

NC RUFF

Website rebuild

July, 2015

Client background

Rescue Ur Forever Friend (RUFF) is an all volunteer, nonprofit rescue dedicated to reducing the homeless population of pets, through foster care, medical treatment and adoption into forever homes. RUFF encourages responsible pet ownership through community outreach and education.

Rescue Ur Forever Friend (RUFF) improves the quality of life of homeless pets by providing a safe refuge through excellent foster and medical care until their permanent homes are secured, ensuring a long lifetime of safety, love and companionship. The agency also encourages responsible pet ownership through education, advocacy, programs and services.

NC RUFF envisions a community where every pet finds a loving and permanent home, is spayed or neutered, and is treated with respect and compassion.

NC RUFF has a *small, yet dedicated staff* of three women, Diane Ward, Kim Brown and Ann Tisdale, who have a combined forty years of experience rescuing dogs and cats from high-kill shelters throughout North and South Carolina.

Project overview

To re-design the NC Ruff web site to make it more impactfull and interactive for the user. The website needs to easier to use for both staff members, volunteers and potential adoptive families. The current website was designed in 2005 and, while functional, is not as polished and intuitive as those of other local rescue organizations. Diane and her staff want the new website to have a look that better reflects the growth of the organization and lets the animal's personalities shine through. Primary Focus will be paid to telling the stories of the wonderful animals that need homes and the life-enhancing experiences that are shared between the pet and its new adopted family. The ultimate goal is to find loving homes for all the pets that NC Ruff takes in. A secondary focus will be placed on educating the user about NC Ruff's need for foster families, donations, volunteers to help care for the animals waiting for forever homes.

Even the best websites are useless if they can't be found, so the new site will take advantage of the latest in search engine optomization tools to make NC RUFF one of the first rescues to appear when an interested family searches for a new pet on Google and Yahoo.

Goals and objectives

1. Increase adoption rate by 20% over the previous year.
2. Increase web hits by 40% over the previous year.
3. Increase site-generated monitary donations by 30% over previous year.
4. Increase non-monitary (food, beds, shampoo etc.) donations by

20% over the previous year.

Research finds that the target audience for NC Ruff are persons aging in range from 25-45, are college educated, have a yearly household income greater than \$50,000, are in a committed relationship or are married, have at least one child, have lived in their current residence over 1 year, and check-in regularly on social media sites like Twitter, Facebook and Instagram.

Based on this data, the new website will not only link to NC Ruff's facebook page, but also to their newly built Twitter and Instagram accounts. Social Media is the way people communicate in the twenty first century and NC Ruff will be part of the conversation. In conjunction with the added links, there will be space on the site for NC Ruff clients to share pictures and videos of their furry buddies performing for the camera. Diane and her staff spend significant time getting to know their clients before the adoption process begins and they don't want that relationship to end when the pet is handed over.

Tone and Perception

NC RUFF is a labor of love for Diane, Kim and Ann. They dedicate a significant amount of time and energy to bringing together families and pets who need each other and they take great joy in knowing that they are making an impact in the community. Pets are fun and have a unique way of breaking down barriers and bringing people together. In that spirit, the new NC RUFF.org will be a fun place to visit, the tone will be light, casual and playful. It will be the type of place where mom's and

daughters will huddle around the iPad every week to watch the latest cute videos featuring the adorable rescue animals. It will be a site that people will want to share with their Facebook friends. It will be a place people will visit even after they bring home their new furry friend.

Scope of work

The redesign of NC RUFF.org will be complete by November 1, 2015, with a go-live date of November 15, 2015. Brazill Designs will redesign NC RUFF free of charge and will provide free basic technical support and education for six months following the go-live-date. Content including text, logos, images and videos will be provided by NC RUFF no later than September 15, 2015. Failure to provide agreed upon content could result in a delay in the site completion and go-live date.