

Brooke core content strategy

Our core content strategy statement describes why we create content at Brooke. It's our guiding light, our north star. The annotations provide context and extra detail.

Memorable narratives that grab people in our audience and stay with them.

Facts and figures that tell people about the reality, at a large and small scale.

Designing our content for the needs of all people. Giving people the information they need openly, transparently and in ways that they can understand.

Through fundraising and through building a supporter base. Through growing long-term engagement with our cause and our work. With people all over the world who we work with. And with other organisations with overlapping missions.

We blend great stories, solid evidence and research, and accessible information, **in order to** develop understanding, make the case for change, inspire action and build a sustainable movement, **so that** working horses, donkeys and mules have lives worth living, and their owners can care for and depend on them.

Both emotional and intellectual. Making sure that working animals aren't forgotten or overlooked. Improving skills, knowledge and capacity to protect animals' welfare.

Making the case for a better future and helping others to do the same. Influencing people in policy and practice. Putting pressure on those with the power to effect change.

All our content is ultimately about this. By threading this through everything, we show, rather than tell, people that this is what we're passionate about. That this is why we're here.

Encouraging and enabling people to give, buy, run, volunteer, pledge and campaign.