

## Objective

Increase attendance at the NE Humane Society's Dining with Dogs event and raise more funds than previous years.

## Execution

As a departure from tradition, a fun, personality-infused illustrative style was used to better resonate with a younger demographic and new invitees. A trifold invitation and response card were sent to humane society supporters, and the graphics were incorporated into social media posts surrounding the event. The illustrations were also used to create greeting cards, which were sold in sets at the event, along with a complete set of the characters printed on canvas and sold in the silent auction.

## Results

The new design for the Nebraska Humane Society's *Dining With Dogs* invitation brought a decidedly edgy vibe to the annual fundraising event. Its energy was infectious – bringing 450 people to the event and creating more opportunities to raise money. Based on the feedback of organizers, attendees, and board members, it was a head-turning, tail-wagging success.