Katie McDonald.

Nonprofit & communications professional

From restaurant campaigns to fundraising events, I turn ideas into clear, creative communications. Animal welfare is the cause closest to my heart.

My experience spans social media, donor communications, community engagement, education, and fundraising events.

Communications / Fundraising / Animal welfare

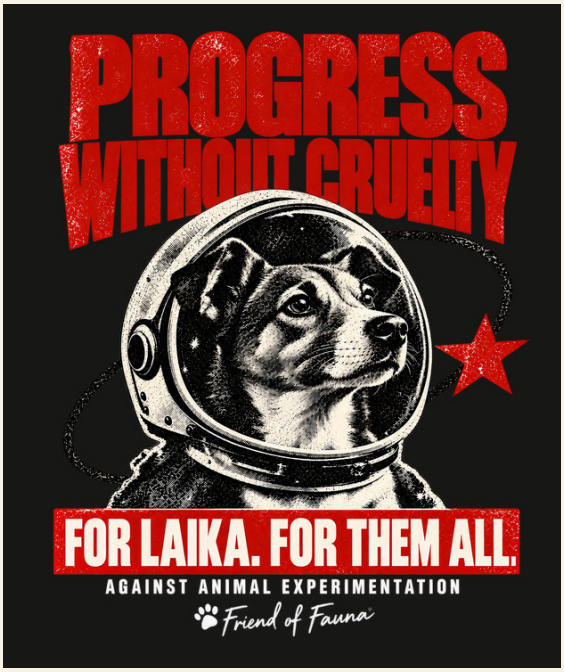
WEST KELOWNA, BRITISH COLUMBIA

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Words, design, and community.

ANIMAL ADVOCACY / DESIGN



THE BUTCHER'S WIFE / PHOTOGRAPHY



The Butcher's Wife

Pembroke, Ontario | Social media & communications management

PROJECT RESULT

0 to 6,000+

Followers within the brand's first year

The goal

Introduce a new restaurant, give people a reason to follow, and build a recognizable local brand.

My role

Built the social media presence from the ground up alongside the restaurant's launch, establishing its brand voice, visual aesthetic, content style, and digital identity.

My contribution

- Developed and executed a content strategy around the restaurant's launch and ongoing activity.
- Created, wrote, edited, and published social posts, Reels, Stories, photography, short-form video, graphics, and promotional copy.
- Used Canva, Adobe Photoshop, and CapCut to take content from concept through publication while maintaining a cohesive brand.
- Monitored audience engagement and content performance to refine content and storytelling.

WHAT THIS DEMONSTRATES

Brand stewardship, content planning, visual storytelling, audience engagement, and taking creative work through to publication.

Selected campaign designs.

The Butcher’s Wife | Promotional design and copy



Private-event promotion

Campaign layout, promotional copy, and a clear call to inquire.



Dessert promotion

Food-led design with a concise headline and supporting copy.

DESIGN & COMMUNICATION CHOICES

A clear headline draws attention, supporting copy gives context, and the restaurant’s visual identity keeps the content recognizable across formats.

Click either image to view the original at full size on my portfolio website.

Food, atmosphere & campaigns.

The Butcher's Wife | Photography, visual storytelling & seasonal promotion

Selected photography and campaign graphics, moving from day-to-day restaurant storytelling to seasonal promotion.



People & hospitality



Behind the scenes



Restaurant atmosphere



Food photography



Mother's Day campaign



Holiday event bookings

Click any image for the full-size work. More social ads and videos are available on my portfolio website.

A campaign across formats.

The Butcher’s Wife | Valentine’s Day print menu and social video



Valentine’s table menu

A seasonal print piece with a clear hierarchy for five courses.



Valentine’s campaign video

11 seconds | Motion graphics and event promotion.

Watch the video on my portfolio

More video work online: restaurant atmosphere, behind-the-bar storytelling, and weekend brunch promotion.

Kelowna’s Gospel Mission

Collaborative event leadership, community relationships, and clear communications.

ART FOR IMPACT / APRIL 2026

$200,000+
Raised by the event

350+
Attendees

My role

Co-led planning, marketing, communications, and event execution alongside the KGM team. Created and designed the 32-page live-auction catalogue.

Contributed to artist and partner outreach, sponsorship communications, promotional materials, the silent auction, and event logistics.

CHARITY GOLF CLASSIC / AUGUST 2026

Co-led the event.
Led volunteer coordination.

My contribution

Co-led the tournament with the KGM team; coordinated and led volunteers. Supported sponsor outreach, recognition, auction procurement, event communications, and logistics.

Volunteer leadership

Coordinated volunteer roles, schedules, instructions, and event-day support so volunteers understood their responsibilities and when to ask for help.

Art for Impact’s fundraising and attendance figures reflect the event’s collective result.

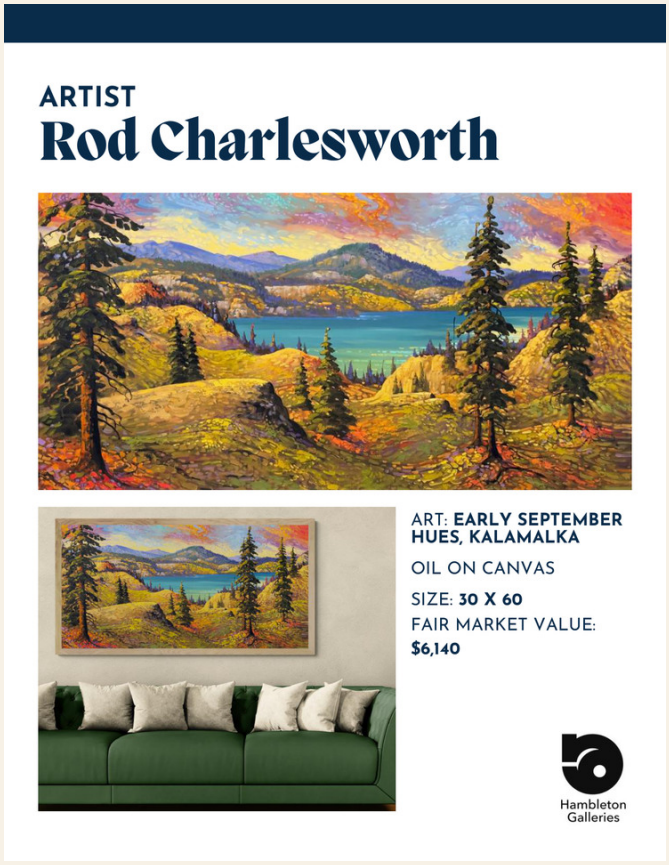
The collection, clearly presented.

Art for Impact 2026 | Live-auction catalogue

Created and designed a 32-page catalogue to present the collection for Art for Impact, using consistent layouts for artwork, artist names, and auction information.



Cover & event identity



Artwork & auction information

MY CONTRIBUTION

Catalogue creation and design: page layout, typography, image placement, and organizing artwork titles, media, dimensions, and fair market values for readers.

View the complete 32-page catalogue

Catalogue design by Katie McDonald. Featured artworks are credited to the named artists in the original catalogue.

One thank-you. Two audiences.

Sponsor stewardship | Charity Golf Classic

Recognizing continued support for returning sponsors, while welcoming new sponsors and inviting both to take part again.

RETURNING SPONSORS

To your team,

Thank you so much for sponsoring our Charity Golf Classic! It was a great day at Sunset Ranch, and we loved seeing everyone out enjoying the tournament.

Your generosity helped make it all possible, and we're so grateful for your continued support of the tournament. We'd love to have your team be part of it again next year!

Warmly,
Katie & the whole KGM team

NEW SPONSORS

To your team,

Thank you so much for sponsoring our Charity Golf Classic! It was a great day at Sunset Ranch, and we loved seeing everyone out enjoying the tournament.

Your generosity helped make it all possible, and we're so grateful you chose to support us this year. We'd love to have your team be part of the tournament again next year!

Warmly,
Katie & the whole KGM team

Adapted from KGM sponsor thank-you templates. The salutation is anonymized and the layout has been reformatted for this portfolio.

A brief people can use.

Volunteer communications | Charity Golf Classic

VOLUNTEER QUICK SHEET / AUGUST 28, 2026

Role: Hole-in-One Witness
Station: Tee Box

Arrive by 8:30 a.m. | Volunteer huddle at 8:45 a.m.
Shotgun start at 10:00 a.m.

What you're doing

- Watch each golfer's first shot until it stops. Remind golfers that only their first shot is eligible and that a hole-in-one made using a mulligan ticket does not count.
- Bring positive energy, encourage the golfers and have fun - while staying quiet during each tee-off and focused on every eligible shot.
- If a hole-in-one may have occurred, note the golfer/team and call Katie immediately.
- Do not touch the ball or leave your station. Wait for Katie's instructions.
- If confirmed, you will need to sign the official documentation as a witness.

Need help or a break?

Do not leave your station without arranging coverage with Katie.

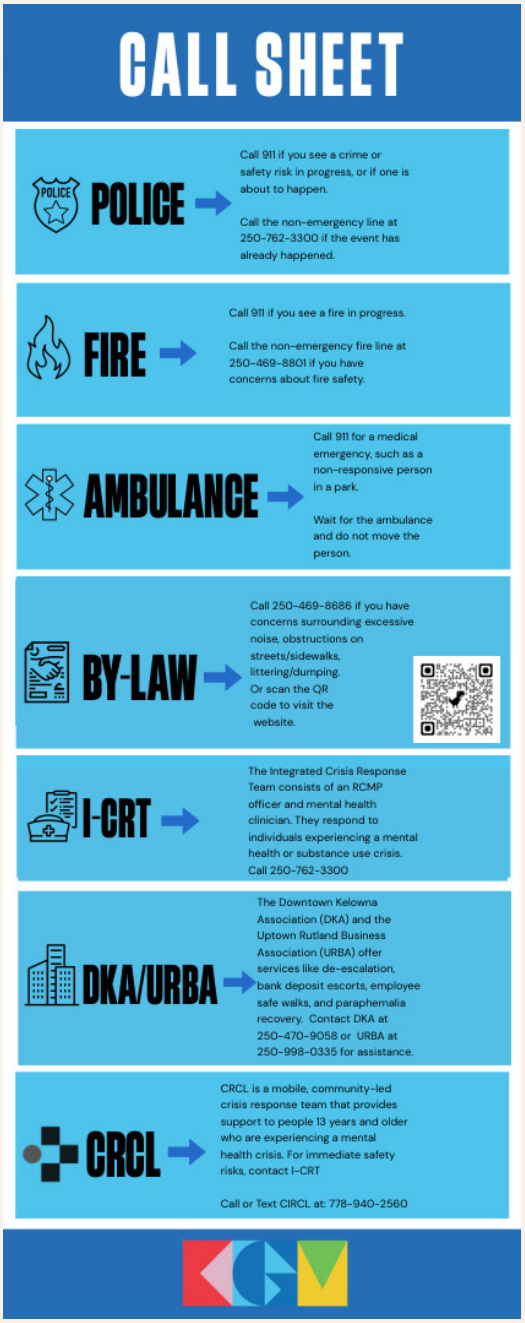
WHY THIS WORKS

The schedule comes first. Instructions use direct verbs, and volunteers have a clear escalation contact and coverage rule.

Excerpt from KGM volunteer assignment sheets. Names, contact numbers, sponsor names, and hole numbers are omitted; layout reformatted for this portfolio. This is a work sample, not a current event instruction sheet.

Who to call. When to call.

Kelowna's Gospel Mission | Public information & resource design



My role

Created and designed a community resource sheet, organizing services and contact information into clearly labelled categories.

Design choices

Large service headings, recognizable icons, consistent colour blocks, and concise text give readers a clear path through the information.

What this demonstrates

Information design, concise public-facing communication, and arranging service information in a format people can scan.

View the original resource sheet

Original community resource sheet shown as a design sample. Contact information appears as it did in the source.

Making complex ideas approachable.

Resources and communications for students, educators, volunteers, and partners.

BEST BUDDIES CANADA

100+ partner schools and community organizations

My contribution

Managed relationships across a large regional portfolio, developed and adapted program communications and resources, and delivered presentations and training to educators, student leaders, volunteers, and community organizations.

Event collaboration

Co-led the 2025 Vancouver Friendship Walk, which raised approximately $10,000. Supported donor and sponsor outreach, event planning, and campaign communications.

Communication approach

Adapted program information for youth and adult audiences and provided practical support so partners could understand and implement inclusive friendship programming.

CITY VANCOUVER ACADEMY

Five-unit online history course

My contribution

Researched, wrote, and developed a Grade 12 World History course with written lessons, multimedia resources, learning activities, and assessments.

Writing and editing

Translated complex historical topics into age-appropriate content. Edited and organized curriculum materials for accuracy, clarity, consistency, readability, and alignment with learning objectives.

Advocacy through design.

Friend of Fauna | Animal advocacy brand & apparel concepts

An independently developed personal brand bringing together animal advocacy messaging, a vintage-inspired visual identity, and clothing concepts.

MY FOCUS

Concept development, advocacy copy, visual direction, and brand presentation.



Progress without cruelty

A bold headline and Laika-inspired imagery communicate an animal-testing advocacy message.



Compassion over confinement

A clear action-led headline and layered animal imagery create a consistent brand treatment.

A PERSONAL PROJECT WITH A CLEAR PURPOSE

These are personal brand designs and product concepts. They demonstrate cause-led messaging and a visual system adapted across subjects and formats.

One brand. Different formats.

Friend of Fauna | Pet advocacy artwork & apparel mockups

Pet adoption and responsible care messages, paired with selected clothing concepts.



Someone out there needs you

An adoption message with a direct invitation to support a local shelter.



Spay and neuter your pets

An approachable pet-care message in the brand's vintage-inspired style.

APPAREL PRESENTATION / PRODUCT MOCKUPS



Kiska / Anti-captivity



Sudan / Conservation



Cecil / Anti-trophy hunting

Every choice has an impact.

Animal Awareness Western | Advocacy social media

Two animal welfare messages with a direct next step: prevent unplanned litters and choose entertainment without captive wildlife.



One litter. A lifetime of responsibility.

Connects litter prevention with the responsibility of lifelong care, then directs pet guardians to their veterinarian.



Your ticket. Her lifetime.

Connects a brief visit with decades of confinement, remembers Kiska, and asks audiences to skip captive-wildlife entertainment.

MESSAGE & DESIGN

Bold type, a restrained purple accent, and simple animal imagery put the message first. Each ad connects an everyday choice with its lasting impact on animals, then gives the reader a practical next step.

Fact checks: BC SPCA pet care

Animal Justice / Kiska, March 2023

A cause I care deeply about.

My commitment to animal welfare includes research, advocacy, community events, and hands-on care. I want to use my communications experience to help advance humane treatment of animals.

BC SPCA

Canine wellness volunteer & volunteer orientation lead

Support dogs through walking, exercise, enrichment, socialization, and shelter care. Began serving as a volunteer orientation lead in October 2026.

Kelowna Veterinary Care Foundation

Volunteer / Since July 2026

Provide enrichment for dogs and support the Foundation’s social media.

Animal Awareness Western

Research & content coordination / 2022-2024

Researched animal welfare, ethics, and advocacy issues and developed accessible educational content, social media, awareness, and fundraising campaigns with fellow student volunteers.

Paws It Forward Dog Rescue

Event volunteer / 2025-2026

Supported community event operations, public engagement, fundraising activities, and awareness of the rescue’s work.

Honours BA, History | Western University
Four years on the Dean’s List; undergraduate honours thesis.

LET’S CONNECT

katiepmcdonald@gmail.com