

THE BULLETIN

BY BUNNY BESTIES

MAY 2020 • ISSUE 2



THE BULLETIN

We welcome you to our publication where our community can learn what our nonprofit is up to month to month.

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To support us with a donation to our website for Giving Tuesday now please visit the following link.

https://www.flipcause.com/secure/cause_pdetails/NzKxNzU=



JOIN US AND HELP WITH GIVING TUESDAY NOW!

We are excited to be participating in Giving Tuesday now. According to the website for Giving Tuesday Now, "#givingtuesdaynow is a global day of giving and unity that will take place on May 5th, 2020 - in addition to the December 1, 2020 Giving Tuesday - as an emergency response to the unprecedented need caused by COVID-19. The world is mobilized to give."

The website continues to say, "Let's come together to create a wave of generosity, citizen engagement, action from business, and philanthropy, and support for communities and nonprofits around the world."

Find us on Facebook and Instagram raising money for our great cause; live streaming Bunny Bowl.

Meet Maylee Moore

OUR SOCIAL MEDIA INTERN

I am in charge of managing our Instagram and Facebook accounts. I practice my organization and planning skills by creating and scheduling social media content through an auto-posting program, which allows me to specify the most advantageous dates and times for posts to be shared. Through the use of this program, I have strengthened my analytics skills by analyzing the success of posts, identifying what times our viewers are most active, and observing what types of posts garner the most engagement

"Maylee not only is an intern but she is a integral partner on the social media marketing team!"

- Jennifer Smith

The knowledge I gain is then used to adjust future posts to increase their success! This internship also pushes me to continuously improve my writing and storytelling skills. With each post, I strive to portray the meaningfulness of the Bunny Besties mission, and in doing so I must find new and creative ways to write engaging captions. The largest project I have worked on so far was developing and implementing Bunny Besties' strategic plan for winning the City and County Credit Union's "Greater Good Contest".

As a student who is majoring in Strategic Communications and is interested in an Advertising Career, this experience was extremely beneficial and filled with learning opportunities. Being the Social Media Intern for Bunny Besties has allowed me to develop so many skills that will directly help me in my future communications courses, internships, and career.





TUNE IN FOR BUNNY BOWL

This Giving Tuesday Now! May 5, 2020

Make sure to tune in on Giving Tuesday now to support us on the global day of giving. Please consider helping us by sharing our Bunny Bowl live streams and adding a donate button to your shared post. We will be live streaming on Facebook and downloading the streams to Instagram. By simply sharing and adding a donate button you can run your own fundraiser!

To add a donate button to your post on Facebook:

1. Click What's on your mind? on your Facebook News Feed or timeline.
2. Choose Support Nonprofit and select the organization you want to raise money for. Type in and choose Bunny Besties.
3. Write a post about your cause and click Post.

Once your post is published, you'll see a Donate button on your post.



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Did you know that we have a very successful social media presence. On facebook last month we reached 48,952 people and Hoppy Hour reaches 6,000 +.

VOLUNTEER OF THE MONTH

Meet Molly

We honor Molly Welch this month for her dedication to being a true Bunny Bestie. Molly is a sophomore at Minnetonka High School. She helps every other day with cleaning after the rabbits. She also took it upon herself to get our produce donations. Molly and her dad happily bring the rabbits their fresh greens. Thanks to Molly and her family for all the help!



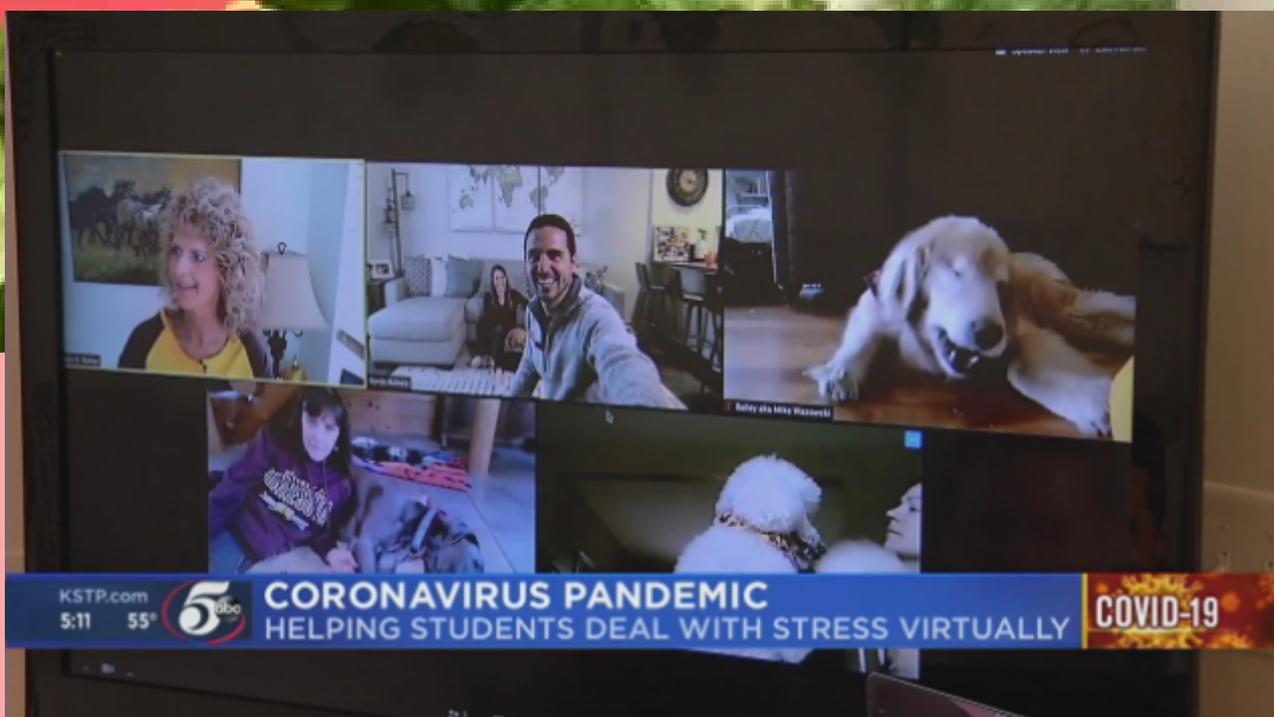
Bunny Storytime



COMING IN MAY

www.bunnybesties.org

Making the News with our PAWS Pals



Pet therapy program for college students moves online

PAWS, which stands for Pet Away Worry And Stress, is an extremely popular program offered through Boynton Health at the University of Minnesota. However, like other programs, it has had to adapt amid the COVID-19...

5 KSTP / Alex Jokich / Apr 20