

STRATEGIC BRIEF

Advanced PR Writing | Planning Worksheet

Use this brief to define the communication strategy before drafting or designing the final deliverable. Complete every section that applies to the assignment.

Assignment:
Email Marketing
Brief

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**Client /
Organization:**
Aristocat Café

Date: 9/23/2026

1. COMMUNICATION SITUATION / CONTEXT

Aristocat Café is hosting a November adoption event, “Paws and Give Thanks,” designed to connect community members with cats in need of permanent homes. During the event, guests can enjoy the café, meet adoptable cats, and submit adoption applications on-site. Proceeds from the café will benefit the Humane Society of Shenandoah County, creating an opportunity for attendees to support local animal welfare while enjoying a community-centered experience.

2. PURPOSE / COMMUNICATION OBJECTIVE

The campaign aims to build awareness and generate attendance for Aristocat Café’s “Paws and Give Thanks” adoption event. The email series will provide audiences with useful information about the event, the adoption process, and responsible cat care while encouraging recipients to take action through event reservations, donations, adoption applications, and continued engagement with Aristocat Café. The campaign will also strengthen Aristocat Café’s visibility and connection within the Harrisonburg and Rockingham County community.

3. TARGET AUDIENCE(S)

Primary audience: Animal lovers ages 18 and older who live in Harrisonburg and Rockingham County and may be interested in attending an adoption event or adopting a cat.

Secondary audience: Current pet owners ages 18 and older in Harrisonburg and Rockingham County who may be interested in learning more about cat care, supporting local animal welfare, or sharing the event with others.

4. KEY MESSAGE

This Thanksgiving season, make a difference in a shelter cat’s life by visiting Aristocat Café, supporting local animal welfare, and discovering how you can help give a cat a loving forever home.

5. DESIRED AUDIENCE RESPONSE

After receiving the email series, audiences should understand what **“Paws and Give Thanks”** offers and feel motivated to participate. The primary desired action is for recipients to make a reservation for the event. Secondary actions include learning more about cat adoption and care, supporting the Humane Society of Shenandoah County, considering adoption, and continuing to engage with Aristocat Café beyond the event.

From Strategy to Execution

6. WRITING / CONTENT STRATEGY

Email 1: Event Information & Invitation

- Introduce the “Paws and Give Thanks” event and explain its purpose.
- Highlight the opportunity to meet adoptable cats and support the Humane Society of Shenandoah County.
- Provide the event date, time, location, and itinerary.
- Include a clear reservation call to action.
- Include a brief organizational boilerplate about Aristocat Café: Founded in April 2023 by tea enthusiast Amanda, [Aristocat Cafe](#) is a community-centered tea shop and cat lounge located on North Liberty Street in Harrisonburg, Virginia. Inspired by cat cafés across North America, Aristocat Cafe pairs a curated selection of fine teas with a welcoming environment for animal lovers. In partnership with the Humane Society of Shenandoah County, the café serves as a foster space to help rescue felines find permanent, loving homes. For more information, visit [aristocat.cafe](#).

Email 2: Cat Care and Adoption Education

- Explain what prospective adopters should know before adopting a cat.
- Provide helpful cat-care information and resources from the Humane Society of Shenandoah County.
- Explain the adoption process and what attendees can expect when applying.
- Feature photos and brief profiles of cats available for adoption.
- Include a clear reservation or adoption-related call to action.

Email 3: Cafe Experience & Event Atmosphere

- Showcase featured drinks and food from the café menu.
- Use photos to highlight the café’s welcoming atmosphere and adoptable cats.
- Emphasize the experience of spending time at a cozy, community-focused cat café.
- Connect the café experience back to the event’s larger mission of supporting local animal welfare.
- Include a clear call to action encouraging recipients to reserve their spot.

7. TONE, VOICE & STYLE

Email 1: Event Information & Invitation

- The first email will use an upbeat, welcoming, and promotional tone that generates excitement about the event and encourages reservations.

Email 2: Cat Care and Adoption Education

- The second email will use a helpful, compassionate, and reassuring tone to make the adoption process feel approachable and provide readers with useful information.

Email 3: Cafe Experience & Event Atmosphere

- The third email will use a warm, inviting, and persuasive tone to highlight the café's menu, atmosphere, and overall event experience.
- Across all three emails, the voice will remain friendly, compassionate, and community-focused. Content will use short paragraphs, clear headings, concise language, and easy-to-scan details to make each email accessible and engaging on mobile devices.

8. SUPPORTING INFORMATION / RESEARCH

Before the emails are finalized, we will need to confirm the event date, time, location, itinerary, and reservation process. We will also need the final menu, photos of featured drinks and food, and cat-care and adoption resources from the Humane Society of Shenandoah County. Additional supporting materials should include information about the adoption application process and a quote from a shelter representative, if available. All event details, menu information, reservation requirements, and adoption requirements should be verified before the emails are distributed.

9. VISUAL / DESIGN STRATEGY (IF APPLICABLE)

All three emails will use a **consistent visual identity** so audiences recognize them as part of the same campaign. The most important event information and primary call to action will appear near the top of each email, followed by clearly organized sections with concise headings. Warm, inviting colors and high-quality photos of the cats, café, and menu items will reinforce the campaign's community-focused atmosphere. Each email will feature one primary call-to-action button to avoid overwhelming readers.

The design will also use readable fonts, Aristocat Café's approved branding, descriptive image text, and mobile-friendly formatting to improve accessibility and readability across devices

10. CHANNEL / DISTRIBUTION STRATEGY

The campaign will be distributed through email, allowing Aristocat Café to communicate directly with its existing audience and guide recipients to the event reservation page. Email is particularly appropriate for this campaign because reservations are made online through Aristocat Café's website. Each message will include a prominent reservation link or call-to-action button that directs recipients to the appropriate webpage, creating a clear path from awareness to action.

11. SUCCESS / EVALUATION (IF APPLICABLE)

Campaign success will be evaluated using email open rate, click-through rate, and conversion rate. Open rate will indicate how effectively the subject lines and campaign messaging encourage recipients to view the emails. Click-through rate will measure engagement with links and calls to action within the emails, particularly the reservation link. Conversion rate will measure how many recipients who receive or engage with the emails ultimately complete an event reservation. These metrics will help determine which aspects of the campaign successfully move audiences from awareness to participation.

