Memo

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| To: | Megan Schoettler |
| From: | Kat Pikus |
| Date: | 9/8/2021 |
| Subject: | Project Proposal for Digital Writing and Rhetoric |

I am writing to inform you that I have chosen Alley Cat Allies for my semester project.

# The Organization

Alley Cat Allies is a nonprofit organization focused on improving cats’ lives. Their work includes revising shelter systems and policies. I selected this organization because I am an animal lover. I adopted a shelter cat a few years ago. Her living conditions before adoption were harsh. She was scared of people and the outdoors. Her situation gave me a passion for improving cats lives. Their content is consistently photos of cats which is not emotionally draining. This organization was involved in copywrite claims involving their social media. Their social media is evolving because of the legal battles. This change leads to a resume building experience by creating a plan for them.

# Social Media

Alley Cat Allies posts on YouTube, Twitter, Facebook and Instagram. They post daily on Twitter and Facebook. On Instagram, they post at least twice a week. They recycle some posts on multiple platforms. Alley Cat Allies publishes a video on YouTube every few months. They make videos when it directly impacts their mission and when there is poor treatment of cats in the world. These videos are made to get people involved with their organization. The primary audience is people who like cute cat photos and learning about cats. Their audience includes potential donors and cat lovers.