



Driving Donations Through Media Coverage

POINT
TAKEN

CASE STUDY

The Challenge: Clay Humane, a nonprofit veterinary clinic, wanted to raise awareness and funds through media coverage.

The Solution: Point Taken Taken developed relationships with the media and key influencers to promote their organization's mission and develop a public education campaign. Point Taken worked with Clay Humane to introduce local journalists to the nonprofit organization via special events and pitches.



The Result: The Point Taken's media outreach efforts generated 406 media mentions in one year for Clay Humane, with story pickup nationwide and into Europe. Media coverage helped secure \$5,500 in donations for a kitten with a broken paw and \$12,500 for two puppies rescued from the side of an interstate to help Clay Humane fund veterinary efforts and help more animals in need.



View a Sampling of Coverage Point Taken Has Secured for Clay Humane:

- USA Today
- Fox News
- KOKI – Tulsa, OK
- The Atlanta Journal-Constitution
- Dayton Daily News – OH
- Hamilton Journal News – OH
- Palm Beach Post – FL
- Springfield News-Sun –OH
- Austin American Statesman – TX
- WSOC – Charlotte, NC
- KRMG Radio – Tulsa, OK
- WSB – Atlanta, GA
- WFTV – Orlando, FL
- WHIO – Dayton, OH
- WSB Radio – Atlanta, GA
- WPXI - Pittsburg, PA
- KRON - CA
- New Jersey Herald
- The Guardian
- HLN.BE - Belgium
- Daily Mail - England
- Daily Mirror - England
- Action News Jacksonville
- Channel 4 - WJXT
- First Coast News
- The Florida Times-Union
- WOKV
- Clay Today
- Jacksonville Magazine
- Jacksonville Sun Times
- The St. Augustine Record
- Texas Guardian
- Dallas Sun
- Panama City News Herald
- Huffington Post
- All Global News
- FTL.fr
- WFLX - West Palm Beach
- KERA - TX
- Houston Mirror - TX
- KNTV- CA
- Orlando Echo - FL
- Capital Bay News - CA
- WNBC - NY
- NBC4 Washington
- Tampa Star - FL
- WWIT - CT
- KNBC - Los Angeles
- NBC Chicago
- WTVJ - Miami, FL
- WCAU - Philadelphia, PA
- KTBC - Austin, TX

Curious How
Point Taken Can Help You
Drive Donations Through
Media Coverage?

Contact Point Taken Today
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