



Homeward Bound Animal Rescue- Storyboard

Stakeholders: All Homeward Bound Animal Rescue volunteers

Business Challenge/What is driving the project? Homeward Bound primarily rescues pregnant dogs, or dogs that have just delivered their puppies. Too often these dogs end up being considered unadoptable by shelters and are often euthanized, as few rescue organizations are willing to take them in. In order to keep this animal rescue going, the organization relies on help from within the community. New methods for educating the community about how they can help, and showcasing what HBAR does, are needed to help increase the amount of donations and volunteers. By putting together some microlearning deliverables for HBAR, I can create a learning solution that will help to spread the word about what Homeward Bound's focus in the rescue community is, and ways in which people can help to support their efforts. The solution to this business challenge will be a short presentation that members of HBAR can show at churches, schools, and on their Facebook page and website to educate the community about their mission to help these homeless pups.

Target Audience: All members of the community (Mechanicsburg, PA and surrounding areas)

Learning Objectives:


1. Recognize Homeward Bound Animal Rescue as an organization that specializes in rescuing pregnant dogs and their puppies in efforts to help rescued dogs achieve the ultimate goal of adoption into a family.
2. Identify ways community members can help Homeward Bound by volunteering, donating, fostering, or adopting.



Modality of Delivery: microlearning (video format)- condensing some important message from FB page and HBAR website into video for community

Authoring Tool: Camtasia

Targeted Length of Video: 4 - 5 minutes

Source Content: From website, Facebook page

| Graphics | On-Screen Text | Narration |
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| <p>Intro</p>  | <p>Homeward Bound Animal Rescue Mechanicsburg, PA</p> | <p>None for intro Audio- Song November Rain plays throughout entire video</p> |
| <p>Shelter scene pics and videos of dogs Video of dog with human hand touching through bars</p> | | <p>Imagine. A cold dark floor. Loud and unfamiliar noises. People coming and going. Minimal attention and touch from a human hand. Fear and confusion. Hunger and discomfort. Longing for love, safety, and protection. These are just a few of the many experiences a pregnant dog who has been abandoned, neglected, and taken to a shelter may be faced with.</p> |
| <p>Sad dogs Shelter scenes HBAR Video and pics of dog at shelter</p> | <p>Homeward Bound Animal Rescue Mechanicsburg, PA</p> <p>DID YOU KNOW? Pregnant dogs in shelters are at risk of</p> | <p>Did you know that pregnant dogs living in shelters almost always end up being euthanized because they are considered unadoptable? Many shelters are facing capacity, and few rescue organizations</p> |


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| <p>ZOOM into LOGO at “This is where HBAR steps in”</p> <div data-bbox="245 375 724 662">  </div> <p>Followed by more pics of HBAR rescued dogs/puppies</p> | <p>euthanasia</p> <p>SHELTERS AT CAPACITY Few willing to take on a pregnant momma</p> <p>Caption bubbles for HBAR slide @ “pregnant dogs, or dogs who have just had their puppies”</p> <p>Future momma here!</p> <p>Current momma here!</p> | <p>are willing to take on a pregnant momma pup. This is where Homeward Bound Animal Rescue, in Mechanicsburg, PA, steps in. This impactful, caring organization focuses their rescue efforts on pregnant dogs, or dogs who have just had their puppies and are living in a shelter. Lonely, scared, and confused, these dogs are in need of loving, permanent homes. These mommas and their unborn puppies deserve more than a life in a shelter where their days are numbered.</p> |
| <p>Heart transition into a line of puppies pic after transition slide</p> <div data-bbox="205 956 751 1269">  </div> | <p>(transition slide)</p> <p>What Exactly Does Homeward Bound Do?</p> <p>NOVEMBERr2006 Homeward Bound's Inception</p> <p>15,000 dogs Rescued since 2006</p> | <p>What Exactly Does Homeward Bound Do?</p> <p>A love for dogs is what started their journey in the rescue community in November of 2006. It is estimated about 15,000 dogs have been rescued since the organization's inception!</p> <p>Communicating with local shelters, as well as shelters in the southern states, Homeward Bound influences the rescue community by giving these dogs, their unborn puppies, and potentially newborn</p> |



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| | (transition slide) What happens after the rescue? | puppies, a chance to live and to ultimately become adopted. Let's take a look at what happens after the rescue. |
| <p>Veterinary care pic</p> <p>House, create, leash training slide with pics</p> <p>Dog in heated whelping nest with pups</p> <p>Videos of puppies</p> | <p>3 months</p> <p>Fully vetted</p> <p>Spayed</p> <p>House-trained</p> <p>Crate-trained</p> <p>Leash-trained</p> <p>Heated whelping nests</p> <p>Vaccinations</p> <p>Wormings</p> <p>Health certification</p> <p>Microchip</p> | <p>Pregnant dogs are with Homeward Bound for at least three months. During this time a few things will happen. Momma dogs will become fully vetted and spayed. They will also become fully house-trained, crate-trained, and leash trained, ensuring readiness for her future home. When her puppies are born, they will enter the world in a safe, caring environment where their days are filled with love. The goal is to ensure these puppies start life on the right path, never having to feel fear or a need that cannot be provided. From the get-go, newborn puppies are kept in heated whelping nests until they are four weeks old. They will then be given vaccinations, multiple scheduled wormings, a health certification from Homeward Bound's veterinarian, and a microchip, all in preparation for their adoptions. All the while, volunteers and foster families get</p> |



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| | | to know the mommas and puppies very well, which allows the puppies to be placed in the proper homes where they can thrive. |
| Volunteers Video of puppies in people's hands | (transition slide) So How Can I Help? HBAR is a Nonprofit No federal or state funding 4 ways to help Homeward Bound Animal Rescue | So How Can I Help? Great question! Receiving no federal or state funding, Homeward Bound relies solely on donation and volunteers. There are 4 ways in which you can volunteer to help Homeward Bound continue to achieve their rescue efforts. |
| Pic of donations Amazon Wish List demo Items needed Person buying them | (transition slide) Number 1. Donations Monetary Items Floor cleaner ODOBAN toys HBAR address | Number 1. Donations Homeward Bound accepts monetary donations as well as items. Check our Facebook page for an Amazon Wish List link. Items such as floor cleaner, Odoban, and toys or dog bones to keep momma pups busy! These can be shipped directly to us, or dropped off to us, at 437 Woodcrest Drive, Mechanicsburg, PA. |
| Fundraiser slide Pic of fundraisers mentioned: | (transition slide) Number 2. Fundraisers | Number 2. Fundraisers Homeward Bound has many benefit events throughout the year. You can help |

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| <p>Texas Roadhouse Pints for Paws Cassel's Wet Nose Wednesdays</p> | <p>Attend Spread the word Plan or run</p> <p>(info slide) Contact HBAR today:</p> <p>Website- homewardbound2u.rescuegroups.org</p> <p>Email- homewardbound2u@comcast.net</p> | <p>by attending them, spreading the word about them, and even helping to plan or run them. Be on the lookout for those announcements on our Facebook page. Some fundraisers we have held in 2023 include: Texas Roadhouse, Pints for Paws, Cassel's Vineyards, Wet Nose Wednesdays, and more. If you are part of a company that would want to help with fundraising in any way, please contact us for more information.</p> |
| <p>Highlight steps as they are mentioned</p>  <p>Demo of finding adoption app on website Demo of finding a puppy on the FB page and the foster family's email to contact</p> | <p>(transition slide) Number 3. Adoptions</p> <p>Animated checkmarks on calendar timed with VO</p> | <p>Number 3. Adoptions</p> <p>If you're looking to add a pup to your family, please consider adoption.</p> <ul style="list-style-type: none"> • Go to www.homewardbound2u.rescuegroups.org and complete your adoption application today. • Wait 3 - 7 days for your approval • Find a puppy or litter you love on our Homeward Bound Animal Rescue Facebook Page. • Reach out to the pup's foster family through their provided email. |



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| | | <ul style="list-style-type: none"> Wait for the foster family to contact you! |
| <p>Foster application demo</p> <p>Trio of puppies</p> <p>Slide of a few HBAR pups</p> | <p>(transition slide)</p> <p>Number 4. Fostering</p> <p>FOSTERING</p> <p>Must live within ONE HOUR of Mechanicsburg</p> <p>(info slide)</p> <p>HBAR Provides for foster families!</p> <p>Supplies</p> <p>Veterinary care</p> <p>Food</p> <p>FOSTERING</p> <p>2-8 week commitment</p> | <p>Number 4. Fostering</p> <p>If you live within an hour of Mechanicsburg and would like to foster, go ahead and fill out a foster application today. You will find the application on our website, just like the adoption application. Homeward Bound will provide you with everything you need to take care of the pup, including supplies, veterinary care, food, and more. The commitment is usually about 2 - 8 weeks. You will be giving back to a wonderful cause, and you will also benefit from a new walking buddy, snuggle buddy, and companion during that time.</p> |
| <p>Closure</p> <p>Scene fades to black for a second</p> <p>Pics of puppies HBAR has rescued over the past 6 months</p> | | <p>Now Imagine this. Warm, soft, clean bedding. Soothing and familiar voices. People staying by your side. Frequent attention and the loving touch from a human hand. Happiness and certainty. A full belly and comfortable spot. Longing for. . . nothing. These are just a few of the many experiences a pregnant dog and</p> |

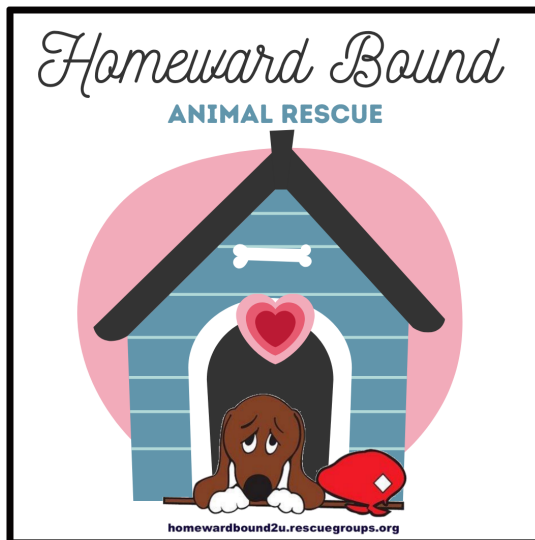


Dog running with frisbee to forever home
Logo zooms in with HBAR mentioned

her puppies experience when rescued by Homeward Bound. And then, one day, your forever person brings you home. You are truly Homeward Bound.

Outro

Homeward Bound's logo zoomed in



Then a starry video to end

Logo fades to tagline-

Where love waits for you

Created by
Jennifer Gregoris

(circle love)

Music ends



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| THE END! | | |
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