

NGO Association - Doon Animal Welfare with OptMum Digital for Digital Marketing Requirements

GURGAON, HARYANA, INDIA, April 17, 2024 /EINPresswire.com/ -- DEHRADUN, UTTARAKHAND - In a significant move aimed at advancing animal welfare, the Doon Animal Welfare Foundation, one of the largest cow shelters in Uttarakhand, has formed an innovative partnership with [OptMum Digital](#), a prominent digital marketing firm based in Gurgaon. This strategic alliance is designed to enhance the foundation's digital footprint, thereby increasing awareness and boosting donations both domestically and from abroad.

The memorandum of understanding (MOU) between the two organizations was formally signed on February 1, 2024. OptMum Digital has generously agreed to offer its digital marketing services at a subsidised rate, acknowledging the vital nature of the cause. This collaboration underscores the critical role that increased financial support can play in expanding the operations of the shelter and improving the welfare of the animals housed there.

This partnership will enable Doon Animal Welfare to leverage OptMum Digital's expertise in digital campaigns to reach a wider audience, attract more supporters, and secure additional resources. Through targeted ads, social media campaigns, and engaging content, OptMum Digital intends to bring the plight and stories of the shelter's animals to a global audience, driving both empathy and action among potential donors. The initiative is set to transform how the foundation communicates with its supporters and how it attracts new funding, ensuring a sustainable future for the animals it cares so deeply about.

About Doon Animal Welfare Foundation

Established in 2017, the Doon Animal Welfare Foundation has become a pillar of hope for animals across India, providing vital rescue operations, medical care, and shelter. With an impressive record of over 37,502 onsite treatments and rescuing more than 2,516 cows, the foundation has significantly advanced the cause of animal welfare. Their efforts extend beyond immediate relief, aiming to ensure a sustainable and secure future for all animals under their care.

The foundation operates under the philosophy that caring for animals is akin to poetry, enhancing their beauty and broadcasting their silent pleas. It is driven by a commitment to never turn away from an animal in distress, ensuring that each one receives the care and protection they truly deserve.

The foundation's approach involves a multifaceted strategy encompassing emergency response, ongoing care, and community engagement. Each rescued animal is provided with necessary medical treatment, nourishing food, and a safe habitat. Beyond rescue operations, the foundation invests in education and outreach programs to foster a community that respects and protects animals.

Further bolstering their mission, the Doon Animal Welfare Foundation also engages in advocacy to influence policy and create a legal framework that supports animal welfare. They collaborate with local and national authorities to improve the conditions for animals across the country.

OptMum Digital's Role

As a premier digital marketing agency in gurgaon, OptMum Digital specializes in a range of services from search engine optimization (SEO) to social media marketing (SMM) and pay-per-click (PPC) advertising. Their expertise in crafting compelling paid campaigns will be instrumental in reaching a broader audience, driving engagement, and ultimately increasing the significant flow of donations to the foundation.

OptMum Digital's approach involves creating tailored marketing strategies that resonate with potential donors and effectively convey the urgency of the foundation's mission. The agency's commitment to the cause is reflected in their willingness to adapt their services to meet the unique needs of the nonprofit sector. By leveraging advanced analytics and data-driven insights, OptMum Digital will be able to identify and target key demographics likely to support animal welfare causes.

Through these concerted efforts, OptMum Digital not only boosts the visibility of the Doon Animal Welfare Foundation but also enhances its reputation as a trusted and effective organization, attracting more volunteers and supporters, and significantly increasing the impact of its programs. This partnership exemplifies how tailored digital marketing strategies can be a powerful tool in the nonprofit sector, driving change and fostering a community of dedicated supporters.

A Call to Action

The collaboration between Doon Animal Welfare and OptMum Digital goes beyond a simple business partnership; it serves as a rallying cry for the community to come together in support of a vital cause. This joint effort is focused on utilizing digital media to broaden awareness, motivate donations, and create a significant impact in the lives of numerous animals in need.

By integrating their expertise and resources, Doon Animal Welfare and OptMum Digital are poised to implement powerful digital strategies that highlight the pressing needs of animals and the critical work being done to aid them. Their goal is to not only inform but also inspire action from people both locally and globally, ensuring a continuous stream of support that will enable the foundation to expand its reach and enhance its services.

Every contribution, whether big or small, plays a crucial role in providing shelter, medical care, and sustenance to these animals. As this partnership progresses, it embodies a deep-seated

commitment to animal welfare, demonstrating how collective efforts can lead to substantial changes. This is an invitation to everyone who cares about animal welfare to engage, contribute, and be a part of a truly transformative journey.

Supporting the Mission

Individuals and organizations interested in supporting the Doon Animal Welfare Foundation can contribute through direct donations, participating in adoption programs, or providing in-kind support. Every contribution helps provide essential food, medical care, and adequate shelter, ensuring that these vulnerable animals do not have to suffer unnecessarily.

As the partnership between Doon Animal Welfare and OptMum Digital unfolds, it promises to set a precedent for how digital strategies can be effectively utilized to advance the cause of animal welfare and engage the community in meaningful, impactful, and transformative ways.

For more detailed information on how to support or get involved with Doon Animal Welfare, please visit their website at Doon Animal Welfare Foundation.

Contact:

Doon Animal Welfare Foundation

Shri Krishna Dham Gaushala, Shimla Bye Pass Road,

Gram Hasanpur, Near Shivalik College,

Dehradun 248011, Uttarakhand, India

Phone: +91-7900283333, 7900273333

Email: doonanimalwelfare@gmail.com

OptMum Digital

Gurgaon, Haryana, India

Phone: +91-8087312207

Email: info@optmumdigital.com

Shubham Sethi

OptMum Digital

+91 80873 12207

[email us here](#)

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