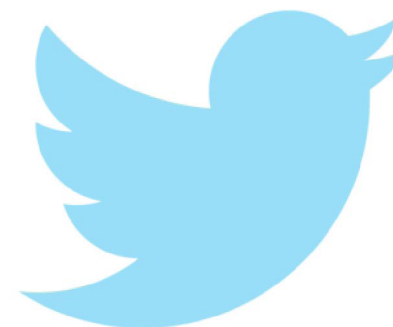
**3.14**  
Goldenrod



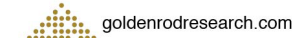
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