



# Mission Statement

**FOR IMMEDIATE RELEASE**

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**FOR MORE INFORMATION:**

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Our mission for the Aiding Animals campaign is to reduce the number of stray animals by 20% in Norman, OK by increasing volunteer service, fundraising, and educating the community's citizens.

Three Goals for My Campaign:

1. To decrease the number of stray animals by 20% in Norman, OK by the end of 2022.
2. To create a student-led club starting with 15 people, focusing on volunteering at local animal shelters. This would include helping wherever necessary, including walking pets, feeding them, cleaning kennels, fundraising, etc.
3. To raise awareness by educating those around OU's campus through various public relations efforts including press releases and creating new social media accounts during the school year (Instagram page, Twitter page, and various Facebook groups).