

# GUIDE DOGS FOR THE BLIND SAE VENTURE MARKETING PLAN PROPOSAL



**MAVERICK MARKETING  
TEXAS  
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TX0043  
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## Description

Operating out of a satellite campus in Austin, Texas, Guide Dogs for the Blind (GDB) is a not-for-profit company. With exceptional client services and a robust network of instructors, puppy raisers, donors, and volunteers. GDB prepares highly qualified guide dogs to serve individuals who are visually impaired. GDB is only able to function because of robust volunteer program of 1300 volunteers.<sup>1</sup> GDB recognized the untouched market of FFA members in Texas, raising a Guide Dog for their Supervised Agricultural Experience (SAE) Program unlike FFA members raising traditional livestock SAE's. Raising traditional livestock can be very expensive with investments of thousands of dollars, whereas, raising a Guide Dog has minimal financial investment by the student. Marketing efforts should be focused on Texas Agriculture Science teachers, as well as, FFA members. Agriculture science teachers will actively recruit FFA members as puppy raisers who will receive their puppy at approximately 8 weeks old and will return the puppy to the Austin campus for formal training between the age of 13 to 15 months. GDB will support the puppy raising efforts by overseeing the puppy's progress and taking care of all veterinary care. Agriculture Science teachers can choose at which level they wish to be involved which is appealing since most are short on time. This SAE has no specific time requirement of the Agriculture Science teacher, making this SAE one of a kind and a hard one for teachers to pass up.

After completing research with the Texas FFA and Guide Dogs for the Blind, the concept of raising a puppy is a unique one, in which only 3 high schools in Texas are taking part in.<sup>1</sup> These schools tend to be 4A – 6A high schools with 1500 – 4000 students on campus.<sup>1</sup> Two of the schools are in urban inner city Agriculture Science programs, while one of them is in a suburban area.<sup>1</sup> All three high schools are located near major metropolises.<sup>1</sup> In states such as California, Oregon and Utah their high school puppy raisers hail from high schools in rural, urban, and suburban areas.<sup>1</sup> California leads the way with more high school clubs in rural parts of the state.<sup>1</sup> This innovative, trendy, and out of the box idea, will certainly place Guide Dogs for the Blind the talk of the Texas FFA.



Current Status in Market Place



## Industry Trends

Rufus Stimson launched the first official SAE, called a “Home Project” around 1910. The diversity of students served by today’s programs requires a new definition and approach to the SAE, one that aligns the SAE with 21st Century learners. The first livestock exhibition was believed to be in 1896 and has grown to be popular with 42% of Texas FFA students participating in raising of one or more livestock species.<sup>2</sup> Trends in conventional livestock projects show that the cost of these projects is becoming a factor in students ability to continue to raise such projects.<sup>3</sup> Non-traditional SAE's have increased by 21% since 2021, due in part to the added inclusivity by the FFA organization.<sup>2</sup> The need for service dogs had been on the incline with an increase of 200% since 2018 and often requiring the person in need to wait 2-3 years to receive one.<sup>1</sup> Most service dog organizations are not-for-profit and work with individuals with disabilities to make sure they are served. The companion animal industry has also grown in the last ten years with contributing over 19 billion dollars to the overall economy and is anticipated to have a compound growth rate of 9.2%.<sup>1</sup> Companion animals are being used throughout school systems to help calm students, provide comfort, and aide in helping students focus and read.<sup>7</sup>

Buying Roles	Buying Behavior	Agriculture Science Teachers	FFA Students/Parents	School Administrators	Validation
<b>Initiator</b>	Identifies the need of raising Guide Dogs on campus	X		X	Ag teacher/Administrator identifies if the community and school they teach at would be interested in this type of SAE
<b>Influencer</b>	Personal views which influence whether to offer GDB as a SAE option	X	X		Ag teacher views on service dogs. FFA students can influence Ag teacher to offer this program.
<b>Decider</b>	Approves the GDB SAE on campus and in home	X	X	X	Ag teacher, Administrator, student and/or parent can influence each other into participating in puppy raising.
<b>Buyer</b>	Holds the authority in order to raise Guide Dog	X	X	X	Ag teacher and Administrator has the ability to pick and choose raisers. Parents have ability to say yes/no whether to allow dog into home.
<b>User</b>	Controls info and access to decision makers	X		X	Ag teacher and Administrator controls the quantity and quality of the student raiser.

## Buyer Profile and Behavior

There are three main buyers in which Maverick Marketing identified: Agriculture Science teachers, Administrators, and FFA students/parents. We analyzed the top five buyer roles and behavior for this SAE venture and provided validation for each identified. Agricultural Science teachers are always trying to find new and improved ways to connect the classroom to real-life, real-world experiences. With the new courses and curriculum that were implemented in 2021, teachers are struggling to come up with ways their students could satisfy the state SAE requirement.<sup>5</sup> Agriculture Science teachers are very busy individuals often working 60 hours plus a week.<sup>4</sup> Adding a SAE to their work load in which they have to oversee and partake in is not appealing to them, which is why raising a puppy for Guide Dogs for the Blind is a perfect match.<sup>4</sup> Agriculture Science teachers will need to

1. Interview with Christine Benninger of Guide Dogs for the Blind May 2, 2022  
 2. Interview with Jennifer Jackson, Tammy Glascock of Texas FFA May 3, 2022  
 3. FFA Parent Focus Group May 5, 2022  
 4. <https://www.edutopia.org/article/bringing-dog-school>

5. Interview with Texas Education Agency Les Hudson May 1, 2022  
 6. Purina and Nylabone email correspondence April 30, 2022  
 7. Agriscience Teacher Focus Group May 5, 2022

put forth very little effort and supervision to make this a reality at their campus.<sup>4</sup> Administrators see the benefit of dogs on campus with decline in bad behavior, as well as a calmer more successful school day.<sup>7</sup> FFA students are required to maintain a SAE. This type of experiential learning is the 100% “hands-on” portion of the total agricultural education program.<sup>5</sup> It is designed and carried out by the student with the support of the parent and the supervision of the Agriculture Science teacher. The SAE should correlate with classroom instruction as described in the curriculum, as well as aligning to the student’s career exploration, interest, and planning within one of the recognized Agriscience career pathways. Raising a Guide Dog puppy correlates to the following courses offered in Texas: Small Animal Management, Veterinary Medical Applications, and Advanced Animal Science courses.<sup>5</sup> FFA parents are often involved with their student and share common interests with them, thus making this an easy fit.<sup>3</sup>



Guide Dogs for the Blind is known around the world as the leader in guide dogs for the visually impaired. Most Agriculture Science teachers offer livestock-based SAE’s, such as market and breeding swine, sheep, goats, cattle, rabbits, and chickens, but struggle to find other SAE’s for students to explore.

Livestock Based SAE's	Strength	Weaknesses	Opportunities	Threats
	Has been around since start of FFA	Expensive for student	Exhibition of projects are abundant	Inflation costs of feed and projects
	Easily established in schools	Expensive for schools to support		Animal Disease Outbreaks
	Most teachers are comfortable with advising	Housing of project		Animal Travel Restrictions
	Recognized as FFA events in recordbook	Transportation (IE: larger trucks and trailers)		Diminishing Large animal Veterinary Care
	Shorter Term Project	Availability of emergency care		
	Monetary return	UIL attendance guidelines		
	Widely accepted by faculty and staff on campus	Student/advisors must locate project		
Guide Dogs for the Blind SAE	Strength	Weaknesses	Opportunities	Threats
<p>Guide Dogs for the Blind</p>	100% veterinary cost covered	Not recognized as approved activity in FFA recordbook	1032 FFA Chapters in Texas	Change of State Service Dogs in Training Laws
	1100 puppies whelped each year no need to locate breeder	Longer time commitment for students 24 hours/day 7 days/week	Extensive Small Animal Veterinary Care available	Abuse of Fake Service dogs making it hard to keep training
	No added time commitment for Ag teacher	Harder to establish authorization in schools	Recruitment tool for FFA	
	One on one trainings with club leaders- meeting requirements	More attention directed at student	Opportunity to boost seat enrollment in CTE Courses/ weighted funding	
	Field staff specifically for puppy raisers	More pressure for their dog to perform		
	Housing within any home or apartment	No monetary return		
	Limited items needed to be purchased	Acceptance by faculty and staff		
	Very low cost to schools, if any			

## Primary Research

### Agriculture Science Teacher Focus Group 12 teachers



- ◊ 92% said they do not want added responsibilities
- ◊ 86% stated they worked over 60 hours per week
- ◊ Most admit to struggling to find non-traditional SAE’s
- ◊ 76% state they felt most comfortable with livestock as an SAE

was collected, analyzed, and disseminated into three subcommittees within Maverick Marketing: sustainability, marketing and financial. These subcommittees then provided their research and recommendations to allow Maverick Marketing to develop marketing strategies that will allow Guide Dogs for the Blind to increase its popularity as a SAE within the state of Texas.

Maverick Marketing completed two separate focus groups. One to Agriculture Science teachers (left) and the other was to FFA students and parents (right). The Agriculture Science teacher focus group was represented by 12 teachers, ranging from different areas within the state of Texas. 92% stated they do not want added responsibility, 86% indicated they worked over 60 hours per week, most admit to struggling to find non-traditional SAE’s for their students to explore, and 76% confirmed they felt most comfortable supervising traditional livestock SAE’s.

Our FFA Student/Parent focus group accounted for 100 participants from across the state of Texas. Parents indicated that

Maverick Marketing collected data utilizing different means such as interviews, surveys and focus groups. The sources include Guide Dogs for the Blind, Texas Education Agency, Agriculture Teacher Association of Texas, and the Texas

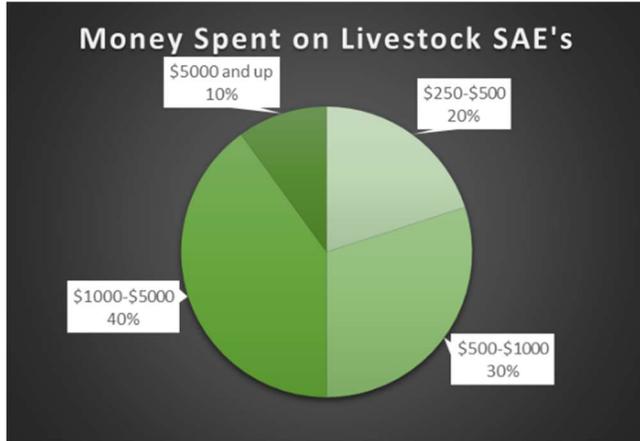
FFA. Information that

### FFA Student/Parent Focus Group 100 members



- ◊ 100% of parents state they want their child to learn skills that embody work ethic and responsibility
- ◊ Students cite the appeal of a puppy as making them interested
- ◊ Students also cite the appeal to help someone in need as the ultimate deciding factor of raising
- ◊ 96% state Livestock SAE’s are too expensive

it was very important for their student to learn work ethic and responsibility. Students shared the appeal of having a puppy was the initial factor to getting them interested but the deciding factor of wanting to raise was when they learned that the puppy is raised to help someone in need. 96% of parents liked that GDB covered veterinary cost and helped with training and stated that the traditional livestock SAE's were too expensive to maintain.



Besides focus groups, Maverick Marketing also interviewed the puppy raising department at Guide Dogs for the Blind. This interview exposed key data: 1. the need for service dogs outweighs the service dog availability; 2. often there is a 2-3 year wait for a dog; 3. demographics of current high school puppy raisers were collected which included type of setting, type of school and locations; 4. numbers were also collected for the other GDB states that have guide dog SAE's. An interview with Texas FFA State Staff also was conducted to determine if puppy raising in Texas would satisfy the SAE requirements and it was determined that it would. Maverick Marketing also contacted the Texas Education Agency to see which classes raising a guide dog would correlate to and it was determined to be all animal science pathways. Current puppies that are raised in high school settings have a lower attrition rate at 33% as opposed to those raised in non-high school settings of 45%.<sup>1</sup> A survey was sent to all students who raise livestock species, pushed

out through the livestock validation system, to determine the average money spent on purchasing projects. Maverick marketing also researched amendments and pending amendments and found none to the Americans with Disabilities Act (ADA), as well as, Texas Human Resource Code 121.003. Email correspondence with Purina and Nylabone concluded they were committed to continue to support the Texas FFA SAE expansion.<sup>6</sup>



## Mission Statement

Guide Dogs for the Blind harnesses the power of FFA partnerships—by connecting people, dogs, and communities—to transform the lives of FFA members and individuals with visual impairments.

## Key Planning Assumptions

Key planning assumptions were made by utilizing the data collected from primary research which included interviews, focus groups, and surveys. Although Maverick Marketing understands real time changes, as well as, trends, we feel certain that the research we gathered supports our assumptions.

Key Assumptions	Validation
Puppy raising will be attractive to FFA students and parents	Primary research showed FFA members show an interest in dogs. Secondary research showed that once introduced into a state, FFA members took advantage of a puppy raising SAE.
Texas Human Resource Code 121.003 will not be altered	Primary research shows Texas Human Resource code 121.003 has not been updated since 2015 and there is no discussion of amendments.
Americans with Disabilities Act will not be changed involving service dogs.	Primary research shows the ADA law was revised to designate what constitutes a service dog in 2010. There is no discussion on amending current law.
GDB will continue to receive monetary donations to support growth of the Texas FFA puppy club raisers	Secondary research indicates that charitable GDB donars will continue to support and raise their efforts to support Texas FFA puppy raising.
Purina Dog Food and Nylabone will continue to support GDB start up SAE incentives in Texas	Secondary research confirms that Purina and Nylabone believe whole heartedly in the GDB program and will continue to support the Texas SAE incentives.





## Measurable and Attainable Goals

**Short term goals** were developed with the knowledge that the companion animal industry, as well as, the need for service dogs is rising. Overall short-term goals for year 1 and year 2 is simply just to increase the number of Texas FFA puppy raisers. This will be evaluated by easily looking at sheer numbers of puppies placed. If short-term goals are falling short, surveys and interviews may be used to determine where specifically the process break down is occurring.

The only **long-term goal** developed was one of sustainability of growth. We propose a 5% growth each year. This was modeled after the progress that Oregon, Utah, and California saw after they implemented this marketing campaign in their state. If sustainable development is not reached, it would be our suggestion that we evaluate the root cause of the lack of sustainable growth. This can be done by recreating focus groups with Agriculture teachers that were initially interested but decided against offering GDB as a SAE, as well as, seeing if more marketing efforts need to be made for different demographics within the state of Texas.

Short Term Goals		Evaluation
Year 1	To increase the number of guide dogs puppies being raised as an SAE in Texas from 55 puppies to 80.	Evaluation should be as easy as looking at sheer numbers of puppy raising requests and puppy placements.
Year 2	To increase the number of guide dogs puppies being raised as an SAE in Texas from 80 puppies to 110.	Evaluation should be as easy as looking at sheer numbers of puppy raising requests and puppy placements.

Long Term Goal		Evaluation
Year 3+	To sustain growth of 5% of guide dog puppies placed in Texas High School FFA chapters each year thereafter.	Evaluation should be as easy as looking at sheer numbers of puppy raising requests and puppy placements.



Guide Dogs for the Blind's target market will include Texas Agriculture Science teachers/ FFA Advisors as well as, Texas FFA members. There are 2,344 Agriculture Science teachers in the state of Texas, in 1,082 high schools, and over 156,000 FFA

members. Original research found that there are only three high schools within the state of Texas that offer guide dog puppy raising as a SAE project. The remaining portion of the market will need to be educated on Guide Dogs for the Blind, puppy raising, requirements for agriculture science teachers, school districts and faculty and the ADA and state laws that help protect service dogs in training. By implementing this marketing plan, Guide Dogs for the Blind will begin developing a relationship with Texas Agriculture Science teachers that will become your lasting clientele base.



## Product Description

FFA members will receive their puppies at approximately 8 weeks of age and the puppy will return to the Austin campus for formal training between 13 and 15 months old. Returning the puppy to the Austin campus makes it easy and convenient for Texas raisers. Puppy raisers are responsible for teaching their puppies good manners and basic obedience. FFA members will utilize this puppy raising experience as an extension of the classroom. Partnering well with Small Animal Management, Advanced Animal Science, and Veterinary Medical Applications coursework, Guide Dog puppy raising is sure to be the next innovative SAE for students to participate in requiring very little involvement from the Agriculture Science teacher. This SAE is unlike many others because it is fulfilling to young FFA members and is one that offers the student a way to give back to someone else, all the while, changing their life, as well as, someone else's.



To participate in the Guide Dogs for the Blind puppy raising program, the cost is only limited to the student themselves. There is no cost for Agriculture Science teachers or school district. Student's costs are limited to dog food, puppy toys and training



supplies. The puppy is delivered free of charge. According to primary research, an average cost range for other SAE projects range from \$250-\$25,000 and up.<sup>4</sup> Guide Dogs for the Blind allows students to extend their learning beyond the classroom with minimal expenses. All food, toys and training supplies can be deducted on the raiser's family end of the year tax return.



## Place

Guide Dogs for the Blind has three campuses, primary campus in San Rafael, California with two satellite campuses in Austin, Texas, and Boring, Oregon. Texas FFA members will receive their puppies from the Texas campus in Austin. Having a campus within the state that is centrally located has proven to be successful in California's FFA SAE and has been the home of the National FFA Small Animal SAE Proficiency Award for the last 5 years. This model of raising Guide Dogs for the Blind for a SAE has made Guide Dogs for the Blind the premier provider for these types of SAE projects. Maverick Marketing proposes using the same model that was used in California to capture a larger portion of the Texas agriculture classroom SAE, thus making Guide Dogs for the Blind the premier SAE for FFA members. With a 200% increase in service dogs requests, there is a massive market for raising these service dogs.



Maverick Marketing proposes that Guide Dogs for the Blind implement the following strategies to boost the level of education and awareness of using guide dogs for a SAE project in Texas. Maverick Marketing suggests Agriculture Science teachers need to be flooded with advertisements and promotions for a minimum of six months prior to the Agriculture Teachers Association of Texas Professional Development Conference. Maverick Marketing has developed a promotional campaign aimed at addressing the target market. We believe these

efforts will attract the percentage of customers needed to meet or exceed the established goals. Maverick Marketing looked closely at the success and development of Guide Dog projects as SAE's in California, Utah, and Washington, and developed the following marketing strategies:

- Conventions:** GDB will have a booth setup in July at the Texas FFA State Convention. It will be directed towards FFA members to peak their interest in puppy raising. In August, GDB will have a booth setup at the Agriculture Teachers Association of Texas annual Professional Development Conference.
- Presentations:** GDB will host several professional development seminars for Agriculture Science teachers to attend. They will focus on puppy raising, district approval, and faculty/ community support.
- Newsletter:** GDB will pay for a 1/2 page ad in the following monthly newsletters: Texas FFA, Agriculture Teachers Association of Texas, as well as, Texas Association of School Administrators.
- Mail outs:** bi-annual mail outs to Agriculture Science teachers to entice teachers to offer guide dogs as a SAE and recruitment
- Brochure:** a brochure will be created to entice the SAE puppy raising and be mailed out to Agriculture Science teachers.
- Social Media:** utilizing Instagram, TikTok, YouTube, Facebook, Twitter, and Snapchat, promoting Guide Dogs for the Blind will be ultra-easy and push GDB into the 21<sup>st</sup> century. We also recommend using the pinning and bolstering of posts feature on the different social media platforms. We recommend using the following hashtags to promote on social media:
  - #raiseapuppychangelife
  - #livingtoserve
  - #gdb4ffa
  - #gdb4urSAE
- Recruitment and Lesson Planning Unit-** posters, hands on and engaging lesson plans will be developed that aligned with Texas curriculum for SAE development, as well, as recruitment of CTE students.
- Promotional Videos:** GDB will partner with the three Texas high school FFA chapters who are currently raising guide dogs as a SAE. They will create a promotional video with personal testimonies about puppy raising. The platform will be Tik Tok and YouTube.
- Small Animal Management Proficiency Award Sponsorship:** each year, the Texas FFA gives a \$1000 award to the student with the best Small Animal SAE project. GDB will sponsor this award.



10. **Campus Tours and graduation invitations:** offer bi-monthly tours of the campus, to include one-on-one time with puppies in kennel area, tour of the training facilities, and tour of the veterinary clinic. GDB will also livestream and offer invitations to guide dog graduations.
11. **Food and toy sponsorships-** working with Purina and Nylabone®- the first 10 teachers to offer and sign up for a guide dog SAE will receive free Purina Dog food and Nylabone® toys for a year for their students.



## Unique Position

Guide Dogs for the Blind will position itself in the market as the leader in non-traditional, innovative, contemporary student-centered SAE's. Since this product and service is limited, pricing is not an issue and puppy raising is convenient, Maverick Marketing believes Guide Dogs for the Blind will surely make a "Pawsitive" difference in the lives of FFA members in the State of Texas.

## Budget

Given the set amount of \$60,000 for promotion of this innovative SAE opportunity, Maverick Marketing has designed strategies that will fit within this budgeted amount for years one and two. The budget below is designed to solely focus on this specific segment of promoting Guide Dogs for the Blind as a viable option for Service-Learning SAE and for the cost directly related to this promotion.

Guide Dogs for the Blind Texas SAE Marketing Venture Budget				
Expense Category	Year 1	Year 2	Total Budget	Explanation
<b>Conventions- Texas FFA/ ATAT Conference- Area Conventions/ District Meetings</b>				
Hotel	\$ 2,000.00	\$ 2,000.00	\$ 4,000.00	1 State Convention, 1 teacher conference, 12 area conventions and a minimum of 24 district meetings
Booth Rental	\$ 1,080.00	\$ 1,080.00	\$ 2,160.00	
Meals	\$ 800.00	\$ 800.00	\$ 1,600.00	
Transportation	\$ 8,000.00	\$ 8,000.00	\$ 16,000.00	Will utilize previously owned GDB vehicle
<b>Publications</b>				
Brochure	\$ 840.00	\$ 840.00	\$ 1,680.00	4300 brochures @ \$0.39 each, + processing fee
Business Cards	\$ 35.00	\$ 35.00	\$ 70.00	
Ad in Newsletters	\$ 9,000.00	\$ 6,000.00	\$ 15,000.00	3 organizations \$250 each per month for Year 1 and then Year 2 will be 2 organizations @\$250 each per month
Mail outs	\$ 430.00	\$ 430.00	\$ 860.00	4300 pieces @ \$0.20 each
Postage	\$ 1,806.00	\$ 1,806.00	\$ 3,612.00	4300 piece x \$0.42 each bulk rate
<b>Promotions</b>				
Educational Videos	\$ 200.00	\$ 3,000.00	\$ 3,200.00	Year 1 will utilize current promotional video with slight updates. Year 2 will develop more videos tailored to Texas.
Small Animal Proficiency Award Sponsorship	\$ 1,000.00	\$ 1,000.00	\$ 2,000.00	
SAE Recruitment and Lesson Planning Unit	\$ 2,500.00	\$ 1,500.00	\$ 4,000.00	A series of videos and lessons will be developed that will correspond to the TEKS and Guide Dogs SAE; estimating 100 teachers
Purina Food and Nylabone Toy Sponsorship	\$ -	\$ -	\$ -	Purina and Nylabone will sponsor first 10 teachers who sign up and start a Guide Dog SAE
<b>Social Media</b>				
Social Media Staff	\$ -	\$ -	\$ -	Will utilize current social media personnel
Social Media Promotions	\$ 2,000.00	\$ 2,000.00	\$ 4,000.00	Will partake in boosting of posts and pinning them to the newsfeed @ a rate of 1x per week.
<b>Total Expenses</b>	<b>\$ 29,691.00</b>	<b>\$ 28,491.00</b>	<b>\$ 58,182.00</b>	

The above expenses fit within the budget that was designated by Guide Dogs for the Blind. A decrease in ads in newsletters for Year 2 is due to Maverick Marketing believing that money would be best spent if the ads were directed to Texas FFA members and Texas Agriculture Science teachers only. In Year 2 under educational videos, the videos will be created to educate on the legal side of raising service dogs, as well as, educating Agriculture Science teachers about how to develop a Guide Dog program in their school. Please note, all brochures, mailouts, and business cards will be done in high gloss, colored, heavy weight paper. Postage will be done by bulk rate. We will utilize your current social media staff to promote Guide Dogs in Texas. We will also exploit the use of bolstering ads and pinning them to the top of the newsfeed in various social media platforms at a rate of one time per week.

Assests ( # of puppies)	Assests			Explanation
	Current (55)	Year 1 (80)	Year 2 (110)	
Texas Puppies in Training	\$ 2,750,000.00	\$ 4,000,000.00	\$ 5,500,000.00	Each puppy in training is valued at \$50,000 and we project a growth of 45% in Year 1 and 38% in Year 2
<b>Total Assets</b>	<b>\$ 2,750,000.00</b>	<b>\$ 4,000,000.00</b>	<b>\$ 5,500,000.00</b>	
Support and Revenue				
Fundraising	\$ 500,000.00	\$ 625,000.00	\$ 781,250.00	Fundraising will be enough to cover expenses. We estimate fundraising to be a 25% increase for Year 1 and Year 2
<b>Total Revenue</b>	<b>\$ 500,000.00</b>	<b>\$ 625,000.00</b>	<b>\$ 781,250.00</b>	
Program Expenses				
Veterinary Services	\$ 275,000.00	\$ 398,750.00	\$ 550,275.00	Veterinary cost will also need to grow with 45% for Year 1 and 38% in Year 2
Management and Salaries	\$ 175,000.00	\$ 178,750.00	\$ 182,687.50	5% increase each year
Texas FFA SAE Marketing Plan		\$ 29,691.00	\$ 28,491.00	Within \$60,000 budget
<b>Total Expenses</b>	<b>\$ 450,000.00</b>	<b>\$ 607,191.00</b>	<b>\$ 761,453.50</b>	
Total Income	\$ 500,000.00	\$ 625,000.00	\$ 781,250.00	
Return on Investment	111.000%	102.930%	102.590%	
Reserve Fund	\$ 50,000.00	\$ 17,809.00	\$ 19,796.50	Unexpected expenses

From birth until formal training recall, Guide Dogs for the Blind values each puppy at \$50,000. Seeing that we have 55 current puppies in Texas, the total valued is \$2,750,000. The total value will increase as puppy numbers in Texas increase. We project a 45 % increase in overall puppies in training for Year 1 and a 38% increase for Year 2. With additional puppies in Texas, there will be more need for veterinary care and management to oversee the puppies. Veterinary costs are estimated to increase by 45% in Year 1 and 38% in Year 2. Management and salaries should also increase 5% each year due to more workload for staff. Fundraising efforts by GDB should increase by 25% in Year 1 in Year 2 to compensate for the added money spent. Any extra funds will be placed into a reserve fund. These funds will be solely designated for unexpected expenses and in case Guide Dogs for the Blind needs to hire additional staff members to keep up with the expansion. As you can see from the marketing strategies and plan, the anticipated ROI for Year 1 if all goals are met is 102.93% and for Year 2 102.590%. We can also look at other aspects that tell us that the investment of the marketing plan is a sound one. Taking out the five puppies that are currently being raised in Texas high schools, that leaves 50 current puppies in training in non-high school settings. The attrition rate of non-high school raised puppies is higher (45%) than those being raised in high schools (33%), according to primary research.

Goals	# of Puppies Raised	Attrition Rate	# of Guide Dogs Produced
<b>Current</b>	50	45%	27
<b>Year 1</b>	80	33%	54
<b>Year 2</b>	110	33%	74

The end goal is to develop a guide dog to aide a person who is visually impaired. If short term goals for Year 1 and Year 2 are met, Guide Dogs for the Blind will be able to service 2.75 times more clients. This plan, if followed, will in fact lead Texas FFA and Guide Dogs for the Blind into a wonderful long lasting partnership that will not only benefit Guide Dogs for the Blind, but develop leaders within the youth of Texas.



Guide Dogs for the Blind to review the progress of their goals after each quarter to determine if progress is being made towards the goals. After the first quarter, Guide Dogs for the Blind will survey participating Agriculture Science teachers through Survey Monkey to determine if more support is needed for the participants. After the first year, another survey will be sent via Survey Monkey and responses analyzed to determine the obtainment of goals, as well as a full evaluation on each of the marketing strategies implemented.

Maverick Marketing recommends specifically looking at the number of new puppies placed into Texas FFA member's homes to evaluate the success of the plan. In addition to looking at the raw numbers, it will be necessary to evaluate the attrition rate of each high school. In addition to the above, we feel it will be crucial for



Guide Dogs for the Blind will keep accurate records of new and old puppy raiser placements, as well as Agriculture Science teachers interested in bringing guide dog puppy raising to their campus. Maverick Marketing's contingency plan includes expanding the information and education piece of raising guide dogs and utilizing them as a SAE program. Guide Dogs for the Blind will host more online educational seminars, publish more educational videos and record testimonies from current Agriculture Science teachers who are offering this to their students. The new plan will require a separate set of goals, strategies, and evaluations. However, Maverick Marketing is confident that the provided plan will be the "pawfect" start to a wonderful Texas FFA and guide dog "Pawtnership".